



EXECUTIVE SUMMARY

Africa Tech Hub Foundation NPC

Establishing a Centre for Quality Education, Vocational Training, and Life Skills Development for Underprivileged Youth and Women in rural Rustenburg

Project and Location:

Pilot site 1st: Cnr Swaartruggens Road/ Moumo Street, Rustenburg, North West Province, South Africa.

Target Opening Date: 6 April 2026

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EXECUTIVE SUMMARY

Digital Skills Africa Tech Hub with GCU Academy of Sciences STEM School – Rustenburg, North West

Overview

Africa Tech Hub Foundation NPC has a business plan to establish an integrated Education and Technology Skills Training Campus in Rustenburg, designed to address the education, digital skills, and employability gaps affecting youth, women, and marginalised communities in the North West region.

1.1. About

The Africa Tech Hub in Rustenburg, North West Province, South Africa, is a transformative initiative designed to foster the development of technology skills, entrepreneurship, the creation of new industries, and job opportunities for youth in a post-mining economy shaped by the Fourth Industrial Revolution (4IR). This business plan details the hub's strategic objectives, operational framework, infrastructure requirements, staffing plan, service offerings, target market, financial projections, and risk mitigation strategies.

1.1.1 Economic and Social Context in Rustenburg

Rustenburg (North West) is a former mining hub facing high and worsening unemployment and socio-economic challenges. Statistically, its official unemployment rate at the end of 2025 is ~28% (statssa.gov.za), with youth unemployment at around 36% (statssa.gov.za).

1.1.2 Employment Trends

- The province added **69,000 jobs in Q3 2024**, largely in services and informal trade, but mining continues to shed jobs.
- Rustenburg, as a former platinum mining hub, faces **slow diversification** into manufacturing and services, leaving many residents dependent on unstable informal work.

1.1.3 Key Challenges

- Mining decline: Platinum sector retrenchments continue to hit Rustenburg hard.
- Skills gap: Many unemployed youth lack qualifications for emerging industries.
- Informal economy reliance: Growth in informal trade offers survival but not sustainable livelihoods.
- Slow diversification: Provincial strategies (Growth & Development Strategy, Skills Development Forum) are in place but results are gradual.

Our Solution

Mission: To empower the youth of Rustenburg with the skills, resources, and opportunities necessary to thrive in the 4IR economy, fostering innovation, entrepreneurship, and sustainable job creation.

Vision: To establish Rustenburg as a leading technology hub in South Africa, driving economic diversification and social development through technology-driven solutions.

Mission: To empower Rustenburg's youth with the technology skills, entrepreneurial mindset, and resources needed to drive innovation, create jobs, and contribute to a thriving 4IR economy.

Objectives

- Provide high-quality technology training programs in areas such as software development, data science, artificial intelligence, cybersecurity, and digital marketing.
- Foster a vibrant entrepreneurial ecosystem by offering incubation, acceleration, and mentorship programs for tech startups.
- Facilitate access to funding opportunities, including grants, loans, and venture capital, for promising youth-led ventures.
- Create a collaborative co-working space with state-of-the-art facilities and resources.
- Establish partnerships with local businesses, government agencies, and educational institutions to ensure program relevance and create employment pathways.
- Promote digital literacy and inclusion among marginalised communities.
- Contribute towards reducing youth unemployment in the Rustenburg area.

Target Beneficiary Groups

4.1 Rationale for targeting youth beneficiaries

The Hub explicitly targets multiple segments to maximise impact. The summarised desktop research findings support our rationale for targeting unemployed youth in Rustenburg:

- **Youth and Women:** Young people (including K–12 learners) form a core audience.
Teachers and Education Professionals: Another key group is educators. The plan proposes a “train-the-trainer” approach: unemployed teachers can be upskilled in STEM so they can become Hub facilitators or tech instructors in new schools. This aligns with South Africa’s education strategy, which includes digital competency frameworks for teachers (education-profiles.org). By certifying local teachers in ICT, the Hub creates a skilled educator workforce to sustain tech training (and potentially staff a junior STEM college mentioned in the plan).
- **Facilitators, Moderators, Assessors:** The Hub also plans to train its own staff – upskilling local facilitators, moderators, and assessors in the latest tech. This builds a local talent

base to run courses and hackathons. (Globally, successful tech hubs often pair training with mentorship; for example, Launch Lab in Stellenbosch provides entrepreneurs with expert mentors and workshops (smesouthafrica.co.za.)

- **Seniors and Digital Inclusion:** A special focus is on older adults. The Hub’s **Digital Literacy Programme for Seniors** will help elderly residents “keep up with technology”, build confidence online, and stay connected gcuasciences.co.za. Such efforts address the digital exclusion that seniors often face. In South Africa, studies show that tailored education and training are key drivers of older adults’ digital inclusion repository.up.ac.za. By offering senior-friendly classes, the Hub would extend tech benefits to the whole community.
- **Low- to Middle-Income Individuals:** Many local residents earn very little. Ensuring **affordable** training is therefore critical. The Hub’s model (social enterprise with controlled fees) is designed for inclusivity. In practice, this could involve scholarships, sliding fees, or subsidised programs for students from underserved townships, aligning with B-BBEE and development goals.
- **Company Employees and Continuous Learners:** Even in existing companies (mining, services, manufacturing), there is demand for upskilling. As the World Economic Forum notes, over **60% of African firms** see a skills shortage as a top barrier to transformation pmi-sa.co.za, and globally **77% of businesses** plan to invest in worker upskilling pmi-sa.co.za. The Hub can serve corporate partners by offering continuous professional development in ICT fields (e.g. networking, cybersecurity), helping employees stay current with 4IR technologies.
- **SMMEs and Entrepreneurs:** Small businesses and start-ups are a major audience. The Hub proposes incubation partnerships, hackathons and mentorship programs to help fledgling tech ventures grow. This echoes the role of incubators worldwide: research shows incubators provide entrepreneurs with resources, mentorship, networking and even seed funding to “**nurture growth**” smesouthafrica.co.za. For example, Cisco’s initiatives in SA illustrate how tech companies can mentor SMMEs (especially women-led ones), giving them training, lab access, and market connections blogs.cisco.com. The planned hackathon expo (targeting local youth solutions to Rustenburg’s problems) is a concrete step to spark new ventures.
- **Mentors, Coaches and Corporate Partners:** To support the above, experienced business mentors and industry partners will be crucial. Experts highlight that **public–private partnerships** are essential: combining government’s development mandate with private-sector agility creates more effective training programs hcls.co.za. In line with this, the Hub envisions collaborations with global corporations (e.g. Microsoft, Cisco) and local educators. Indeed, Microsoft is already training 1 million South Africans in AI and digital skills by 2026 news.microsoft.com, reflecting the scale of corporate commitment possible. By aligning Hub courses with corporate standards (as planned through MICT SETA and Cisco curricula hcls.co.za), the Hub ensures learners get industry-recognised skills and companies get qualified talent.

1.1 Beneficiaries Summarised

Primary beneficiaries include:

- Children and youth (ages 3–18)
- Unemployed youth and young adults (16–35)
- Women entrepreneurs
- SMMEs and informal traders
- Educators, facilitators, and community members (including seniors)

Value Proposition & Differentiation

1.2 The GCUASc Africa Tech Hub is unique in that it:

- Integrates **education, technology, arts, and entrepreneurship**
- Is designed specifically for **township and rural communities**
- Provides a **shared-use campus model** to reduce costs and maximise impact
- Aligns directly with **national development priorities, SDGs, CSI, and SLP objectives**
- Offers strong **brand visibility** on a high-traffic site in Rustenburg

1.1 USP

Our Unique Selling Proposition (USP) is to provide a shared, economically viable, affordable, inclusive, accessible, and collaborative facility with co-working spaces and practical workplace skills learning for all, with a sustainable pipeline from K-12, progressing to unemployed and unskilled youth, adults and seniors.

Strategic Alignment with National Priorities and JSE Focus Areas

Alignment with National Priority Issues

Africa Tech Hub is intentionally designed to respond to South Africa's most pressing national development challenges, as articulated in the **National Development Plan (NDP 2030)**, **Youth Employment Service (YES)** objectives, and the **Financial Sector Codes**.

1.1 Poverty Alleviation

Africa Tech Hub addresses poverty through **skills-based economic inclusion**, enabling youth and unemployed community members to access income-generating digital skills rather than short-term relief.

Key interventions include:

- Free and subsidised access to digital skills training for unemployed youth and low-income community members
- Pathways into paid internships, learnerships, freelancing, and entry-level technology jobs
- Support for micro-entrepreneurship and township-based digital services (e.g., IT support, coding services, digital marketing)

Outcome: Increased household income, reduced dependency, and sustainable economic participation.

1.2 Job Creation

Africa Tech Hub contributes to both **direct and indirect job creation**, aligned with NDP employment targets.

Direct jobs created:

- Facilitators, trainers, programme coordinators, administrators, and support staff
- Youth interns and graduates employed within the Hub

Indirect jobs created:

- Placement of graduates into partner companies, SMEs, mines, and financial institutions
- Enablement of freelancers, start-ups, and youth-owned tech businesses

Outcome: Sustainable employment opportunities linked to future-fit industries.

1.3 Youth and Community Development

With South Africa's youth unemployment exceeding national averages, Africa Tech Hub prioritises **youth development as an economic strategy**, not a social afterthought.

