



DSBD SUCCESS STORIES

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"IGNITING THE SPIRIT OF ENTREPRENEURSHIP."



**small business
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Department:
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MR JOSEPH NDABA: AWAKENING INNOVATIVE EXCELLENCE IN MAFIKENG

In the industrial site of Mafikeng, innovative excellence is being awakened by none other than Mr. Joseph Ndaba. As stated in an interview we recently held with him, Mr Ndaba holds many titles but the one he is most proud of is being the dynamic CEO of the Mafikeng Digital Innovation Hub (MDiHub). With a passion for youth empowerment, digital transformation, and community upliftment, Mr Ndaba is positioning North West as a force in South Africa's Fourth Industrial Revolution (4IR).

Recognizing a severe lack of digital infrastructure and innovation in the North West Province, Mr Ndaba co-founded MDiHub. At first, it was just an idea. Without funding or a dedicated space but with the help of SEDFA, the small business development department amongst others, MDiHub is a cutting-edge co-working and incubation centre equipped with 3D printing machines and drone technology—offering services from prototype development to startup support. To these date the Hub has successfully incubated over MSME's.

Under Mr Ndaba's leadership, the hub has launched programs like the AI Skills Institute, which upskills youth in machine learning and coding, and the 4IR Hospital prototype, which envisions tech-integrated healthcare. A recent partnership with Cisco brought an EDGE Centre to Mafikeng, linking local entrepreneurs to global networks'

What makes Mr Ndaba's story compelling isn't just the tech—it's his purpose. He believes innovation must serve the people. "We're not just building apps; we're building futures," he often says.

With a clear vision for a digitally inclusive Africa, Mr Joseph Ndaba is not just leading a hub—he's nurturing a digital movement. One that starts in Mafikeng, but has the potential to ripple far beyond the continent.





MR BOINGOTLO MOLEFHE: POWERING MAHIKENG'S DIGITAL FUTURE

In a rapidly evolving digital landscape, leaders like Boingotlo Molefhe are not only navigating the change but are actively driving it, ensuring that communities are not left behind in the global tech revolution., spearheaded by the Mafikeng Digital Innovation Hub (MDiHub) in partnership with global tech giant Cisco.

A Passion Ignited

Born and raised in the North West Province, Molefhe's fascination with technology began early. He pursued his studies at Taletso TVET College, where he delved into the intricacies of information technology. Eager to expand his expertise, he undertook courses like the CompTIA Network+ certification, showcasing his commitment to continuous learning.

Bridging the Digital Divide

Assuming the role of manager at the Cisco EDGE Centre, located at Leopard park in Mafikeng, Mr Molefhe embarked on a mission to bridge the digital divide in his community. The EDGE Centre—standing for 'Experience, Design, GTM (Go to Market), and Earn'—serves as a catalyst for innovation, providing entrepreneurs and startups with access to cutting-edge technology, training, and mentorship.

Under Mr Molefhe's leadership, the centre has launched various programs aimed at upskilling local youth and fostering a culture of innovation. Collaborations with educational institutions and industry leaders have been instrumental in creating opportunities for aspiring tech professionals.

The tangible impact of Molefhe's work is evident. Local entrepreneurs now have a platform to develop and showcase their innovations,

leading to job creation and economic growth. Moreover, the centre's emphasis on digital literacy is empowering the youth, equipping them with skills essential for the modern workforce.

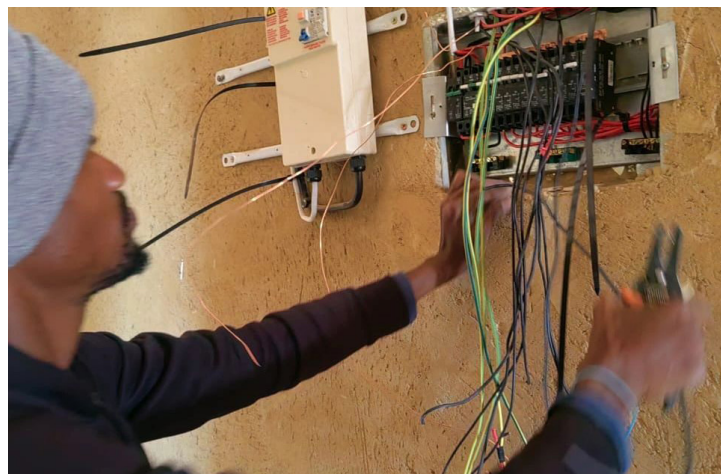
A Vision for the Future

Looking ahead, Molefhe envisions the Cisco EDGE Centre as a beacon of technological excellence in South Africa. He aims to expand its reach, ensuring that more individuals benefit from its resources. By fostering partnerships and embracing emerging technologies, Molefhe is committed to propelling Mafikeng into a new era of digital innovation.





MR MPHO GODFREY MOLOKO: HEADING TOWARDS A RENEWABLE FUTURE



At the Mafikeng Digital Innovation Hub, a remarkable entrepreneurial journey is unfolding. Mr Mpho Godfrey Moloko, founder of Mega G Techniques, exemplifies innovation and resilience in South Africa's technology sector. His story is one of determination, vision, and a steadfast commitment to leveraging technology for community advancement.

Mr Moloko's passion for technology and problem-solving led him to establish Mega G Techniques, a company dedicated to developing cutting-edge solutions tailored to local needs. Recognizing the challenges faced by many startups, he sought an environment that would nurture his ideas and provide the necessary support for growth. This quest led him to the Mafikeng Digital Innovation Hub (MDIHub).

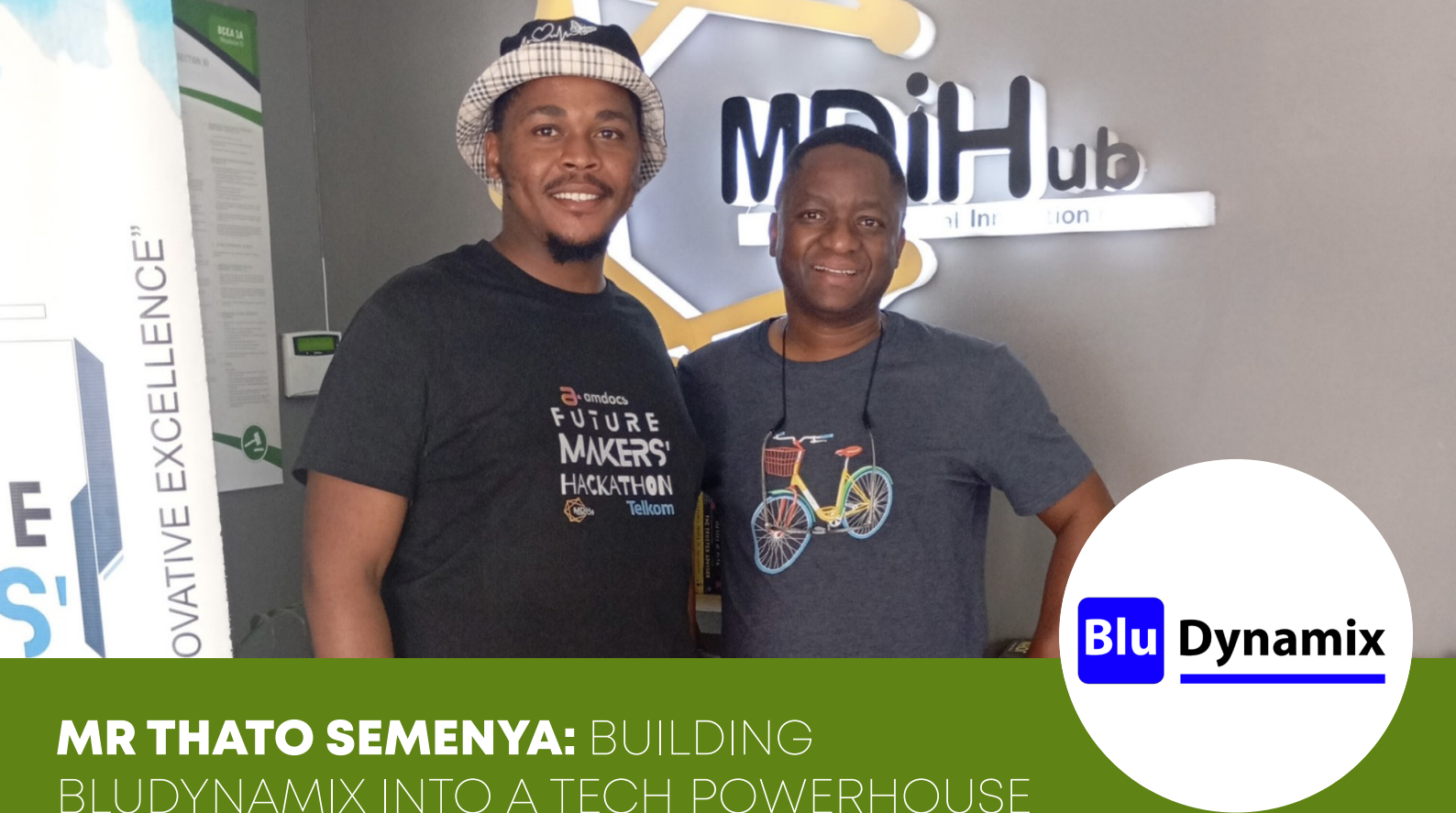
For four years, Moloko has been with MDIHub, an innovative co-working techno hub in Mahikeng.

