

Business Bridge announces partnership with Tutuwa Community Investment Fund, an innovative finance provider to early stage grassroots entrepreneurs in South Africa.

PRESS RELEASE

The Business Bridge Initiative is happy to announce a partnership with Tutuwa Community Investment Fund, a division of Standard Bank, South Africa.

The Business Bridge Initiative runs an innovative programme that provides practical business education for small business owners in South Africa, Ghana and India. We believe the growth of small businesses is key to community-led development. Our course helps entrepreneurs build the knowledge, skills and confidence to greatly increase their chances of business success.

However, only entrepreneurs with the management capacity and adequate financial resources effectively go on to create successful enterprises. Provision of finance is as important and is clearly complementary to building management capacity.

Our partnership will see Business Bridge train high calibre grassroots entrepreneurs, many of whom Tutuwa will fund at the end of the 8 week course. Tutuwa has kindly agreed to fund scholarships for the entrepreneurs taking the Business Bridge course as part of its commitment to finding and funding South Africa's best small businesses.

Our pilot partnership programme will involve running two iterations of our 'How to Win Sales' course: one starting in October 2011 and one starting in February 2012. For each of the two iterations of the course, there will be one cohort of 25 entrepreneurs trained at The Business Place Philippi, and another trained at The Business Place Ekapa (Cape Town City Centre). We are delighted to be working for a third year with The Business Place on this exciting project.

This collaboration will generate clear synergies, complementing and strengthening Business Bridge's aim of expanding access to world-class business education. Business Bridge will provide vital skills, while Tutuwa will provide access to finance that grassroots entrepreneurs need to grow their businesses, creating sustainable, community-based jobs in the process.

As ever, Business Bridge remains indebted to our all our supporters (tutors and donors to name but two), without whom our work would not be possible.

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