

# Black Umbrellas\* NEWSLETTER

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## A word from the CEO



In 2020, Black umbrellas sought to “build back better” internally by changing the way we do business. Through research and partnerships we were able to not only change our look (rebrand), but we also changed how we conduct our business by increasing our menu of offerings and modifying our incubation programme.

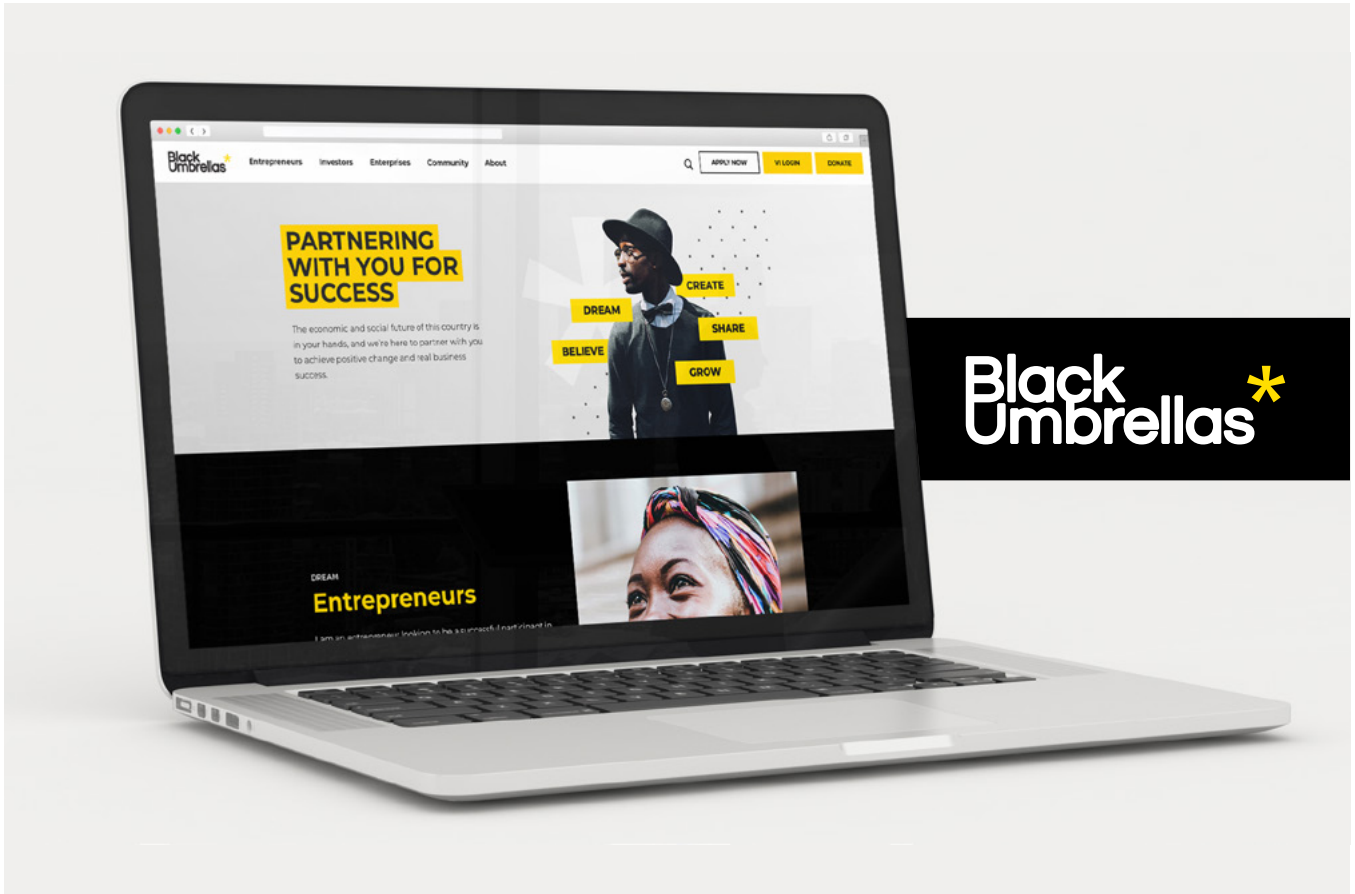
Additionally, after a year in development, we successfully launched our Virtual Incubation platform which enables anyone with a device and connectivity to access Black Umbrellas’ award-winning incubation programmes for Small, Medium and Micro Enterprises (SMMEs).

