Sprint Launch Document: Vigore Yallah!

Problem Statement

Large corporate funds intended for Enterprise and Supplier Development (ESD) rarely reach entrepreneurs directly, as they are often used for workshops or managed by intermediaries. This reduces the capital available for startups and emerging businesses, limiting their growth potential. An automated system that directs funds to entrepreneurs based on completed milestones can improve the impact of ESD funds, fostering economic empowerment.

App Description

Vigore Yallah! is an automated startup funding app designed to distribute small, goal-based financial incentives to entrepreneurs. It leverages corporate ESD funds to reward startups for achieving milestones, enabling early-stage businesses to access micro-capital directly and efficiently.

Sprint Tasks

- Reward Logic & Gamification - User: Develop reward logic and gamification model to track milestones and issue incentives.

- Backend Development - Siyabulela: Implement Node.js backend for task tracking, reward distribution, and ESD integration.

- Corporate API Integration - Andrew: Set up APIs for secure data transfer with corporate sponsors and ensure compliance.

- Frontend Development - Khaya: Build an interactive interface in Flutter with gamified progression and task verification screens.

Business Canvas Model

Key Partners

  - Corporates with ESD mandates: Develop gamified tasks and rewards

  - Local incubators and accelerators: Corporate onboarding and API integration

  - Compliance/legal advisors: Task design and milestone verification

Customer Relationships

  - In-app guidance, milestone emails: Startups, early-stage entrepreneurs

  - Incentive and reward-based updates: Corporates in need of BBBEE compliance

Channels

  - Mobile app: Development, gamification, and API costs

  - Business incubator partnerships: Marketing, corporate integration

Cost Structure

  - Development, gamification, and API costs:

  - Marketing, corporate integration:

Revenue Streams

- Licensing to corporates, subscriptions:

- Admin fees from reward distribution: