



PMF Youth Enterprise Activation Pathway

A practical post-Expo entrepreneurship pathway delivered in partnership with The Human Entrepreneur, designed to help young people move from opportunity exposure to income-generating action.

<p>TOTAL FUNDING REQUIRED</p> <p>R825,500</p> <p>Inclusive of supplier VAT where applicable</p>	<p>FUNDING MODEL</p> <p>One funding partner · Full pathway</p>
<p>LEAD ORGANISATION</p> <p>Pumeza Mngambi Foundation NPC</p>	<p>IMPLEMENTATION PARTNER</p> <p>The Human Entrepreneur</p>
<p>STRATEGIC PROJECT LEAD</p> <p>Eunéne Levine, on behalf of PMF</p>	<p>LINKED INITIATIVE</p> <p>PMF Youth Expo 2026</p>

<p>100+</p> <p>YOUNG PEOPLE REACHED</p>	<p>38</p> <p>PHASE 2 INTAKE CAPACITY</p>	<p>35</p> <p>TARGET ACTIVE PARTICIPANTS</p>	<p>30</p> <p>TARGET PROFITABLE BUSINESSES</p>	<p>5</p> <p>WEEK PHASE 2 DURATION</p>
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1 Decision Summary

PMF is seeking **R825,500** to fund a practical youth entrepreneurship pathway linked to PMF Youth Expo 2026. This two-phase programme helps young people move from opportunity exposure to income-generating action.



PROGRAMME PHASE	REACH	DURATION	COST
Phase 1 — Enterprise Readiness & Pre-Vetting	100+ young people	Half-day session	R57,500 incl. supplier VAT
Phase 2 — Rapid Enterprise Activation	Up to 38 selected; target 35 active	5 weeks · Week 1 theory block + 8 practical half-day sessions	R768,000 incl. supplier VAT where applicable
Total Funding Required	100+ reached; 30 profitable businesses targeted	—	R825,500

Decision required: PMF is seeking one committed funding partner, CSI/CSR partner or donor to fund the full pathway at **R825,500, inclusive of supplier VAT where applicable.** The programme works best as a complete pathway — Phase 1 creates reach and readiness; Phase 2 creates deeper activation. Section 18A receipts available for qualifying donations.

2 Why This Programme Matters

PMF Youth Expo creates access, exposure and hope. This programme creates the next step.

South Africa's youth unemployment challenge cannot be solved through employment pathways alone. Jobs, learnerships and internships remain important, but they cannot absorb every young person quickly enough. Many young people are capable, willing and full of potential — but they need a practical pathway from where they are now to earning income.

This programme helps them shift from waiting for opportunity to creating opportunity.

"Entrepreneurship is not a talent reserved for a few. It is a capability that can be built, awakened and activated."

For PMF, this matters because the programme gives selected youth practical tools to think differently, identify opportunities, test ideas and begin moving towards income-generating activity.

3 The Core Idea

The programme helps young people move from:

FROM

"I am waiting for someone to give me an opportunity."



TO

"What can I do, offer, sell or solve with what I have?"

This shift — from passive waiting to active creating — is the foundation of everything the programme delivers.

4 About PMF and PMF Youth Expo 2026

ABOUT PMF

The Pumeza Mngambi Foundation NPC (PMF) is a registered non-profit company, NPO and approved Public Benefit Organisation based in Soweto, South Africa. PMF is committed to youth development, community upliftment and creating access to opportunity for young people in underserved communities.

PMF's work is grounded in the belief that young people do not lack potential — they lack access. The foundation works to close that gap through events, programmes and partnerships that connect youth to information, skills, networks and real opportunities.

PMF holds Section 18A approval and can issue Section 18A receipts for qualifying donations.

ABOUT PMF YOUTH EXPO 2026

PMF Youth Expo 2026 is a free, two-day youth development event designed to connect young people in Soweto and surrounding communities to information, inspiration, skills and opportunities.

The Expo brings together exhibitors, speakers, workshops, learnerships, career guidance providers and community partners in one accessible space — removing barriers that typically prevent young people from accessing these resources.

DATE 15–16 June 2026

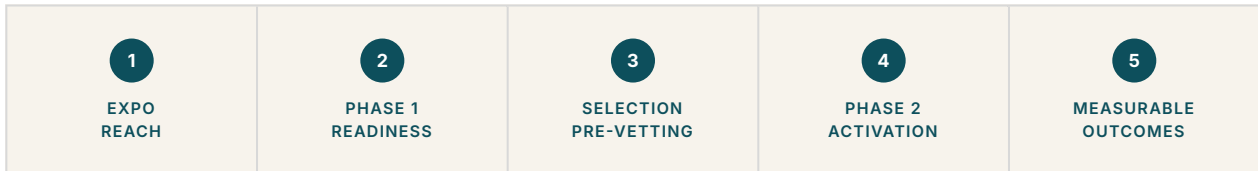
LOCATION Grace Bible Church, Protea Glen, Soweto

PURPOSE Youth development and opportunity access

ROLE IN THIS PROGRAMME Front-end pipeline for Phase 1

5 Expo-to-Activation Pathway

The PMF Youth Expo is not just an event — it is the front-end of a structured pipeline. Young people who attend the Expo are exposed to opportunity, information and inspiration. The Enterprise Activation Pathway takes the most ready and committed participants further.



PMF'S ROLE IN THIS PROGRAMME

PMF — LEAD ORGANISATION

- Provides the front-end pipeline through PMF Youth Expo 2026
- Leads community access, participant recruitment and communication
- Coordinates the Phase 1 venue, logistics and participant flow
- Provides governance and organisational oversight throughout the programme
- Manages funder relationship, reporting and accountability
- Collects and shares impact stories with the funder
- Issues Section 18A receipts to qualifying donors

6 Partners and Project Lead

PMF and The Human Entrepreneur bring complementary strengths: community access and trust on one side, and a proven enterprise activation methodology on the other.

STRATEGIC PROJECT LEAD & DELIVERY OVERSIGHT

Eunéne Levine
Strategic Project Lead, PMF Youth Expo 2026

Eunéne Levine is responsible for the strategic coordination and operational delivery of the PMF Youth Enterprise Activation Pathway, working on behalf of PMF to ensure the programme is planned, resourced and delivered to the required standard.

Eunéne will be present onsite throughout the programme to manage venue, catering, participant flow and logistics professionally.

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IMPLEMENTATION PARTNER

The Human Entrepreneur
Programme Design & Facilitation

The Human Entrepreneur is the programme design and facilitation partner for both phases. It brings a proven methodology — built on real-world results across multiple South African cohorts — to the design and delivery of the enterprise readiness and rapid enterprise activation programme.

Participants do not only learn about business — they begin testing, adjusting, selling and building evidence of real customer activity during the programme itself.

PHASE 1 METHOD	Level One Methodology
PHASE 2 METHOD	Level Three Methodology
TRACK RECORD	Multiple SA cohorts since 2020

TRACK RECORD AND CREDIBILITY

The Human Entrepreneur's methodology has been tested across multiple South African communities since 2020. Results are documented and reflect real business outcomes — not only attendance or satisfaction scores. Across all cohorts, the programme has consistently produced measurable results: businesses created, customers acquired, revenue generated and profit growth achieved within the programme period.

Key results across previous cohorts include **30 businesses created in 21 days** (2020), a **319% average profit increase** (2023), and **R19,150 average profit over five weeks** with 100% of participants having customers (2025 Meyerton). Full cohort data is presented on the Evidence page of this proposal.

PHASE 1 · POWERED BY ENTREPRENEURIAL THINKING AND SIDE HUSTLE SUCCESS

Enterprise Readiness & Pre-Vetting

Half-day session · Minimum 100 participants · Linked to PMF Youth Expo 2026

Phase 1 creates a broad entry point for young people. It introduces participants to entrepreneurial thinking in a practical and accessible way. The session is designed to help young people quickly shift limiting beliefs about entrepreneurship and recognise that income-generating activity does not have to start with funding, status or a formal business plan.

Every attendee will receive a printed copy of Side Hustle Success: A Low-Cost, Low-Risk Way to Make More Money in Five Easy Steps.

PARTICIPANTS	FORMAT	PURPOSE
100+	Half-day session	Pre-vetting & readiness

WHAT PHASE 1 ACHIEVES

- Understand entrepreneurship as a practical pathway to economic participation
- Recognise opportunity in their own context and shift from waiting to taking initiative
- Develop problem-solving and action-oriented thinking
- Build confidence and personal agency
- Demonstrate readiness for deeper enterprise activation

PRE-VETTING FUNCTION

This phase reduces risk. It ensures the participants selected for Phase 2 are not chosen randomly — they are selected from a larger group based on participation, readiness and potential. Participants will be assessed for attendance and participation, interest and engagement, willingness to take action, entrepreneurial mindset, and practical potential for income-generating activity.

