



# INTRODUCING STEM-e | INTEGRATING ENTREPRENEURSHIP INTO STEM EDUCATION



Presented by Wear Your Brand Foundation

# OUR PURPOSE

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## Building Bridges from STEM to STEM-e

The STEM-e initiative is a 3 tier project that addresses the unemployment challenges faced by the STEM (Science, Technology, Engineering, and Mathematics) industries by introducing a comprehensive 5-year program focused on integrating entrepreneurship development into STEM education. Through this initiative, our aim is to empower STEM professionals with the necessary skills and resources to establish self-sustaining livelihoods, create businesses, and access funding for research and innovative projects.

We see the incorporation of entrepreneurship development as an inherent part of sustainability for STEM. To survive in this economy, one needs to be competent in more than one skill – particularly in the ‘gig economy,’ where versatility is vital. It becomes crucial to add entrepreneurship into STEM so that upcoming leaders and youth can be self-sustainable. You cannot separate the two; thus, we must include E of entrepreneurship as a vital component of STEM and build the bridge from STEM to STEM-e.



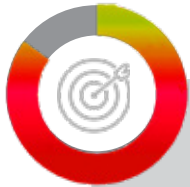
# OBJECTIVES

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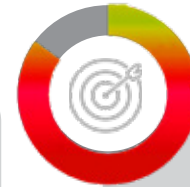
## Conference Attendance

Bring together 500 STEM-e stakeholders including DSBD, Dept. Basic Education, and private businesses.



## Graduate Employment

Generate 2500 employment opportunities for recent STEM graduates through the Walk-2-Work program.



## Youth Engagement

Engage and train 500 young individuals in entrepreneurship development within the STEM sector to foster their career growth and development.



## Sustainable Enterprise Development

Promote sustainable enterprise development within the STEM-e sector through targeted training, support, and collaboration opportunities, aiming to create a thriving ecosystem of innovative businesses and initiatives. Piloted at 300 businesses in KZN.

### TARGETED SECTORS

- Government
- Retail and Commerce
- Fintech
- Edutech
- Utilities
- Transport
- Infrastructure
- Telecommunications
- Manufacturing
- Agritech
- Engineering and Construction
- Chemical Industry
- Health and Tech
- Leisure Tech
- Mining Tech
- Supply Chain
- Academia and Research

# KEY PARTS

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*This multifaceted program encompasses various components:*

## CONFERENCE

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Hosting an annual conference covering a wide range of topics including leadership, career development, entrepreneurship avenues within the STEM sector, and diversity and inclusion. The conference serves as a platform to bring together private and public stakeholders, fostering collaboration and networking.

## ENTREPRENEURSHIP TRAINING

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Providing tailored entrepreneurship training programs aimed at Grade 12 youth development in STEM-e. These programs are designed to equip the youth with the necessary skills and knowledge to thrive as entrepreneurs within the STEM field.

## PLATFORM FOR SHOWCASING ACHIEVEMENTS



A high-level stakeholder gala dinner to recognise organisations and individuals to showcase their achievements and significant contributions to the STEM and STEM-e sector. This not only highlights the innovative work being done but also encourages collaboration and knowledge sharing among industry players.

## GRADUATE EMPLOYMENT STIPEND PROGRAM



Absorbing graduates into the Walk-to-Work graduate employment stipend program to support recent STEM graduates in securing employment opportunities. This initiative aims to bridge the gap between academic training and real-world employment by providing financial support during the transition period. As well as training in entrepreneurship skills development.



# WHAT TO EXPECT

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## CONFERENCE

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- 500 Attendees
- 15 Captains of Industry
- DBSD and Basic Education
- Live demonstrations
- Exclusive Stakeholder Business Lounge
- Networking
- Exhibition Stands
- Speaking Opportunity for a targeted audience.

## SHOWCASING ACHIEVEMENTS

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- 500 pax Gala Dinner
- Private and Public Stakeholders.
- 30 Recognition Awards in STEM-e
- 10 Awards to Innovators in STEM-e
- Networking
- VVIP meeting rooms

# WHAT TO EXPECT

## ENTREPRENEURSHIP TRAINING

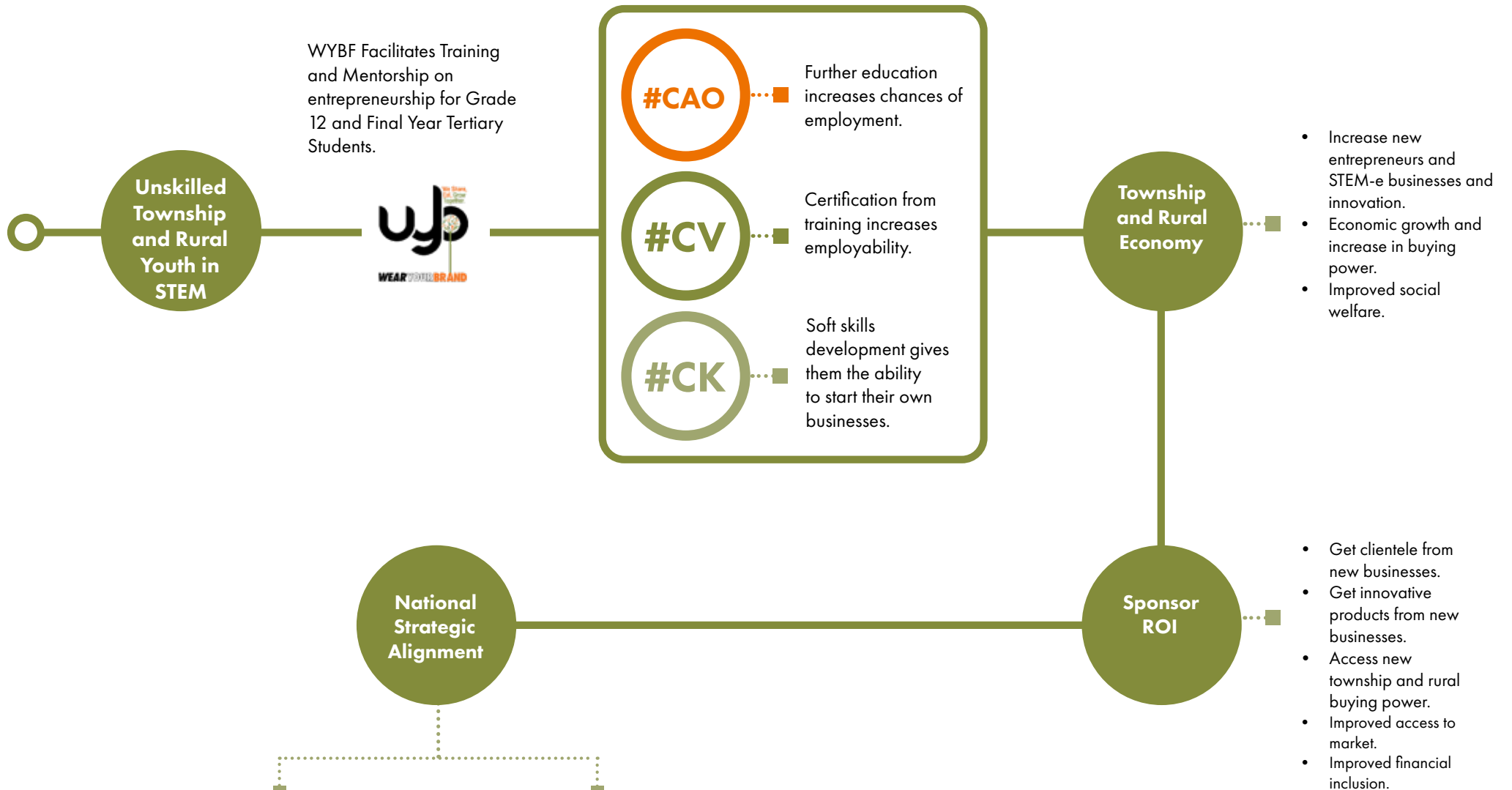


- 2500 reach school roadshow.
- STEM-e Kits that include hygiene products as well as basics of business marketing for micro businesses.
- Educator training on incorporating innovative digital education in underresourced township and rural communities.
- Align with UN SDG 5 of Gender Equality by tackling GBVF through entrepreneurship by promoting STEM-e.
- Connect youth STEM-e with mentorship opportunities with industry leaders.

