

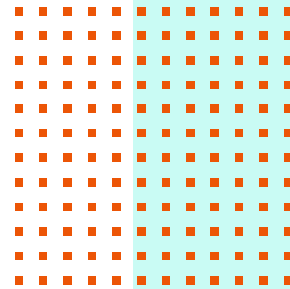


DRIVEN TO SUCCEED (PTY) LTD T/A DRIVEN DEVELOPMENT ADVISORY

# A Brief Introduction to Driven Advisory

A BRIEF OVERVIEW OF HOW DRIVEN ADVANCES INNOVATIVE AND INCLUSIVE DEVELOPMENT IN THE SOCIO-ECONOMIC DEVELOPMENT SPACE.

FEBRUARY 2023





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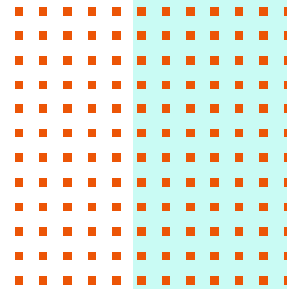
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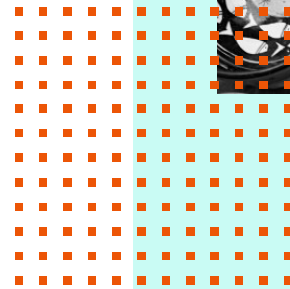
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# **We are a socio-economic development consultancy and advisory social enterprise...**

We work closely with organisations across the private, public, and social sectors to develop and implement socio-economic development initiatives that have a positive, sustainable, and measurable impact on society.



# Socio-Economic Development in South Africa...

Due to its colonial and apartheid (segregation) past, its fairly young democracy, and its developing (emerging) economic status, the country has many socio-economic development challenges and opportunities.

The challenges include high unemployment, income inequality, low financial literacy, and poor education and training. The opportunities include a young population, growing middle-class, and unrealized economic potential. Needless to say, the challenges and opportunities mentioned are non-exhaustive.

To address the challenges, the government generally operates as a developmental state in its policies and activities, however, the government recognises the role of the private and social sectors and has established legislative frameworks that promote and incentivizes private, public, and social sectors participation and collaboration in socio-economic development.

We assist corporate and social sector institutions to navigate legislative frameworks that incentives and mandate their participation in socio-economic development and advise them on how to implement "Shared Value" principles in their operations and development initiatives.



# What Defines Us...



## Partnerships and Collaboration

We believe in meaningful partnerships and collaboration between business, government, civil and social institutions, and communities in addressing socio-economic development challenges and exploiting opportunities.



## People, Skills and Knowledge

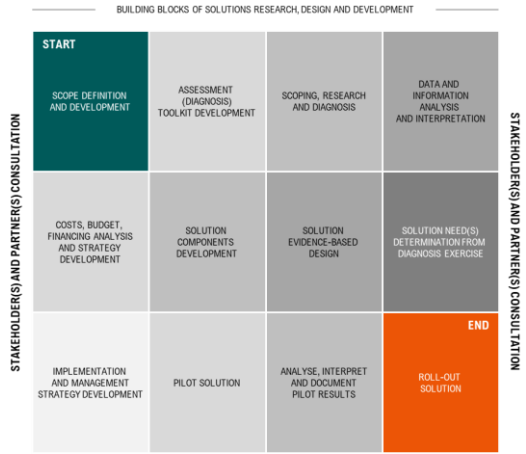
Our goal is to provide the right mix of people, with the relevant skills and experience to tackle challenges and navigate opportunities, all backed up by deep knowledge and understanding of the socio-economic context, dynamics, and environment.



## Innovation and Inclusion

The world is constantly changing and increasingly becoming digitized and automated, often leaving established ways of doing things redundant and causing many to be excluded. We always underpin our actions with innovation that is accessible to most people.

# Our Core Service Offerings...



## Solutions Design and Development

Advisory services which combine rigorous research, analytical and strategy capabilities to provide information and develop understanding around development challenges in order to design and develop actionable solutions.



## Solutions Execution Management
















Intermediary services which leverage the company's contextual understanding, networks and relationships with experts and technicians in the development space to facilitate (assist) the effective and efficient implementation of development solutions.



## Solutions Tracking and Insights

Auxiliary services that combine relevant tools and processes to track (monitor), collect, and analyse (evaluate) data and information from the implementation of development solutions in order to enhance broader learning and understanding that leads to the effective and efficient implementation of development solutions.

