

# LAUNCHLAB PRESENTATION FOR



AFRICAN UNION  
INTERAFRICAN BUREAU  
FOR ANIMAL RESOURCES



UNIVERSITEIT  
iYUNIVESITHI  
STELLENBOSCH  
UNIVERSITY

100  
1918 · 2018



INNOVUS



The **LaunchLab** is an initiative of **Innovus**, the tech transfer office of **Stellenbosch University (SU)**.

It was started to **support** the **commercialisation** of university research, student ideas and **startups** from the ecosystem.



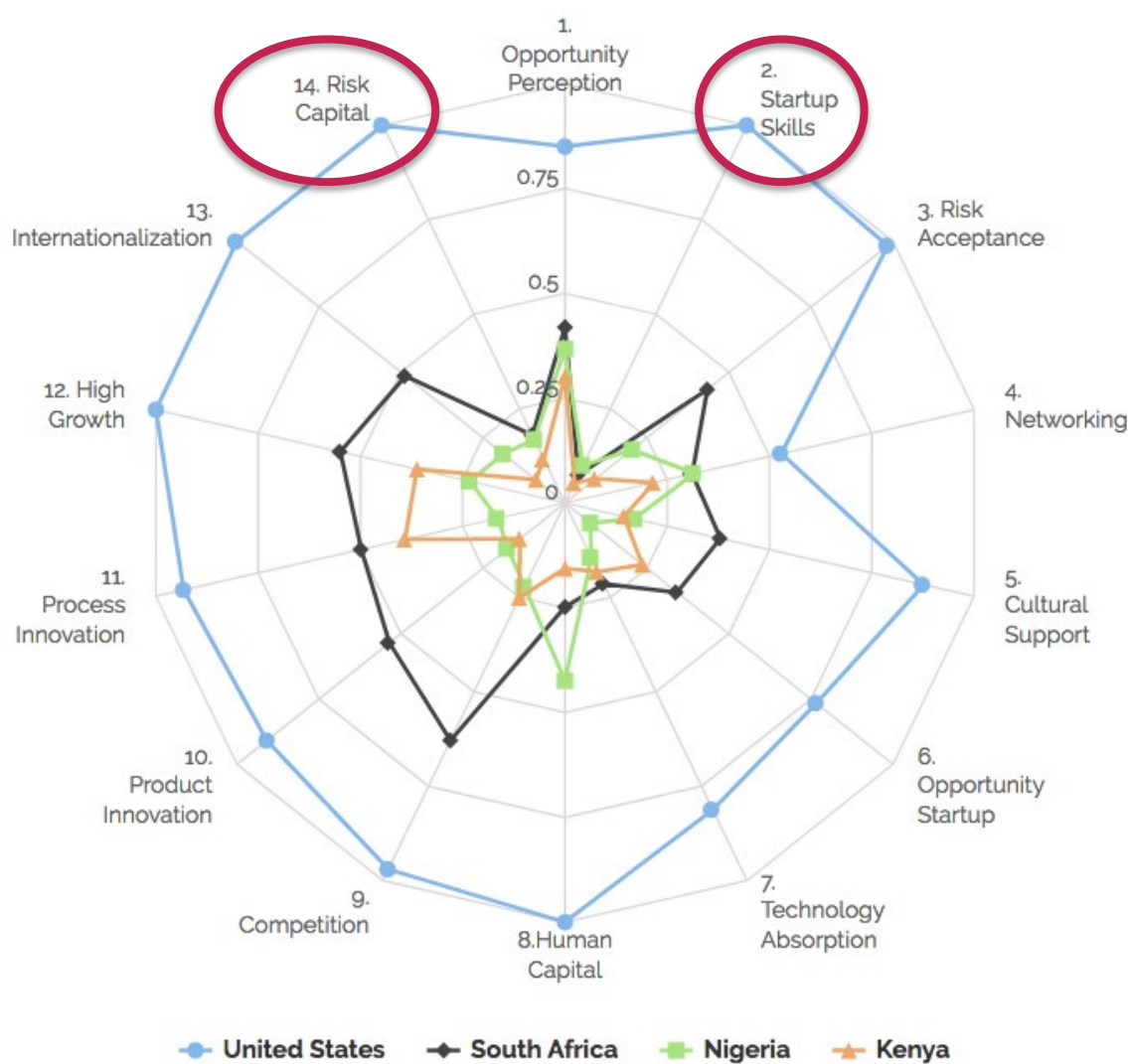
INNOVUS





# GLOBAL ENTREPRENEURSHIP DEVELOPMENT INSTITUTE

[www.thegedi.org/tool](http://www.thegedi.org/tool)



# LAUNCHLAB MISSION

We help early-stage startup  
**founders**

build successful companies  
by

**facilitating valuable  
connections**

with strategic partners





# What we do



## Startup Skills

**Coaching**

**Value Proposition and  
Business Model Design**

## Risk Capital

**Due Diligence Development**

**Funding and Support Network**

# SOME AGRI STARTUPS IN LAUNCHLAB



Livestock trading and the development of an online livestock marketing and transacting platform...



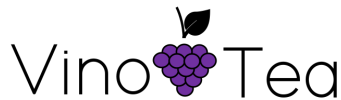
Soil Moisture Monitoring Systems, designed for use on commercial farms, and for research.



Developing simple to use precision agriculture technologies to assist with harvest yield measurement



Recommender platform that learns about your taste preferences and helps make recommendations for beverages based on your preferences.



A tea made from wine pomace and blended with rooibos and/or green tea with multiple health benefits for the consumer.



# STARTUP STATS SINCE 2015

**484** Jobs supported through  
LL startups

**172** Jobs created by LL  
startups

**187** Startups incubated

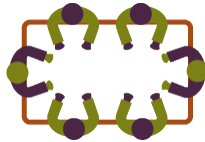
**61** Startups currently  
incubated nationally

# BENEFITS FOR PARTNERS



## University Talent

Access entrepreneurial talent from local universities



## Access to Startups

Early engagement with mature startups to deliver solutions for the industry



## Structured Programmes

Proven programmes that deliver results and keep startups accountable



## Innovation KPIs

Expert assistance in identifying innovation that can be executed to meet innovation KPI's



# PARTNER INNOVATION PROCESS



## 1. IDENTIFY KEY PEOPLE

Partner identifies key people in their businesses that should be involved in the process



## 3. UNDERSTANDING

LaunchLab will engage monthly with key personnel with Partner to help ensure broad buy-in and success (with key Partner contact)



## 5. REFINE OFFERING

Startups will participate in the LaunchLab incubation programmes to ensure that they are addressing a real problem and are building a sustainable business



## 2. DEFINE PROBLEM/SCOPE

LaunchLab and Partner define areas that Partner wants addressed



## 4. SOURCE STARTUPS

LaunchLab finds startups that address Partner's needs from within the defined geographic area through partners



## 6. ENGAGEMENTS

LaunchLab will facilitate engagements directly between startups and key Partner personnel if needed





# Concepts

Challenge focused on attracting talent from University community through partner campuses as well as startup ecosystem

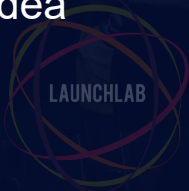
Aim is to

- Identify potential new business models to support

Utilise LaunchLab platform and process to identify top ideas

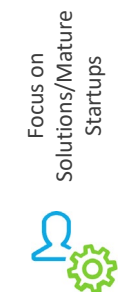
Shortlisted entries receive an ideas refinement /pre-incubation course to select finalists

Winners receive seed funding and idea validation course





# **Overall process and timeline**



## Concept Challenge

Industry/Trend focused challenges depending on clients signed up

## Idea refinement

Focus on cohort based facilitation and online resources to test commitment

Focus on designing a viable product that customers want

Best concepts move later-stage incubation to develop business

## Example Engagement

Focus on building a proven business that is investment ready

### Later Incubation

Developed concepts participates in corporate innovation challenge

Startups have access to LaunchLab programme to assist with working on their business