Focus areas:

- Youth aged 15–35 from underserved and rural communities
- Women and girls in STEM and financial literacy programmes
- Community-based access points to technology and learning

Outcome: Empowered, skilled youth equipped to participate meaningfully in the formal economy.

Upskilled youth, enabled by learnerships, provides unemployed youth to gain experience, increasing their chances for absorption into formal employment.



6.4 Alignment with Financial Sector Codes

Africa Tech Hub supports measurable outcomes under the **Financial Sector Code**, particularly:

- **Socio-Economic Development (SED)**
- **Enterprise and Supplier Development (ESD)**
- **Skills Development**

The Hub provides a credible, scalable platform through which JSE-linked entities can deploy funding that results in **verifiable skills transfer, employment outcomes, and enterprise development**.

Strategic Alignment with JSE Business and Mandate

Africa Tech Hub is strategically aligned with the various corporate mandates, positioned to support initiatives that strengthen **financial inclusion, economic participation, and market readiness**.

6.5 Socio-Economic Development (SED)

Africa Tech Hub qualifies as a high-impact SED initiative by:

- Delivering structured, outcome-based skills programmes
- Targeting marginalised and under-resourced communities
- Providing transparent reporting on beneficiaries, completion rates, and employment outcomes

SED Impact Metrics include:

- Number of beneficiaries trained
- Skills certifications achieved
- Employment or income-generating outcomes
- Gender and youth participation rates

Business plan can be submitted.

6.6 Financial Literacy and Economic Participation

Financial literacy is embedded across all Africa Tech Hub programmes, ensuring beneficiaries are not only technically skilled but **financially capable citizens**.

Financial literacy modules include:

The initiative combines:

- **GCU Academy of Sciences (GCUASc)** – an affordable, values-based STEM-focused independent school (Grades K–12, phased); and
- **Africa Tech Hub** – a community-facing digital skills, innovation, and entrepreneurship hub.

Together, they form a **complete 4IR learning and innovation skills training and enterprise creation pipeline**, from early education through to employability, enterprise creation, and community economic emancipation.



Our Organisation

Africa Tech Hub Foundation NPC was established as the non-profit social impact arm of GCU Academy of Sciences (Pty) Ltd and Africa Tech Hub (Pty)Ltd, enabling partnerships aligned to CSI, Skills Development, Enterprise Development, and ESG frameworks.

The dual-entity model creates a **B-BBEE-aligned ecosystem** that delivers:

- Affordable STEM education
- Digital and technical skills training
- Youth entrepreneurship and SMME support

The Rustenburg campus serves as the **pilot and proof of concept**, with planned replication in Gauteng (2027) and broader national rollout.

Aim and Strategic Rationale

The project aims to bridge the rural–urban education and technology skills divide by providing accessible, technology-enabled learning pathways that support:

- Youth employability and entrepreneurship
- Digital inclusion
- Economic diversification in a **post-mining local economy**
- **Upskilling, reskilling, workforce transition**, offering:
 - Digital literacy and coding skills
 - ICT pathways for non-mining employment
 - Youth entrepreneurship and SME development
 - Skilling Educators to be Facilitators of STEM, digital literacy, English and Maths literacy, entrepreneurship, agriculture, artisanry, skills training in fields such as motor mechanics, home economics, business management, marketing, media, and arts.

Rustenburg was selected for the pilot due to its high youth population, unemployment levels, strong demand for skills development, and strategic location near mines, and ease of access to and from Gauteng, Limpopo, and Mahikeng.

The Rustenburg Pilot Campus (Phase 1: 2026)

The Key Project Components of the GCUASc Tech Hub Pilot Campus are:

4.1 Africa Tech Hub

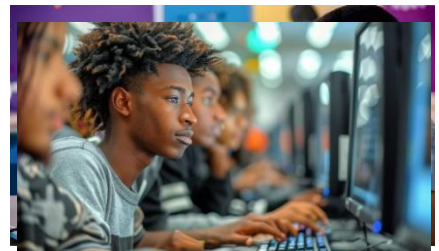
- Digital literacy, coding, robotics, AI, media, and data skills
- Entrepreneurship, incubation, and SMME upskilling
- Community computer lab and co-working spaces

4.2 GCU Academy of Sciences

- Affordable STEM-focused schooling (Grades K–3 at launch)
- Progressive rollout to full K–12 by 2030

Target Impact (Year 1)

- 300 school learners
- 1,500–1,800 youth, women, and SMMEs trained annually



Funding Requirement

Phase 1 Capital Requirement: R43.065 million

Funding may be provided through:

- Cash contributions

- In-kind support (IT equipment, software, infrastructure, connectivity)
- Blended sponsorship models

Funds will be applied to:

- Site acquisition, building repairs, and fittings
- Classroom and training space development
- ICT infrastructure and equipment
- Digital Skills & Reskilling Lab components and curriculum development and alignment with industry and corporate requirements
- Safety, compliance, and accreditation
- Initial program rollout



Application of funds (details available in the main proposal if required)

Purchase of Moumo Street site	R35,000,000
Repairs and Refurbishment of Moumo site	R7,750,000
Classroom and training rooms construction & fittings (Grade K-12+ Tech hub wing)	R5,000,000
Tech Hub: equipment, computers, robotics kits, servers	R300,000
Digital study centre & aftercare facilities	R500,000
Furniture, school equipment, safety compliance	R3,000,000
Initial facilities and programme development	R4,015,000
ICT infrastructure (Wi-Fi, networking, security)	R600,000
Legal, governance & accreditation setup	<u>R3,900,000</u>
	<u>R60,065,000</u>

Business plan can be submitted.

Sponsorship Opportunities and Benefits

Tier	Amount	Benefits (negotiable)
Campus Premier Sponsor (1 space)	R18m+	(YOUR COMPANY NAME) CAMPUS Naming rights, 5 years + branding banner on top of building + on-site board B-BBEE recognition + more negotiable benefits as funder may require, preference in Master classes, events, and provision of services to the tech hub
Platinum Sponsor (7 spaces)	R7m	Buildings naming rights(permanent), Tech hub and school buildings, branding banner on top of 1 building, sports facilities + billboard B-BBEE recognition + more negotiable benefits as funder may require preference in master classes, events, and provision of services to the tech hub
Diamond Sponsor (2 spaces)	R2 -5m	Lab naming (Tech hub lab and STEM lab), co-branding, B-BBEE recognition + more negotiable benefits as funder may require, preference in master classes, events, and provision of services to the tech hub
Gold Sponsor (7 spaces)	R1k–1999k	Training rooms naming, B-BBEE recognition + more negotiable benefits as funder may require, preference in master classes, Events, and provision of services to the tech hub
Silver Sponsor (5 spaces)	R500k–R999k	Equipment and space branding, Banner & digital recognition in main Tech Hub events/ tech exhibitions space, + preference in Master classes, events, and provision of services to the tech hub
Bronze Sponsor (5 spaces)	R250k–R499k	Donor wall listing, Certificate, social media, preference in master classes, events, and provision of services to the tech hub
Individual Founding Fathers / or Company Founding contributors	R50k–249k	Individual or Company Founding Fathers on a plaque on school and tech hub entrance and on two websites. Donor wall listing, Certificate, social media, preference in master classes, events, and provision of services to the tech hub
Bursary Fund Sponsor	R50k/ student/pa X (# of students)	Bursary named after the Sponsor, for 10 students @R50K/per student/per annum. Certificate, social media+ preference in master classes, events, and provision of services to the tech hub
In-kind contribution		Donor wall listing, Certificate, social media, preference in master classes, events, and provision of services to the tech hub
Investor		Stake with annual dividends. ROI to be discussed after Expression of Interest / LOI

Added Negotiable Exposure & Sponsorship Benefits

1. **Rooftop Banner** – visible to 12,000–22,000 vehicles daily.
2. **Billboard (optional)** – exclusive roadside branding at high-traffic intersection.
3. **On-Site Branding** – reception, training rooms, coworking spaces.
4. **Event Branding** – logo on all hub-hosted events.
5. **Digital Presence** – website, social media, newsletters.

Sustainability & Revenue Model

The campus is designed to reach **operational sustainability within 24–36 months** through diversified revenue streams, including:

- Affordable school fees and aftercare
- Skills training programmes
- Enterprise development and incubation services
- Corporate training and partnerships
- Co-working and facility hire
- High community demand supports long-term viability.

Progress to Date

Significant groundwork has already been completed, citedly:

- Business plan finalised
- Governance structures in place
- Curriculum and policies developed
- Strategic MOAs signed with **iLearn** skills delivery partner, and **ORBIT TVET** College for learnerships
- Accreditation processes initiated with SETAs
- Properties identified for leasing or purchase
- Branding, websites, and initial marketing launched
- *Inter alia*

Partnership Opportunities

Partners may engage through:

- CSI and Skills Development funding
- Infrastructure or equipment sponsorship
- Employee volunteering and mentorship
- Programme co-design and delivery
- Naming rights and brand visibility opportunities

All qualifying contributions support **B-BBEE, CSI, and (where applicable) Section 18A objectives**.

Call to Action

Africa Tech Hub Foundation NPC invites partners to collaborate in establishing **Rustenburg's first integrated STEM school and community technology hub**, unlocking sustainable pathways to education, employment, and entrepreneurship.

The full proposal, financial models, governance documents, and annexures are available for detailed review.

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