# Sector Familiarity and Capabilities...

	<ul style="list-style-type: none"> <li>Financial (and Banking) Sectors</li> </ul>		<ul style="list-style-type: none"> <li>Clothing and Textile Sector</li> </ul>		<ul style="list-style-type: none"> <li>Local Economic Development (LED)</li> </ul>
	<ul style="list-style-type: none"> <li>Agricultural Sector</li> </ul>		<ul style="list-style-type: none"> <li>Automotive Repairs Sector</li> </ul>		<ul style="list-style-type: none"> <li>Grant and Micro Financing</li> </ul>
	<ul style="list-style-type: none"> <li>Mining and Quarrying Sector</li> </ul>		<ul style="list-style-type: none"> <li>Public and Social Sector</li> </ul>		<ul style="list-style-type: none"> <li>Community and Stakeholder Engagement</li> </ul>
	<ul style="list-style-type: none"> <li>Information Technology and Communication Sec</li> </ul>		<ul style="list-style-type: none"> <li>Enterprise and Supplier Development (SED)</li> </ul>		<ul style="list-style-type: none"> <li>Digital and Analytics</li> </ul>
	<ul style="list-style-type: none"> <li>Arts and Entertainment Sector</li> </ul>		<ul style="list-style-type: none"> <li>Consumer Financial Education (CFE)</li> </ul>		<ul style="list-style-type: none"> <li>Shared Value Development</li> </ul>

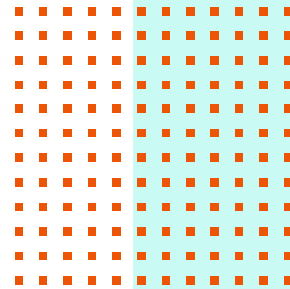
 Sector Familiarity

 Select Capabilities

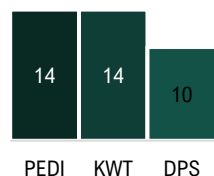
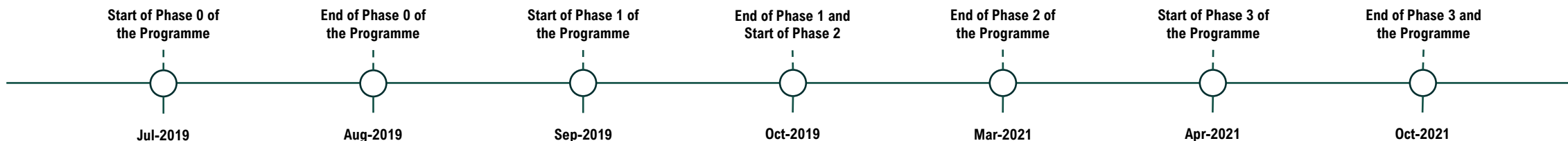


## Select Project Experience: Financial Literacy and Micro- Enterprise Programme...

Driven has worked closely with a leading financial industry institution in developing and implementing a Consumer Financial Education (CFE) programme targeted at black-owned micro-enterprise owners and managers.

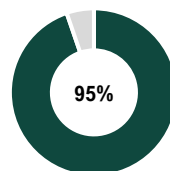


# A total of 38 participants completed the entire programme journey from Phase 0 (July 2019) to Phase 3 (October 2021).



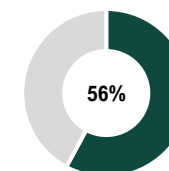
## Regional Split of Participants

- A total of 38 participants completed the entire FLAME 2.0 programme journey.



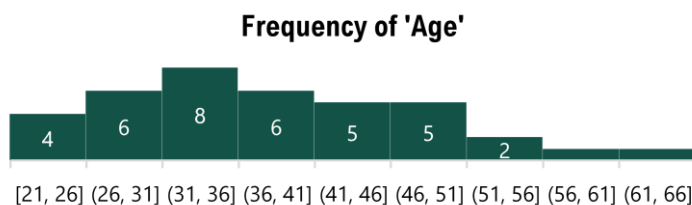
## Participant Ethnic Makeup

- 95% (36) of the participants were Black African and 5% (2) were coloured.

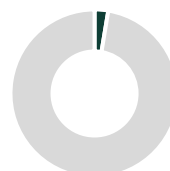


## Participant Gender Split

- 22 (56%) of the participants were female and 16 (44%) were male.

