

## **Township SMME Workshop Hackathon Brief**

### **1. CHALLENGE STATEMENT**

The theme of this Hackathon is “How can we, through tech solutions, solve for Township SMMEs’ business information and data challenges to improve their business efficiencies”.

SMMEs are an integral part of the backbone of local communities in South Africa. SMME businesses provide vital job opportunities, and they have the potential to make significant contributions to economic growth. It is thus essential to develop tangible solutions for the challenges faced by SMMEs.

During the SAtion Township SMME Workshop, which took place 27 May 2022, we identified crucial business information / data challenges being faced by SMMEs within the Tembisa Township.

Participants in the Township SMME Development Hackathon will thus solve for these real-life challenges raised by SMMEs.

**WATCH THE BRIEFING VIDEOS HERE:**

<https://youtu.be/F4dKuZBw8V4>



**AND HERE:**

<https://youtu.be/AHawGuXxhus>

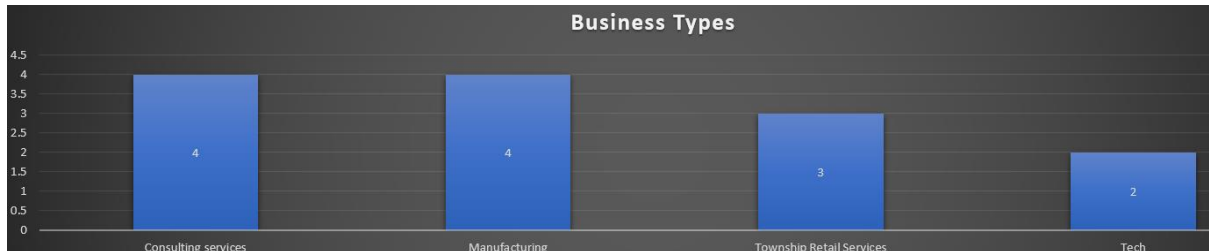


**2. DURING THE TEMBISA SMME WORKSHOP WE UNDERSTOOD:**

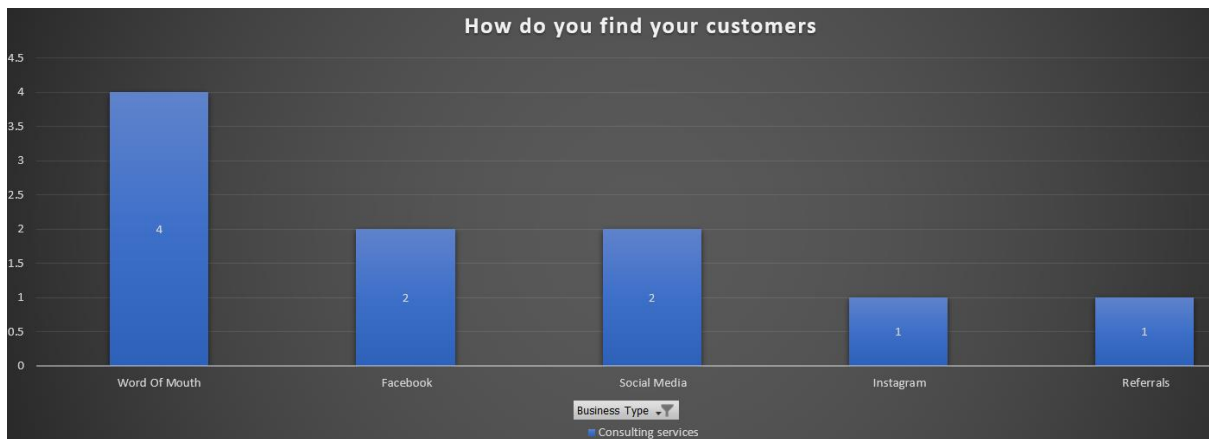
1. How well Tembisa SMMEs are connected to the information (about their products, stock, customers, pricing, delivery information etc.) they need to run successful and sustainable businesses.
2. What information sources are they using currently.
3. Where/how the information or data the SMME businesses produce is stored.
4. What other information is needed to better enable more successful and sustainable businesses.
5. How to create mechanisms that generate and store information which is useful and easily understood by the SMME.
6. How access to the right information will better enable business development support.

## 2. TEMBISA SMME WORKSHOP DATA ANALYSIS:

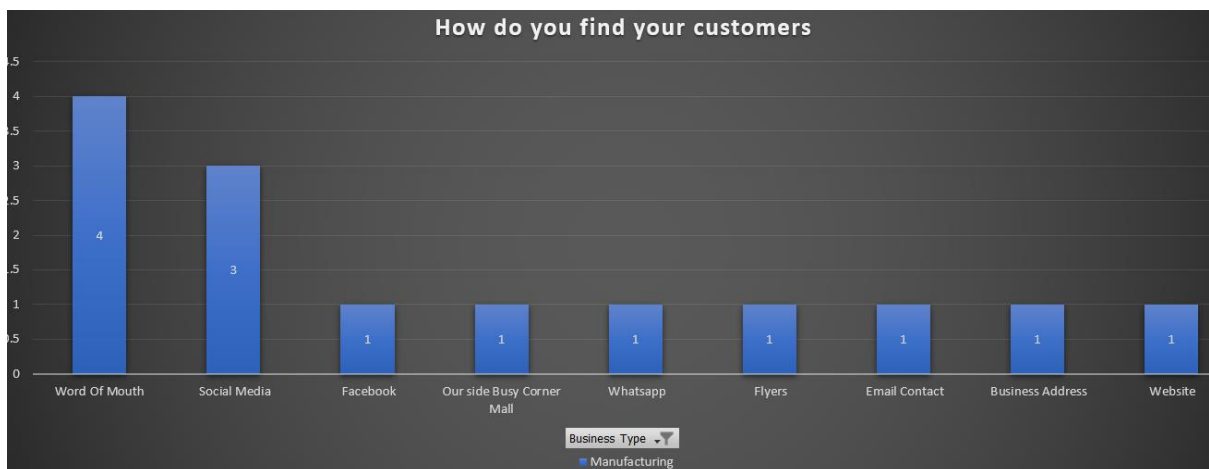
### Tembisa SMME Participant Business Types:



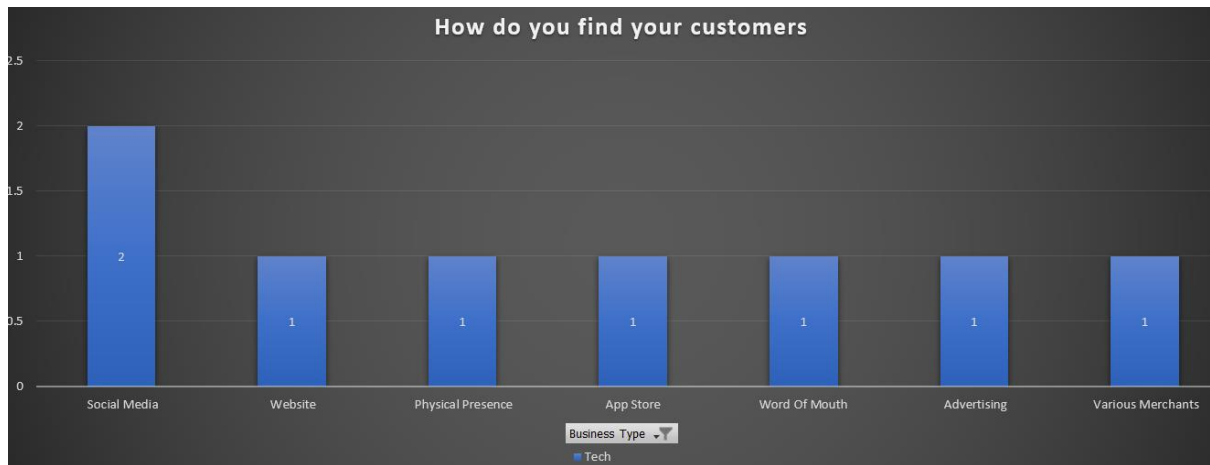
### Tembisa SMME Feedback: Consulting Services: How Do You Find Your Customers?