The support from MDIHub has been instrumental in Mega G Techniques' development. Moloko has utilized the hub's resources

to refine his business model, develop prototypes, and access training programs that have enhanced his entrepreneurial skills. The collaborative environment at MDIHub has also facilitated valuable networking opportunities, connecting him with like-minded innovators and potential partners.

A significant milestone in Mr Moloko's journey was securing a R50,000 fund from the Technology Innovation Agency (TIA). The TIA's Grassroots Innovation Programme (GIP) aims to identify and support innovators who use local resources to solve local challenges. Moloko said that this could not have been achieved without the support from Sedfa, DSBD and the Hub, the organisations which helped him with business and tax compliance to qualify for the funds.

As Mega G Techniques continues to grow, Mr Moloko remains committed to his vision of leveraging technology to solve pressing challenges. His story serves as an inspiration to many, illustrating that with determination, support, and a clear vision, it is possible to turn innovative ideas into impactful realities.



MR THATO SEMENYA: BUILDING BLUDYNAMIX INTO A TECH POWERHOUSE

In the dynamic world of South African entrepreneurship, Mr Thato Semanya stands out as a beacon of innovation and resilience. As the founder and CEO of BluDynamix, MR Semanya has carved a niche in the technology sector, demonstrating the power of vision and determination.

Mr Semanya’s journey began with a passion for technology and a keen understanding of its potential to drive change. Recognizing a gap in the market for tailored digital solutions, he established BluDynamix with the mission to provide cutting-edge services that cater to the unique needs of businesses in South Africa and beyond. Under Mr Semanya’s leadership, BluDynamix has flourished, offering a range of services from software development to IT consulting. The company’s commitment to excellence and innovation has attracted a diverse clientele, solidifying its reputation as a trusted partner in the tech industry.

One of the hallmarks of Mr Semanya’s approach is his emphasis on collaboration and continuous learning. The support Mr Semanya received from SEDFA and DSBD via attending various workshops and receiving exposure to markets via interviews and being incubated by the Hub paved the way for BluDynamix.

Beyond his professional endeavors, Semanya is dedicated to giving back to the community. He actively mentors aspiring entrepreneurs, sharing insights from his own journey to inspire and guide the next generation of business leaders. Mr Thato Semanya’s story is a testament to the impact of visionary leadership and unwavering commitment. Through BluDynamix, he continues to drive technological advancement, contributing significantly to the growth and transformation of the South African business landscape.