From this group, **up to 38 young people will be selected for Phase 2** — chosen based on demonstrated readiness and potential, not randomly. The intake of up to 38 allows for natural drop-off, with the aim of supporting at least 35 active participants through the five-week programme.

PHASE 1 COST · FLAT RATE FOR MINIMUM 100 PARTICIPANTS

R57,500 incl. supplier VAT

PHASE 2 · BASED ON LEVEL THREE METHODOLOGY

Rapid Enterprise Activation

Five-week programme · Week 1 theory block · 8 practical half-day activation sessions

Phase 2 is delivered over five weeks. The programme begins with a focused theory block in Week 1, delivered as either two full days or four half-days, depending on operational requirements. This is followed by eight practical half-day activation sessions over the remaining four weeks, where participants apply the methodology through customer engagement, offer testing, sales activity and business development.

<p>PARTICIPANTS</p> <p>Up to 38 selected</p>	<p>DURATION</p> <p>5 weeks</p>	<p>THEORY BLOCK</p> <p>Week 1 · 2 full days or 4 half-days</p>	<p>PRACTICAL SESSIONS</p> <p>8 half-day sessions · Weeks 2-5</p>
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<p>WEEK 1</p> <p>Theory Block</p> <p>2 full days or 4 half-days</p>	<p>WEEKS 2-5</p> <p>8 Practical Half-Day Activation Sessions</p> <p>2 sessions per week · Customer engagement, offer testing, sales activity & business development</p>
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PHASE 2 COST · UP TO 38 SELECTED PARTICIPANTS · INCLUDES R20,000 PRIZE FUND

R768,000 incl. supplier VAT where applicable

8

What Phase 2 Achieves

- Clarify a business or income-generating idea and identify a real customer problem
- Shape a practical product, service or offer and speak to potential customers
- Test their offer and adjust based on feedback
- Build confidence in selling, communication and market feedback
- Move towards customer interest, sales activity, orders, early revenue or validated demand
- Create a practical next-step plan after the programme

ENTERPRISE ACTIVATION PRIZE FUND — R20,000

1st prize	R10,000
2nd prize	R6,000
3rd prize	R4,000

Minimum 80% attendance required to qualify for prize consideration. The prize fund is awarded based on agreed criteria including attendance, customer engagement, offer testing, progress made and revenue generated. This is a prize qualification requirement — it is separate from the programme success outcome of 30 target profitable businesses.

9 Total Funding Requirement

PMF is seeking one funding partner, CSI/CSR partner or donor to fund the full pathway. All amounts are inclusive of supplier VAT where applicable.

R825,500

TOTAL FUNDING REQUIRED · INCLUSIVE OF SUPPLIER VAT WHERE APPLICABLE

PROGRAMME COMPONENT	PARTICIPANTS	TIMELINE	COST
Phase 1: Enterprise Readiness & Pre-Vetting	Minimum 100 young people	Half-day session	R57,500 incl. supplier VAT
Phase 2: Rapid Enterprise Activation	Up to 38 selected; target at least 35 active	5 weeks · Week 1 theory block + 8 practical half-day sessions	R768,000 incl. supplier VAT where applicable
Total Funding Required	100+ reached; 30 profitable businesses targeted	—	R825,500

The programme is designed to be funded as a complete pathway. Phase 1 creates the reach and readiness pipeline that makes Phase 2 possible. Funding only one phase significantly reduces the programme's impact and the funder's return on investment.

VAT note: PMF is not VAT-registered. The total funding amount is presented as the full programme funding required and includes supplier VAT where applicable. VAT-registered suppliers will invoice PMF in line with their VAT obligations. PMF can issue Section 18A receipts for qualifying donations.