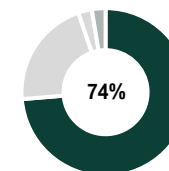


## Frequency of 'Age'



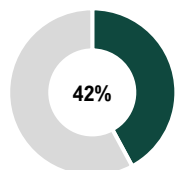
## Participant Disability Representation

- Only one (1) participants indicated that they had a disability.



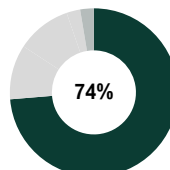
## Participant Income Levels

- 28 participants indicated that their monthly household income was between R0 – R5000.



## Participant Youth Split

- 16 participants could be classified as youth when they entered the programme.



## Participant Employment Status

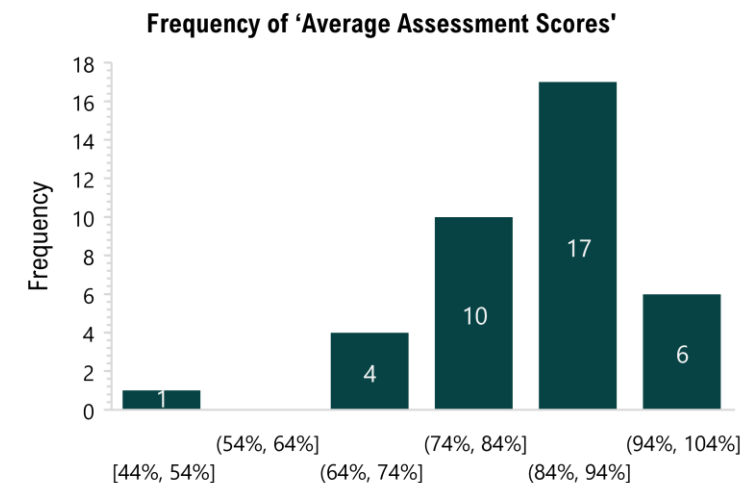
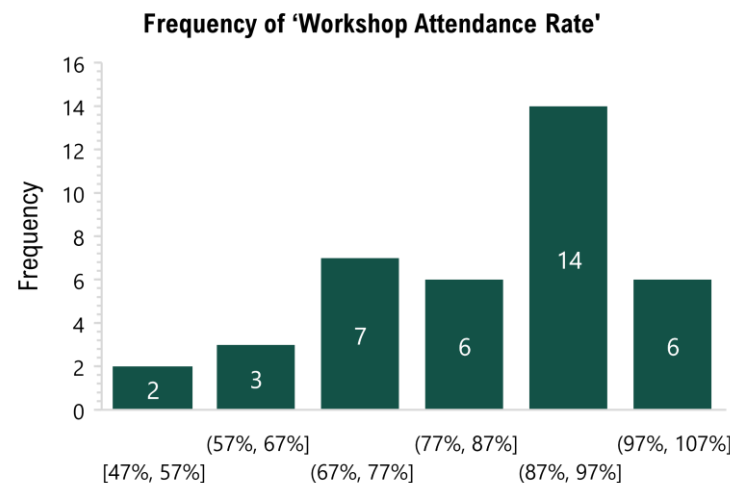
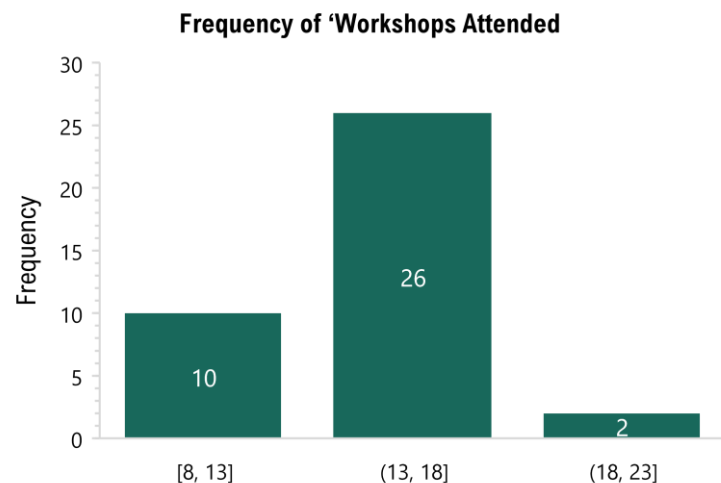
- 28(74%) of participants indicated that they were business owners at the start of the programme.