We believe that ESD provides the ideal tool to rebuild the economy meaningfully. However, it needs to be a strategic imperative not only within the procurement function but within the organisation as a whole. This is why we have established Black Umbrellas CGC Consulting, a procurement & supply chain firm providing end to end Procurement and Supply Chain solutions. Our clear, consistent, but tailored approaches are what makes us distinctive in building our clients into world class procurement and supply chain leaders.

This year, Black Umbrellas will continue to live by it’s mission to inspire, develop, mobilise and connect entrepreneurial and innovative people, solutions and resources to effect positive economic and social change.

We look forward to building back better with you and achieving impactful results through collaboration and solid partnerships. Together we can create a robust entrepreneurial culture that will change the face of business in South Africa.

Mark Frankel | CEO



## Our look has changed but our commitment remains the same...

**B**lack Umbrellas (BU) is proud to share its new brand and corporate identity with you. This as a result of many months of hard work and a labour of love for a brand we so greatly believe in and trust.

The evolved brand comprises revived and refreshed colours; black, white and a burst of creative and spirited yellow. The vibrant identity colours are accompanied by a can-do mission and an empowering vision and ties in with new offerings BU is launching in the market. These offerings include:

- a virtual incubation (VI) platform which expands the reach of our incubation programmes across the country,

- a SME ESD Debt Fund in partnership with Mianzo Asset Management,
- an invoice financing platform licensed through Payment Accelerator, and
- BU CGC Consulting.

***“BU is excited to be entering this phase of developing resilient emerging businesses who will grow the local and continental economy. We look forward to walking this journey with you”***, BU CEO, Mark Frankel.

Visit our new website ([www.blackumbrellas.co.za](http://www.blackumbrellas.co.za)) for more information of our new offerings to partner with us as we bolster and grow enterprises.



## Celebrating new partnerships – BU and CSIR

The Council for Scientific and Industrial Research (CSIR) and Black Umbrellas (BU) announced a partnership to provide technical and technological support to small black-owned businesses in South Africa.

BU and the CSIR signed a Memorandum of Understanding (MoU) in December to cement this collaboration.

The partnership, which comes at a time when South Africa's economic recovery is under the spotlight, seeks to accelerate entrepreneurial growth and empowering small black-owned businesses by providing them with access to CSIR-developed technologies, as well as research and development

infrastructure to improve their business endeavours. Most small businesses in the country are still reeling from the effects of the Covid-19 pandemic and many need support, which this partnership aims to provide.

Together, BU and the CSIR will identify companies for which new or existing technologies may be produced or manufactured to meet their supply chain requirements. The organisations will also identify other organisations or government departments who may be interested in providing funding for any joint initiatives arising from this agreement.

The full joint Press Release can be found here: <https://www.csir.co.za/csir-and-bu-partners-to-support-small-black-owned-businesses-sa>

## Success Story: Pivoting during COVID-19



Owner: Ronert Makhubedu  
 Email: ronnie96@live.co.za | Tel: 0832413701

**T**eamwork RL Pty Ltd is a construction company that has successfully operated in the Western Cape Province for the past 12 months. Teamwork RL has been working on both small and large scale construction, repair, and alteration projects focusing on residential contracting.

In 2020, Black Umbrellas waived registration fees which enabled companies such as Teamwork RL to register for the Business Readiness Programme. This is a nine month programme aimed at developing technical and business skills, equipping SMMEs to be procurement, finance, and market ready as well as the implementation of their business plan. This is achieved through training, mentoring, monitoring,

assessing, evaluating, and coaching. The company also received the BU/Jobs Fund COVID-19 relief grant of R50 000,00. “We were fortunate in 2020 when we benefited from Black Umbrellas’ support for small businesses. Even with the effects of the pandemic, Teamwork RL successfully secured projects to the value of R5 Million. Thank you, Black Umbrellas” expresses Ronert Makhubedu.

With the business boom that is occurring in the local area and the desire to improve overall profit margins, the company is planning to shift its target market from residential clients to larger commercial customers.