10 What the Funding Covers

The total programme funding requirement of **R825,500** includes all elements required for professional, accountable delivery:

<p>PROGRAMME DELIVERY</p> <ul style="list-style-type: none"> • The Human Entrepreneur programme delivery • Side Hustle Success Masterclass and entrepreneurial thinking methodology • Rapid enterprise activation methodology • Printed Side Hustle Success books for Phase 1 participants • Facilitator preparation and implementation 	<p>PARTICIPANT EXPERIENCE</p> <ul style="list-style-type: none"> • Phase 1 venue requirements • Phase 2 venue requirements across the theory block and 8 practical half-day sessions • Participant refreshments and session support • Enterprise Activation Prize Fund • Participant administration and communication • Attendance tracking
<p>PROGRAMME MANAGEMENT</p> <ul style="list-style-type: none"> • Programme management • Onsite operational coordination • Catering coordination • Venue coordination 	<p>ACCOUNTABILITY & REPORTING</p> <ul style="list-style-type: none"> • Monitoring inputs • Funder reporting support • PMF governance and organisational oversight • Impact story collection and final reporting inputs

Eunéne Levine will be present onsite for the duration of the programme to support smooth delivery, coordinate operational requirements and ensure that venue, catering, participant flow and programme logistics are managed professionally.

11 Expected Outcomes

The programme is designed to deliver practical and measurable outcomes across both phases.

PHASE 1 OUTCOMES

OUTCOME	TARGET
Young people reached	100+
Young people introduced to entrepreneurial thinking	100+
Young people assessed for readiness	100+
Young people selected for Phase 2	Up to 38

PHASE 2 OUTCOMES

OUTCOME	TARGET
Selected participants entering Phase 2	Up to 38
Target active participants	At least 35
Target profitable businesses	30
Programme duration	5 weeks · Week 1 theory block + 8 practical half-day sessions

Prize qualification requirement (separate from success outcome): Participants must achieve at least 80% attendance to qualify for prize consideration. This is not the programme success rate. The programme success outcome is **30 target profitable businesses** by programme completion.

12 Evidence Behind the Programme

The Human Entrepreneur tracks real business outcomes, not only attendance or satisfaction. Its previous programme results demonstrate that the methodology works across different South African communities and contexts.

2020 — Diepsloot & Orange Farm	2023 Cohort	2025 — Meyerton Programme
57 young people participated	63 participants	20 participants
30 businesses created in 21 days	65% female	84% female
73% women-owned businesses	100% African	100% businesses still running at programme end
53% still trading and profitable at 6 months	25 average age	100% had customers
25 jobs created	319% average profit increase	R19,150 average profit over five weeks
80% Net Promoter Score	266% average revenue increase	NPS +100 Net Promoter Score

These results are documented by The Human Entrepreneur and reflect real business outcomes — not only attendance or satisfaction scores. The 2025 Meyerton programme also showed that "**I feel in control of my future**" improved from 53% to 100% among participants.

13 Return on Investment for the Funder

The funder is not only paying for training attendance. The funder is supporting a practical pathway that aims to convert youth potential into economic activity.

Approx. R27,517

APPROXIMATE COST PER TARGETED PROFITABLE BUSINESS

INVESTMENT MEASURE	VALUE
Total funding required	R825,500
Young people reached through Phase 1	100+
Phase 2 intake capacity	Up to 38
Target active Phase 2 participants	At least 35
Target profitable businesses	30
Approximate cost per targeted profitable business	Approx. R27,517

WHAT THE FUNDER CAN REPORT

- A practical post-Expo entrepreneurship pathway delivered
- 100+ young people reached through Phase 1
- Up to 38 selected youth entering Phase 2
- At least 35 active participants supported through a five-week programme
- **30 target profitable businesses** created by programme completion
- An Enterprise Activation Prize Fund supporting commitment and practical application
- Evidence of customer engagement, offer testing, sales activity or revenue
- A structured final impact report with human stories and measurable outcomes

14 Funder Due-Diligence Summary

PMF recognises that funders need confidence that the programme will be delivered responsibly, measured clearly and reported transparently. This page answers the most likely practical questions upfront.

How will a profitable business be defined?

A profitable business means a participant has moved beyond an idea and can show evidence of real market activity: a defined product, service or income-generating offer; customer engagement or market testing; revenue generated during the programme; basic cost tracking; and evidence the activity can produce a positive margin, even at an early-stage level. The target is not fully mature businesses within five weeks — it is young people moving from theory into practical enterprise activity with customers, revenue evidence and a clear next step.

How will outcomes be verified?

Results will be verified through programme records, participant evidence and facilitator review. Evidence may include attendance records, participant progress records, basic revenue and cost tracking, customer engagement records, proof of sales or orders, facilitator observations, participant reflections and final participant presentations or submissions.

How will Phase 2 participants be selected?