### Early Incubation

Pitch Training

Showcase Day

Jul

Sep

Nov

Mar

May

Jul

Challenge Brief

Challenge Marketing

### Mature Startups

Challenge to attract existing businesses to pitch innovative solutions to partner

Selection Process

POC

Focus solution on partner through engagement

Pitch Training

Partner Specific

Finals

Partner/Industry Engagement

Partner engages with startups to deliver solution

Industry Investment

### Active Scouting

Active scouting for solutions to address needs populates the pipeline for the innovation challenge



# RECENT CLIENTS



# CHALLENGES



## **INSURTECH CHALLENGE (CURRENT)**

Santam is serious about finding innovative solutions aimed at consumers and their business internally

## **MANUFACTURING CHALLENGE (COMPLETED)**

Mercedes-Benz are looking for new ideas and concepts that can improve their manufacturing operations. They have a big focus on digitization.

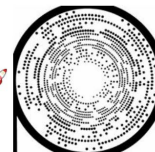
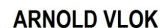
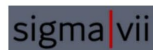
## **WINE INNOVATION CHALLENGE (COMPLETED)**

Winetech is looking for ideas & technologies to improve products, processes and sustainability for the wine & related industries

# SOME OF THE STARTUPS



Drop Carwash  
Carwash, on tap



# CASE STUDIES

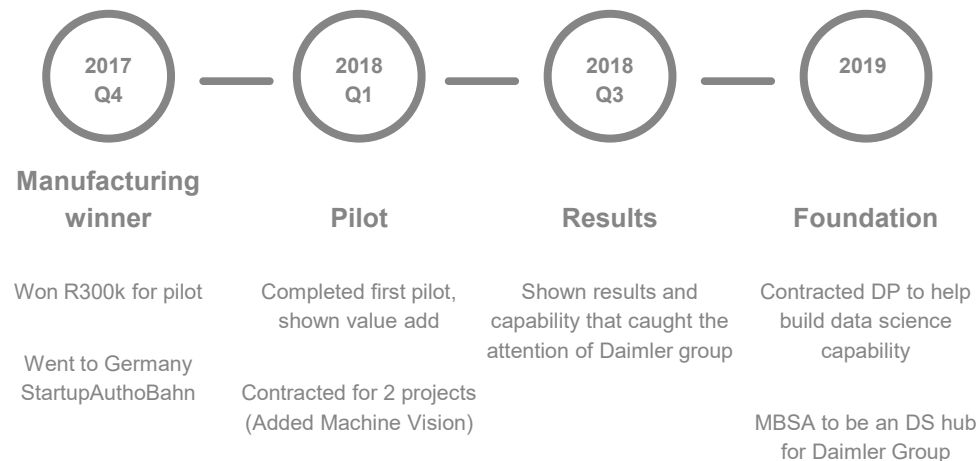
## 2017 Innovation challenge in Sales and Manufacturing



dataprophet  
*machine learning specialists*

### MBSA INNOVATION CHALLENGE (COMPLETED)

19 Engagements (KtC), 9 Startups finalists, **3 Winners** and **6 Pilots** as a result. Supported by Board of Directors (incl. Daimler rep)



**30 %**  
fault reduction

**DAIMLER**  
global recognition

**AGILE**  
data science ready



# CASE STUDIES



## INSURTECH CHALLENGE

Santam is serious about finding innovative solutions aimed at consumers and their business internally. LaunchLab has been instrumental in helping Santam mature its engagement with the startup community from a marketing exercise to now engaging with mature startups that can drive business growth within Santam.

The current LaunchLab startup that Santam is engaging with, MyLifeline, is part of Santam's development pipeline and will assist them with delivering solutions in current business focus areas as well as new focus areas. Startups provide an opportunity to experiment in new business areas faster and cheaper and Santam is capitalising on this.