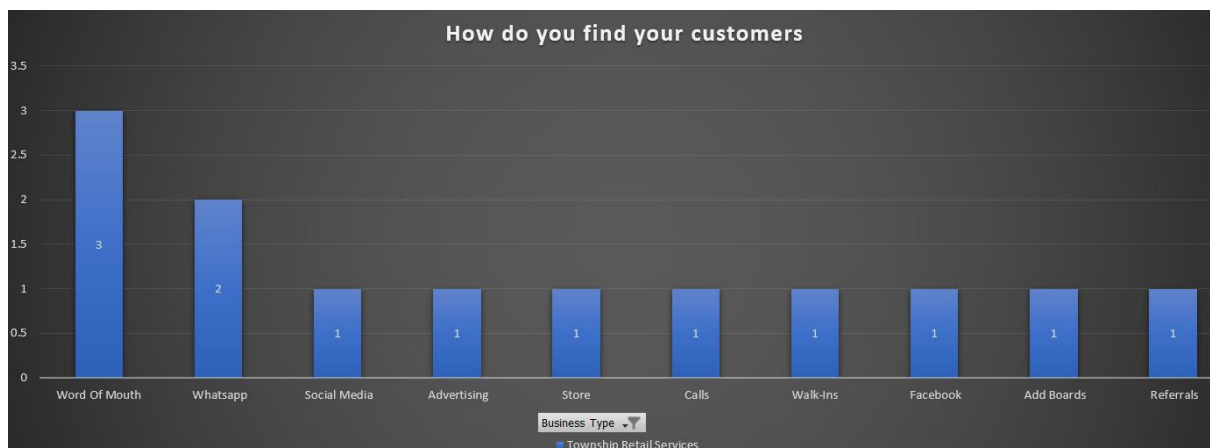
### Tembisa SMME Feedback: Manufacturing: How Do You Find Your Customers?



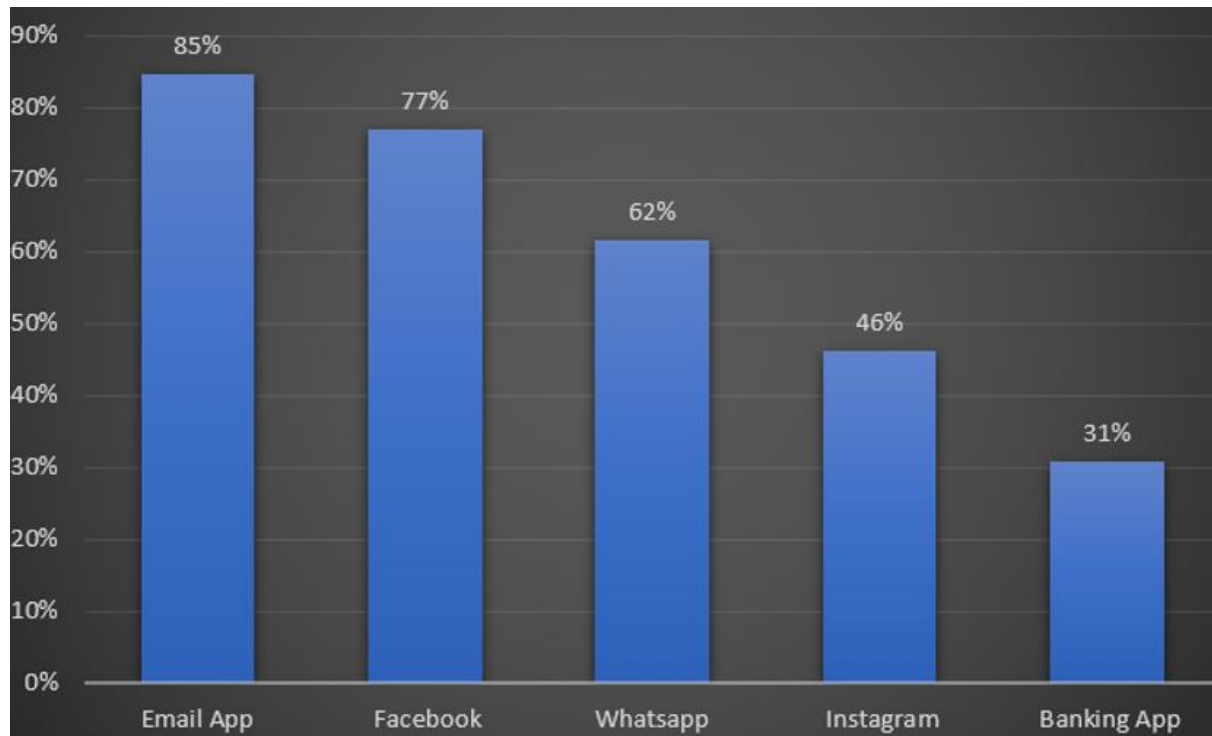
### Tembisa SMME Feedback: Technology Services: How Do You Find Your Customers?