Participants will be selected from the Phase 1 group based on demonstrated readiness and potential — including attendance, engagement, willingness to take action, availability for the five-week programme, and practical potential for an income-generating idea. The intake of up to 38 is intentional: it allows for natural drop-off, with the aim of retaining at least 35 active participants and achieving 30 profitable businesses.

How will the prize fund be managed?

Participants must achieve at least **80% attendance** to qualify for prize consideration. Winners will be selected using agreed criteria: attendance, active participation, customer engagement, offer testing, progress made and revenue generated. The R20,000 prize fund may be structured as approved business support — stock, tools, materials, packaging, data, transport or other business-related inputs.

What is the post-programme follow-through?

After the programme, PMF may support participants through follow-up check-ins, inclusion in PMF's broader youth opportunity network, referrals to entrepreneurship, incubation, mentoring or enterprise development partners, impact story collection, and connection to future PMF events, funders or business support opportunities. The final report can include recommendations for follow-up support, scale or next-stage funding.

15

Why This Is a Strong CSI/CSR or Donor Opportunity

This programme is suitable for funders who want to support practical, measurable youth development. It aligns with a wide range of funding mandates and impact areas:



This programme is especially relevant for funders who want outcomes beyond attendance numbers. It gives funders a simple and credible impact story: **100+ young people reached; up to 38 selected for deeper activation; at least 35 active participants supported; 30 profitable businesses targeted; practical income-generating action supported.**

OPTIONAL FUNDER RECOGNITION AND BRANDING

Branding and visibility are optional. Some donors may prefer quiet support. Some CSI/CSR funders may require visibility. PMF can accommodate both approaches.

BRANDING OPTIONS — AGREED WITH FUNDER BASED ON PREFERENCE

- Recognition as the primary funding partner
- Inclusion in agreed PMF communications
- Logo placement on selected programme materials, if desired
- Brand visibility at programme sessions, if appropriate
- Inclusion in participant impact stories, subject to consent
- Recognition in the final impact report
- Opportunity for a funder representative to attend selected programme moments
- Optional speaking opportunity at the launch or close-out session

Branding will be agreed with the funder or donor based on their preference, compliance requirements and the dignity of the youth participants.

16 Reporting and Evidence of Impact

PMF and The Human Entrepreneur will provide structured reporting to the funder or donor. The final report will combine data with human stories so the funder can understand both the numbers and the lived impact.

THE FINAL REPORT WILL INCLUDE

- Phase 1 and Phase 2 participant numbers; attendance and completion data
- Participant profiles and selection process summary
- Programme activities delivered
- Participant progress against agreed activation criteria
- Examples of business or income-generating ideas developed
- Evidence of customer engagement, market testing, sales activity or early revenue
- Participant testimonials and lessons learned
- Recommendations for future scale

17 Why One Funding Partner Is Preferred

PMF is seeking one funding partner or donor for the full initiative because the programme works best as a complete pathway.

BENEFITS OF SINGLE-FUNDER MODEL

- Clear accountability and simpler contracting
- Easier and more coherent reporting
- Stronger funder visibility, if desired
- Better programme continuity
- Cleaner impact story
- More coherent pathway for participants

Section 18A receipts available for qualifying donations. PMF is a registered NPC, NPO and approved Public Benefit Organisation with Section 18A approval. PMF can issue Section 18A receipts for qualifying donations, which may provide value for donors and corporate funders who wish to support the programme through eligible CSI, CSR or philanthropic giving.

Conclusion & Invitation to Partner

Through its partnership with The Human Entrepreneur, PMF can offer young people a practical pathway from entrepreneurial thinking to income-generating action. The model is designed to be disciplined, measurable and funder-accountable.

R825,500

TOTAL FUNDING REQUIRED · INCLUSIVE OF SUPPLIER VAT WHERE APPLICABLE · SECTION 18A APPLICABLE

ONE FUNDING PARTNER · FULL PATHWAY · SECTION 18A APPLICABLE

<p>100+ YOUNG PEOPLE REACHED</p>	<p>38 PHASE 2 INTAKE CAPACITY</p>	<p>35 TARGET ACTIVE PARTICIPANTS</p>	<p>30 TARGET PROFITABLE BUSINESSES</p>
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PMF invites one committed funding partner to enable the full Youth Enterprise Activation Pathway and help young people move from possibility to participation, and from participation to practical economic activity.

PMF CONTACT

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PMF REPRESENTATIVE

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