



UCONOMY



ZIGMA Investment Group  
*Collaborative Intelligence*

# UNLOCKING AN ECONOMY OF OPPORTUNITY

Agriculture / Startups

EAN

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The agricultural economy of Namibia can benefit from farming, but especially the development of SME / startup / emerging farmers.

Farming drives food security as well as job creation and economic growth.

Clem Sunter challenges us: “we need to create new enterprises. We therefore need to create the environment for new enterprises to be developed” (Clem Sunter, 2014)

The real problem statement is therefore complex:

- Opportunities need to be created for business - markets, ease of doing business, financing, etc.
- Farmers need to be identified and actively developed to maximise opportunities
- Reliable and productive employees should be prepared to be the productive core of the local economy

The markets exist - the emerging / startup farmer needs access - its not a given.

Emerging / Small / Startup farmers face many challenges. In our experience these include:

- Reliable access to markets
- Diversification of output to offset climate / market risks
- Development of land as asset
- Finance advice and access to finance
- Low water usage alternatives
- Local economic issues (communities / municipalities / ease of doing business)
- Additional value chains (like Agri Processing)
- Livestock challenges include:
  - Reliance on SA
  - Lack of value added processes
  - Lack of alternate income in case of drought, etc.
  - Access to technology to enhance smart farming

## THE ECONOMIC SOLUTION WE OFFER IS DEMAND (NOT SUPPLY) DRIVEN AND ENTAILS:



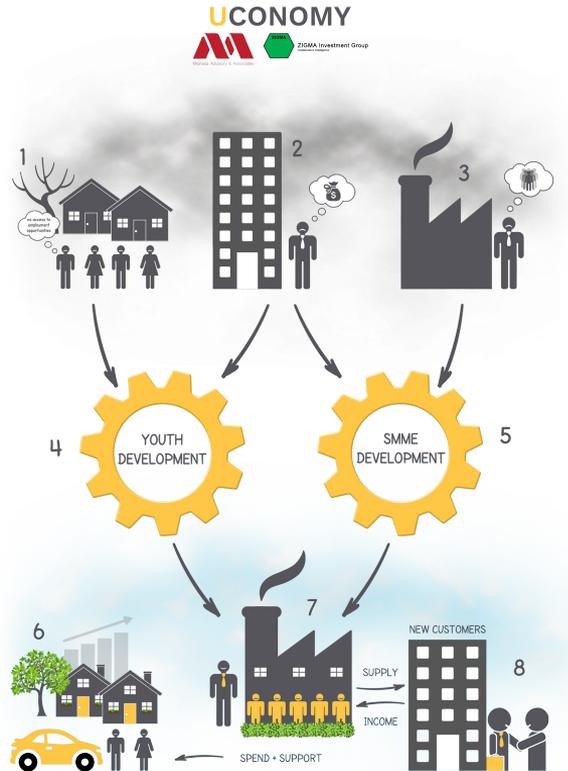
1. Opportunities: building new markets, finding existing markets and connecting value chains together to supply these markets with products or services
2. Enterprises: creating, developing and maintaining small and medium enterprises to service opportunities
3. Employees/Entrepreneurs: finding and developing talent to capacitate the growth and development of enterprises

Our years of experience have resulted in clear learnings in **what not to do** and **what to do**:

**What not to do:** many failed projects exist where people were trained, enterprises were mentored, etc. but no real markets were found. These failures are mostly supply driven. Financial sustainability at enterprise and employee level wasn't achieved and these projects remain dependent on donations and handouts.

**What do do:** adopt a theory of change, find markets, reverse engineer the market demand into viable enterprise designs, bulletproof the financial models of each enterprise, reverse engineer skills needed, train and mentor people to acquire and retain these skills, transact, grow the economy and repeat. This demand driven model can show results within 3-5 years.

Working examples of such solutions exist. We will cover such examples in this document.



Our theory of change is based on the realities that we have repeatedly encountered in our work “on the ground” and entails the development of:

- An environment
- Where enterprise can thrive
- Engineer growth to ensure demand for employees
- Develop youth based on demand

Alternatively put:

- Develop enterprises
- Develop youth
- Matching
- Develop enterprises and youth further
- Growth
- Strategic rollout in regions and communities

This process entails anchor corporate clients, an entire ecosystem, productive entrepreneurs and employee community.

## 3 Layered Approach

### Individual:

Our 12 month programme enables young talent to enter the world of work.

### SMME:

We develop & support SMMEs which benefits communities over a 3-5 year cycle.

### Communities:

Through our activities we build an ecosystem that drives integrated socio-economic development over a period of 10-20 years.

### 1 - Youth Development Programmes:

By means of learnerships, apprenticeships, internships and the implementation of YES, we provide comprehensive skills training, relevant work experience and on-the-job coaching to individuals, greatly increasing their employability.

### 2 - SME Development for Employment Creation:

In proactively identifying opportunities in under-resourced communities, our SME programme enhances sustainable growth and effectively builds local businesses, exposing them to new markets and thus creating new employment opportunities.

### 3 - Development of Community Economies as new Markets:

Uconomy provides SME's with extensive support in administration, financial planning and operational development as well as access to new markets. Linking small businesses to local Government, Corporates and their supply chains creates new opportunities for growth and financial sustainability.