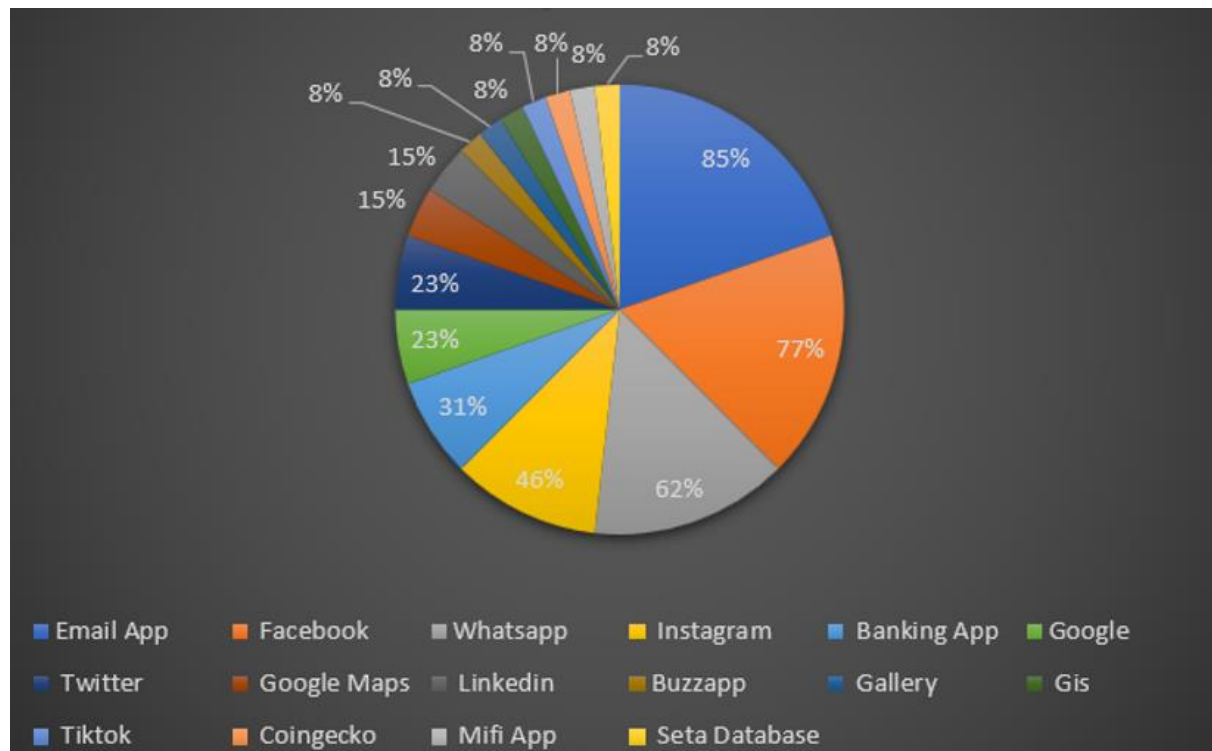
### Tembisa SMME Feedback: Retail Services: How Do You Find Your Customers?



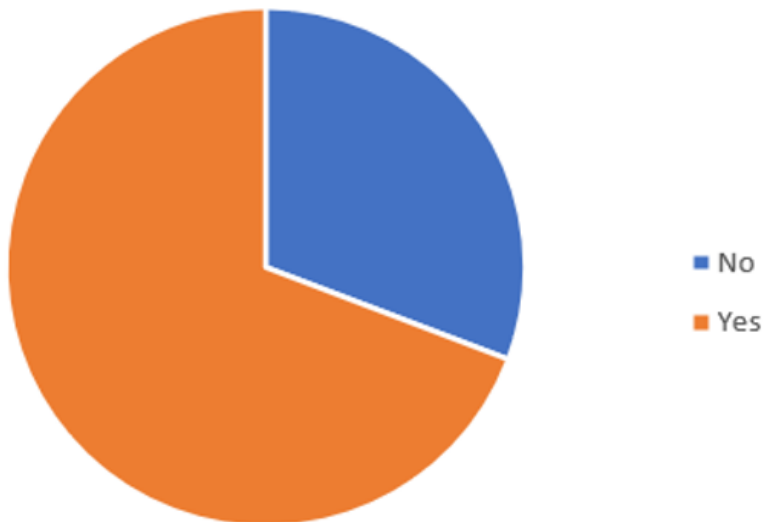
### Tembisa SMME Feedback: All: Top 5 Services Used Online