## GRADUATE EMPLOYMENT PROGRAM



- Absorb 500 STEM graduates into the Wear Your Brand Walk-to-Work Graduate job readiness program and entrepreneurship skills development program.
- Connect 500 township and rural businesses with skilled STEM-e graduates for efficient business operation and innovative projects.
- Align with NDP 2030 Goal 5 of Economy, Employment, and Inclusive Growth



**UN SDG Goals:**

- Goal 1: No Poverty
- Goal 4: Quality Education
- Goal 8: Decent Work and Economic Growth
- Goal 9: Industry, Innovation, and Infrastructure
- Goal 10: Reduced Inequalities


**South African NDP 2030 Goals:**

- Goal 1: No Poverty
- Goal 4: Decent Employment Through Inclusive Growth
- Goal 5: Education and Skills
- Goal 9: Economic Transformation and Job Creation
- Goal 10: Rural Development, Land Reform, and Food Security


**GROWTH** CYCLE

# INVESTMENT ROI

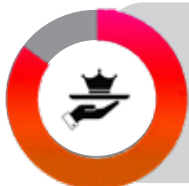
## C S I



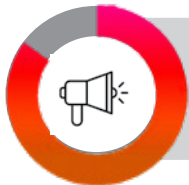
Contribute to your BBBEE Scorecard. Receive PBO Organisation Tax exemption. Section 18A Certificate.



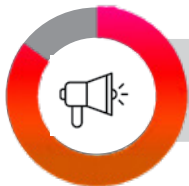
**Community reach:** your contribution will directly impact young lives, particularly in township & rural communities, fostering a generation of STEME educated, skilled, and confident individuals.



**M&E:** Get comprehensive reports on the program's impact, ensuring transparency and accountability for your investment.




Increased brand visibility and reputation by aligning with UN SDG and NDP 2030 goals.

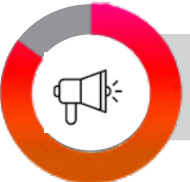


Engage and connect with industry thought leaders and policy changemakers.


## REVENUE & MARKETING




Loyal and expanding customer base, stemming from the robust job creation facilitated by the program.




Logo on all promotional material on all WYBF events and Media interviews etc.



Priority sponsorship options for future WYBF events.



Increased Revenue through access to a targeted audience.



Access to WYBF 4000+ township and Rural SMME database.




# SPONSORSHIP PACKAGES

PACKAGE	PLATINUM	DIAMOND	GOLD	SILVER
Naming Rights	100%	0%	0%	0%
Featured in WYBF Publications: Wear your brand magazine, AIC, NOS Magazine	100%	50%	25%	0%
Logo representation on all print, electronic communications, social networks (insta, FB, twitter).	100%	100%	100%	100%
Table reservations for Conference and Gala dinner	100%	50%	25%	25%
In-event speaking opportunity	100%	100%	100%	100%
Access to database	100%	50%	25%	15%
Radio and television media exposure	100%	100%	100%	100%
Access to a combined guest speaker followership of 14,577,040.00 on social platforms (Instagram, Facebook, Twitter, Tik-Tok and Linkedin).	100%	100%	100%	100%
Access to exclusive business lounge meeting rooms and investor introductions.	100%	50%	25%	15%
Exhibition Stand	100%	100%	100%	25%
<b>All donation-in-kind benefits = Section 8A Certificate. PBO NO: 930079838</b>				
<b>Conference &amp; Gala Dinner Corporate Table</b>		<b>R20 000</b>		



# Building Bridges from STEM to STEM-e

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