## Participant Education Levels

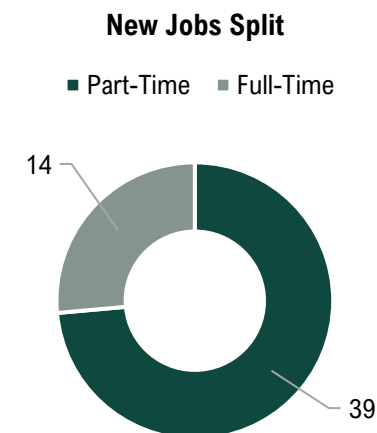
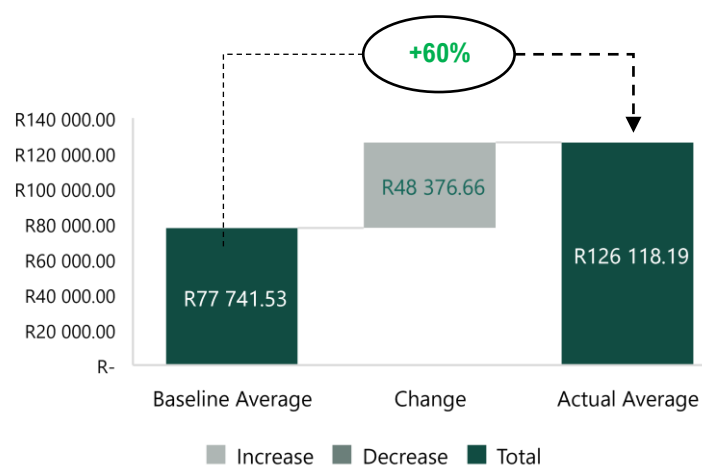
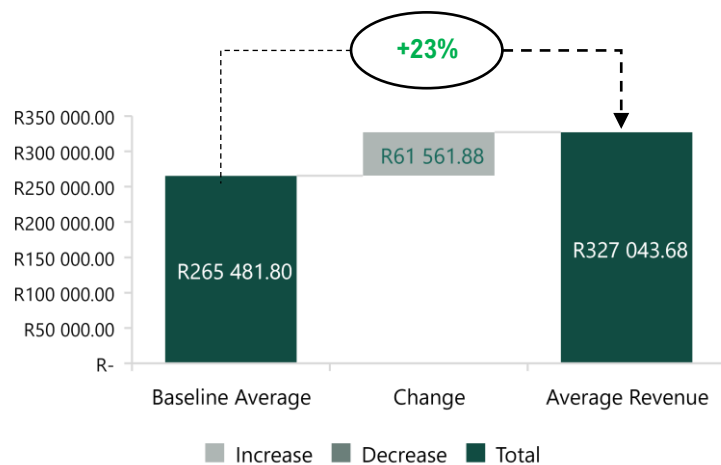
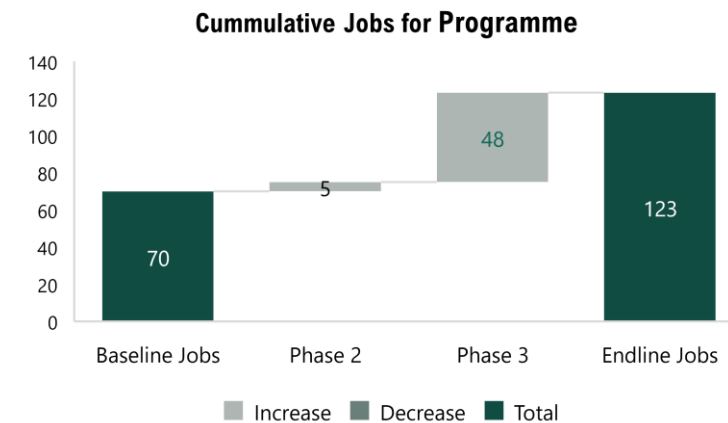
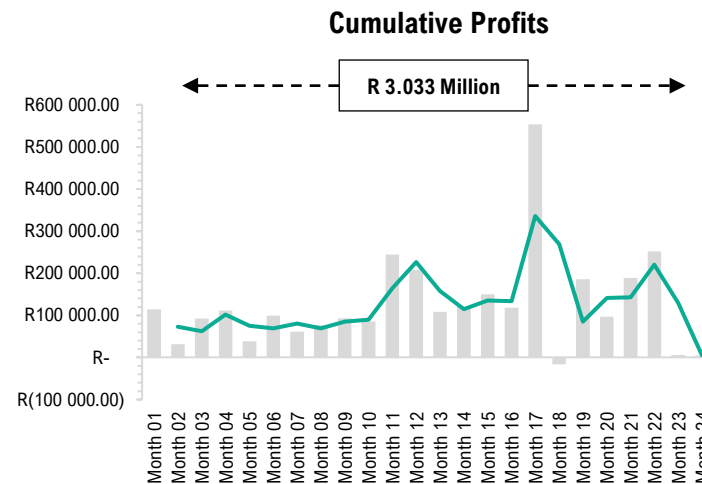
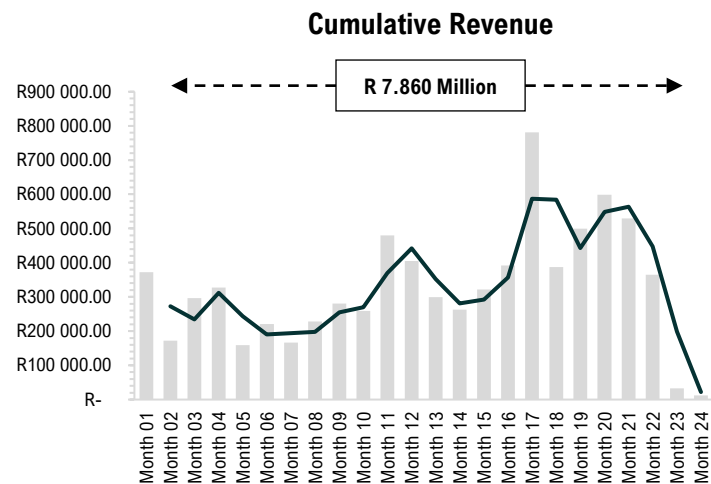
- 63% (24) of participants indicated that they had completed a minimum of matric education.

