

## Roche Mamabolo to host 'School of Startups' workshop

On Thursday 16 June, Roche Mamabolo, the author of '*The Startup Revolution: Fit in or Stand Out*', will host an entrepreneurship workshop entitled 'School of Startups' from 8.30am-5.30pm at the SAB World of Beer in Johannesburg, South Africa.



Roche Mamabolo

The School of Startups is designed to achieve several key objectives: to assist entrepreneurs to build sustainable businesses; create employment; deploy innovative solutions in and through communities as well as to alleviate poverty in the country and beyond.

The course content comprises of contemporary topics including: Strategy, Storytelling to the market and to the Investment community, Staffing, Raising Money and Cash Flow, Making Ideas Travel, Advertising and Competitors, Appealing to Consumers, Permission and Trust, Innovation, Creating Scarcity, Compromising, Adjusting the Course, The Startup Revolution, to name but a few.

Jabu Stone, the South African entrepreneur who has been in the industry for over 20 years operating in local and international markets, will be the guest speaker for the day. He will be outlining his success ingredients, unique business models and imparting advice to all participants.

The past Schools of Startups have attracted close to an equal ratio of women to men, an array of businesses in different growth stages - from those in their first year of operation to those with over 12 years. Sectors represented in past events have included: retail; manufacturing; financial services; construction; catering and events; education and training as well as others.

The investment required to attend the event is R700. This includes a full bouquet of the courses, a copy of 'The Startup Revolution: Fit in or Stand Out' book which normally retails at R250, lunch and refreshments, as well as networking with other entrepreneurs. To ensure that the event is good value for money, there is a cap of 16 participants - on a first-come, first-served basis.

The 16 June narrative has changed. Commemoration of the Uprising will focus on planting seeds that will sprout entrepreneurial history makers through the School of Startups by the LORA Centre for Innovation and Entrepreneurship.

For more, visit: <https://www.bizcommunity.com>