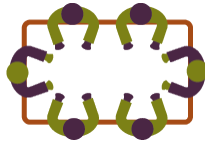


# BENEFITS FOR STARTUPS



## Access to a Corporate

A corporate has the ability to scale an idea very quickly due to their captive market



## Cohort Support

Entrepreneurship is a lonely journey, being part of a cohort provides support and learning



## Structured Programmes

Proven programmes that is practical and helps you build your business

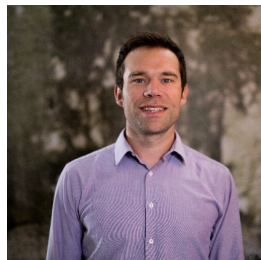


## Measurement of Progress

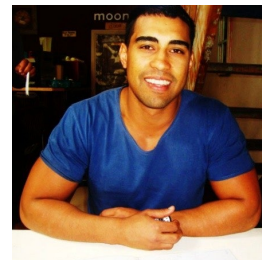
Get to know what you do not know and track how you are doing



CEO:  
**Philip  
Marais**



GM:  
**Brandon  
Paschal**



Corporates:  
**Keenan  
Stewart**



People:  
**JD Nel**



Marketing:  
**Helen  
Fortuin**



Community:  
**Pius Illah**



Ops &  
Events:  
**Melissa  
Farao**



Finance:  
**Natalie de Wet**

**A SMALL TEAM EXPANDED THROUGH  
MENTORS AND SPECIALISTS**





# THE SPACE







**LAUNCHLAB**



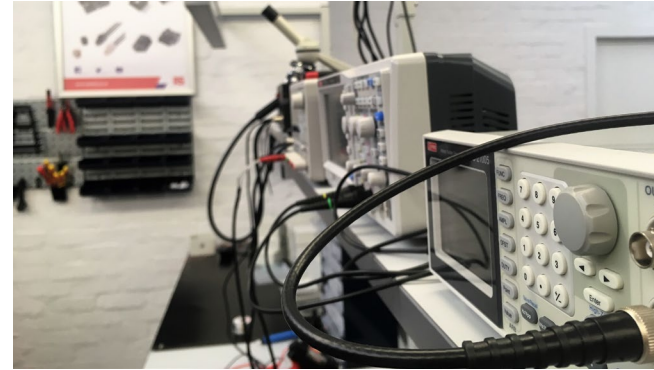
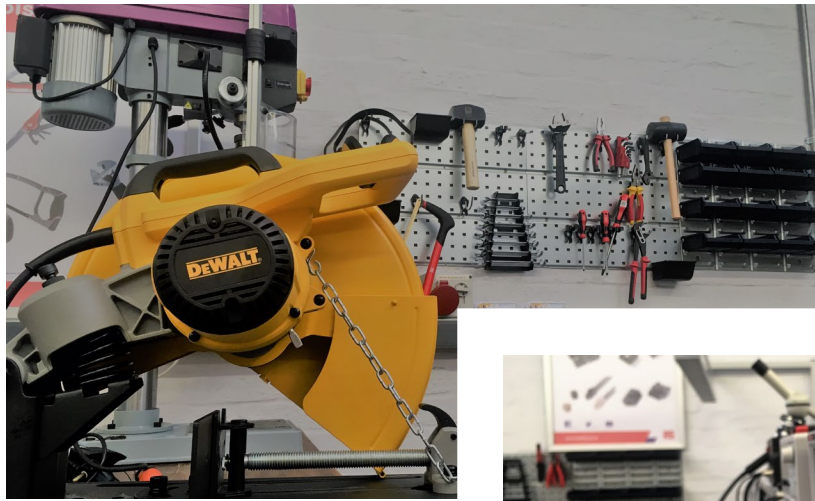
**THANK YOU  
FOR WATCHING**

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**[www.launchlab.co.za](http://www.launchlab.co.za)**

# DESIGNED WITH COLLABORATION IN MIND



# FULLY EQUIPPED MAKERSPACE





# THE MARKERSPACE

82 m<sup>2</sup>

Electronic prototyping  
Mechanical workbenches  
3D printer