GROWING SUPERFOOD: THE RISE OF LEFAKONG FARMING

In the heart of South Africa's North West province, Mrs. Maboang Matlou has cultivated more than just crops—she's nurtured a vision that has blossomed into a thriving enterprise. As the CEO and founder of Lefakong Farming, Matlou's journey from humble beginnings to e-commerce success is a testament to innovation, resilience, and the power of community support.

Lefakong Farming began with a focus on spinach cultivation, aiming to provide nutritious produce to local markets. However, recognizing the growing global demand for health-enhancing superfoods, Matlou pivoted the business towards large-scale moringa farming. Moringa, often dubbed the "miracle tree," is renowned for its rich nutritional profile and medicinal properties.

This strategic shift was bolstered by support from the Small Enterprise Development Agency (SEDA) and the SheTrades initiative, which provided essential resources and training. These partnerships enabled Lefakong Farming to scale operations, improve product quality, and access broader markets.

Today, Lefakong Farming offers a diverse range of moringa-based products, including teas, capsules, and health salts, all processed from organically grown moringa leaves. The company's commitment to quality and sustainability has earned it a loyal customer base and recognition in the health food industry.

Embracing the digital age, Matlou expanded Lefakong's reach through e-commerce platforms. Products are now available on major online retailers such as Takealot, Amazon South Africa, and Makro, making them accessible to consumers nationwide. This online presence has not only increased sales but also positioned Lefakong Farming as a competitive player in the health and wellness market. Beyond business success, Matlou remains dedicated to community

empowerment. By creating employment opportunities and offering training programs, Lefakong Farming contributes to local economic development and inspires a new generation of agripreneurs.

Mrs. Maboang Matlou's journey reflects the transformative potential of combining traditional agriculture with modern innovation. Through strategic pivots, supportive partnerships, and a commitment to excellence, Lefakong Farming stands as a beacon of sustainable success in South Africa's agribusiness landscape.





GAOTSE MOLELEKI: CHARTING A PATH OF TECHNOLOGICAL INNOVATION

As a junior developer with a keen interest in Python programming and drone technology, Moleleki's journey exemplifies the transformative power of dedication and the right support systems.

After completing his studies at a Technical and Vocational Education and Training (TVET) college, Moleleki sought avenues to apply his skills and expand his horizons. This quest led him to the Mafikeng Digital Innovation Hub (MDiHub), an innovative co-working techno hub in Mahikeng. MDiHub focuses on unearthing and cultivating innovative solutions to assist communities in adapting to the rapidly changing technological landscape. The hub offers services such as early start-up incubation, business assistance, funding opportunities, training and development, and prototype development. Its facilities include a Makerspace, Augmented & Virtual Reality Lab, Application and Testing Lab, and an AI Lab, among others.

Since joining MDiHub, Moleleki has immersed himself in Python programming and drone technology. The hub's emphasis on Fourth Industrial Revolution (4IR) technologies has provided him with access to resources and mentorship, enabling him to develop practical skills in these cutting-edge fields.

Moleleki's dedication has not gone unnoticed. He has actively participated in various projects and training programs, contributing

to the hub's mission of fostering innovation and technological advancement in the region. His work with drones, in particular, holds promise for applications in agriculture, surveillance, and environmental monitoring—sectors vital to the local economy.

Reflecting on his journey, Moleleki emphasizes the importance of continuous learning and the role of supportive environments like MDiHub. He encourages fellow TVET graduates and aspiring technologists to seek out such opportunities, highlighting how the right ecosystem can significantly impact one's professional trajectory.

As he looks to the future, Moleleki remains committed to leveraging his skills to develop solutions that address community challenges. He mentioned that he has ambition to continue working with the Hub after incubation as an employee but will also consider registering his own company in the near future, with the support of NYDA and SEDFA the future looks very bright for Moleleki.

In a region poised for technological growth, individuals like Gaotse Moleleki exemplify the potential that lies within South Africa's youth—a potential that, when nurtured, can drive innovation and socio-economic development.



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