We promote the following solutions for integration into any current farming operations:

- Access to funding
- Online market, retail and wholesale clients, agricultural shows, corporate buy-in
- Permaculture, Fish Farming, etc
- Focus on soil health and land as the asset
- Low water usage
- Tunnels - keep the soil in the shade
- Variety of greens
- Access to markets - offtake agreements for meat, fish, greens
- Access to technology to enable emerging farmers to operate like large farmers
- Access to best practices and learnings from the SADC

Technology to enable the emerging / startup farmer to operate as a large business.

# Basadi Mix Homemade Preserves



Basadi is the Sepedi translation for strong independent women, and that is exactly what the 'Basadi mix' ladies are striving for. Basadi Mix is an apt name for this small business: it was founded in 2019 in Limpopo by 4 vibrant and driven women with the view of empowering others to create their own destiny.

Combining secret family recipes, a passion for cooking and their unique flair, Basadi Mix is creating delicious jams, pickled delights, chutneys and other mouthwatering preserves. True to our name, our goal is to teach and support like-minded women to start their own small companies. Basadi Mix teaches local women, not only how to create original recipes and bottles of happiness, but also business skills and how to be entrepreneurs. These skills are transferred to others, and thus the circle of empowerment grows strong, independent women and their local economies.

Basadi Mix works closely with Aquagrowth, a local organic aquaponic farm that supplies us with many of the ingredients required by the recipes. Those ingredients not produced by Aquagrowth, are mostly sourced elsewhere in tropical Tzaneen. With the support of Uconomy, we hope to expand our range of products, continue growing and exporting to surrounding areas in the Limpopo province, and in time, nationally.

The ladies of Basadi Mix are colourful, happy and passionate about their communities, life and sharing their dream.



# Aquagrowth



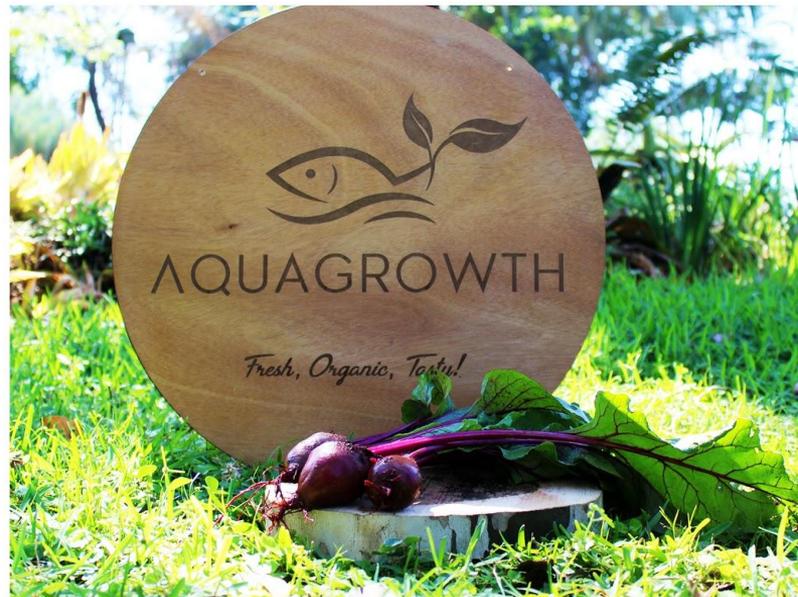
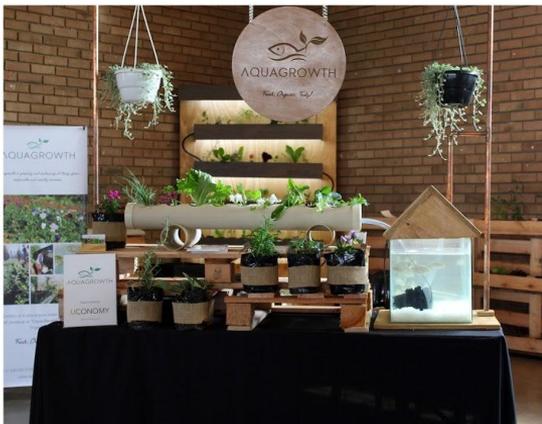
Aquagrowth is a small business that started with the aim of maximising the use of land and other limited resources we had available. We have grown from strength to strength by ingeniously combining organic aqua- and agriculture and creating a productive fish farm as well as a productive fresh produce farm.

The fish (Tilapia Rendalli, also known as the Redbreast Tilapia), and the water they live in, are used to fertilize the plants. Due to the highly concentrated nutritive nature of the fertilized water, the plants grow exceptionally fast.

The plants that are not used for human consumption, are fed to the fish to not only bring down costs, but to ensure that the fish receive a healthy, varied natural diet. Aquagrowth uses this relationship between the flora and fauna to produce top quality fish, vegetables and plants to be sold to the general public.

We are currently providing internships to twenty previously unemployed and unskilled youth, empowering them with knowledge and skills used at the farm: aquaponics, developing small greenhouses, fish -, traditional - and organic farming.

With the support of Uconomy, we strive to lead our youth to a better future by planting the seed of empowerment and developing well-rounded community members striving to better themselves and those around the





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Thank You

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