**The 38 participants who completed the entire programme journey attended an average of 15 workshops, maintained an 84% engagement (attendance) rate, and scored an average of 84% in content assessments.**

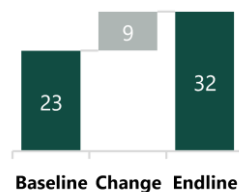


- Majority of participants (68%) attended between 13 – 16 workshops in Phase 2, which was the core training phase of the programme.
- Participants with the low frequency of attended workshops were in the PEDI region, which completed Phase 2 before COVID-19 lockdowns which caused for workshops to be prolonged for the other two regions.
- Majority of participants (37%) had an average attendance (engagement) rate of between 87%-97% in Phase 2 of the programme.
- 87% (33) of participants had an average attendance (engagement) rate above 65% in Phase 2 of the programme.
- Majority of participants (45%) scored an average of between 84%-94% in content assessment scores.
- 97% (37) of participants scored an average above 65% in content assessment scores, which was the programme target.

Throughout the programme, all participants were able to accumulate a total of R7.860 Million in revenue, R3.033 Million in profits, and generated a total of 53 new job opportunities.



Apart from the traditional business performance indicators, the programme was able to make some strides in various other performance indicators, achieving a holistic impact on participants.



#### Number of Participants with Access to Infrastructure

- A total of 9 participants recorded gaining access to new infrastructure (place of work).

**R1.95M**

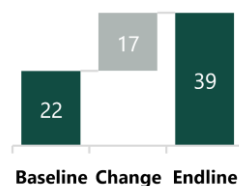
#### Value of External Funding Raised

- A total of R1 954 700 was raised by participants external from the programme in in-kind contributions.

**R165K**

#### Participants with Personal Savings

- Approximately 6 participants accumulated R165 409.00 in personal savings.



#### Participants who keep financial records

- 77% increase in the number of participants who kept financial records.

**23**

#### Participants Earning a Salary from their Business

- A total of 23 participants earned a salary from their business at a cumulative value of R640K.

**17**

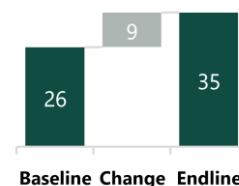
#### Participants Paying Others a Salary from their Business

- A total of 17 participants paid others a salary to a cumulative value of R730K.

**R339K**

#### Micro-grants allocated disbursed to participants

- The programme was able to disburse a total of R339K in grants to 35 participants.



#### Participants who maintain personal budgets

- 35 participants indicated that they who maintain a personal budget throughout the prog.

**36**

#### Participants who Purchased Operational Assets

- A total of 36 participants indicated that they were able to purchase operational assets.



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