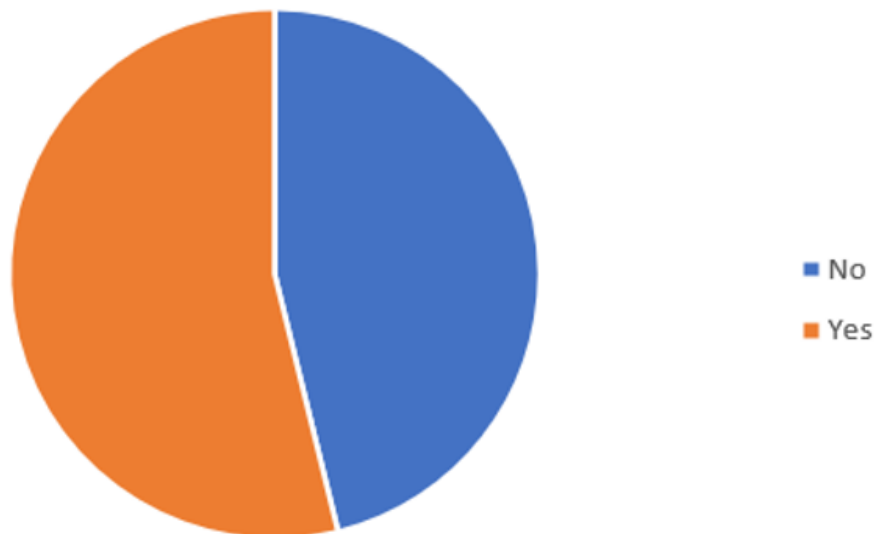
### Tembisa SMME Feedback: All: Top Services Used Online



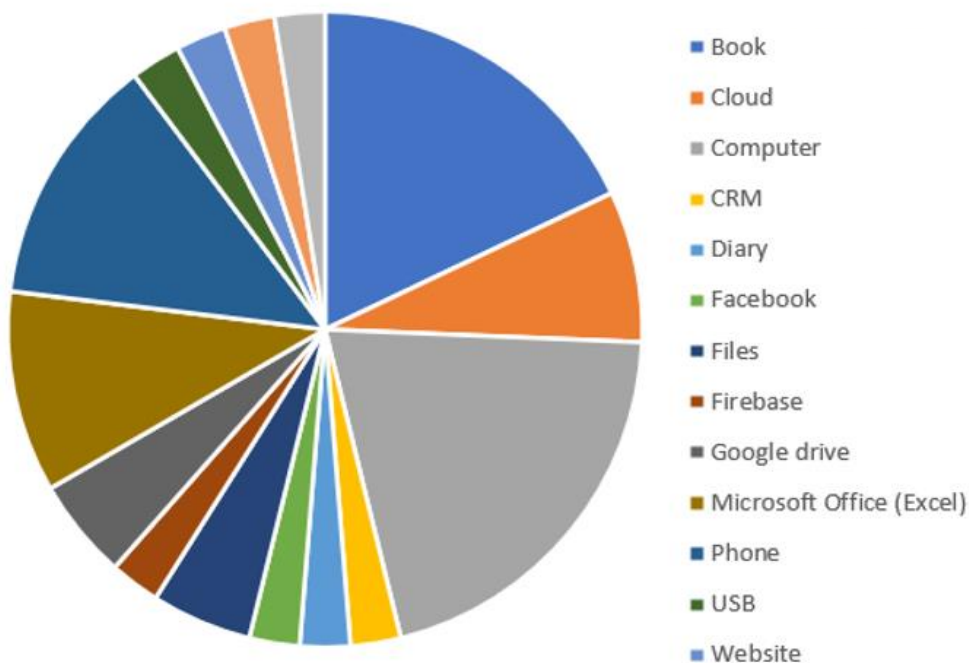
**Tembisa SMME Feedback: All: Do You Have a Customer Database?**



**Tembisa SMME Feedback: All: Do You Use the Customer Database?**



**Tembisa SMME Feedback: All: Where Do You Store Your Business Information?**



“It’s incumbent on all of us – but especially those businesses with access to global resources and expertise – to open the channels of learning and access to everyone in our communities. We know that the millions of businesspeople, entrepreneurs, and consumers in our township economies should be better served through the tech capabilities that are available. But we need a plan, and we need it now, and who better to develop that plan than Africa’s own?” shared Asif Valley, National Technology Officer at Microsoft South Africa.

Question: How can we, through tech, solve for township SMMEs’ business information and data challenges in order to improve their efficiencies?



Cognisant of the above challenges, the Empire Partner Foundation in partnership with SAtion and Microsoft will host a hybrid Hackathon where youth from different geographic locations are offered a platform to display their ICT skills to create innovative technological solutions to solve this problem.

It is important to note that on the 24th of June the hackathon will start at 3:30pm and will take place virtually for all participants, for all those that want to attend for the physical event can do so from the 25th to the 26th but ALL participants must attend the 24th of June virtually.

**Best of luck!**