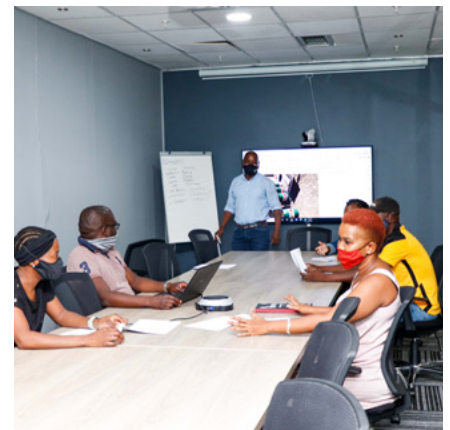
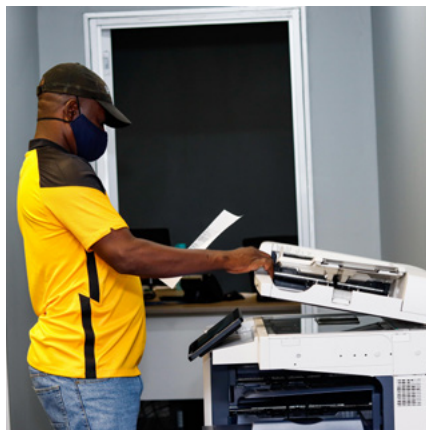
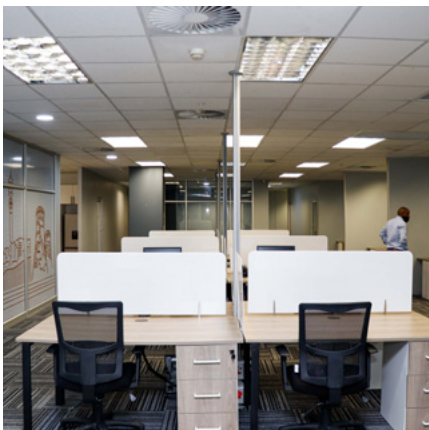
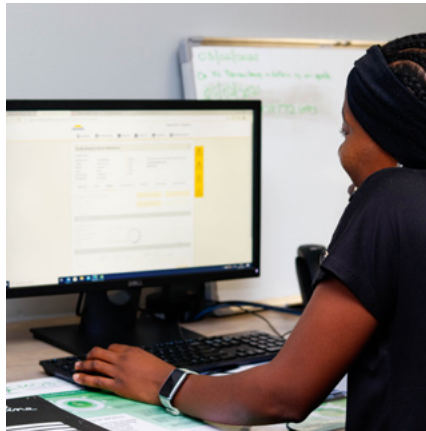
## Investing in the township economy

The township economy refers to enterprises and markets based in the townships. These enterprises are operated by local entrepreneurs to meet the needs within and beyond the township. In the past, township enterprises operated to meet the demands within their communities, today, these enterprises are led by black businesses who play a distinct and vital role in creating a vibrant, socially inclusive, labour absorbing and growing economy.

In 2019, Black Umbrellas successfully launched its first township-based incubator which serves small businesses in and around Soweto, Johannesburg South and West Rand.

Soweto is truly the heartbeat of the nation, Black Umbrellas is thus humbled by the opportunity this incubator affords the already vibrant Soweto economy. Whilst this is Black Umbrellas very first township incubator, the township economy has been in the spotlight with both the public and private sector launching initiatives to develop township-based entrepreneurs.

Since its launch, the incubator continues to thrive despite the current economic challenges due to the COVID-19 pandemic with almost R2 million turnover generated by SMEs in the incubator.



## Community and collective fundraising – Help us Grow South Africa’s Future Businesses Together



This year, while uncertainty still prevails, there is an opportunity for everyone to contribute to the wellbeing of loved ones, colleagues, and initiatives we hold dear to our hearts. Extending a helping hand to someone gives you that warm feeling inside but getting a tangible social return on investment for your good deed is incomparable.

At Black Umbrellas not only do we inspire, develop, mobilize, and connect entrepreneurial and innovative people, solutions, and resources to effect positive economic and social change, we also believe in people and creating enabling environments.

With the introduction of the Virtual Incubation (VI) Platform, anyone, with a device and connectivity can join our incubation programme. There is high demand for our VI programmes which enable successful applicants to start sustainable businesses that can generate income and maintain or create jobs.

By investing R150 each month, you will be contributing towards the growth and sustainability of these future businesses. With Black Umbrellas' track record you can be assured that the businesses incubated in our programme, do grow, and become viable enterprises.

There is more! Your contribution and commitment to sign up as a BU donor will put you in a monthly draw to stand a chance of winning amazing prizes.

How do you join this movement? Fill in the form here, <https://www.givengain.com/d/c/3166#amount> to pledge your monthly contribution.

Remember to follow us on our social platforms, please subscribe, like and share





**Contact Details:**

Black Umbrellas

Address: CRF House, 1<sup>st</sup> floor, 18 Acacia Road, Chislehurst,  
Sandton, 2146

Tel: 011 592 6401

Fax: 011 234 4020

Email: [info@blackumbrellas.org](mailto:info@blackumbrellas.org)

Web: [www.blackumbrellas.co.za](http://www.blackumbrellas.co.za)

**0861 UMBRELLA**



**Winner:**

**2019 International Business Innovation Association  
Dinah Adkins Incubator of the Year Award**

**Black  
Umbrellas\***

