



propella 

Incubate ▶ Accelerate ▶ Graduate

www.propellaincubator.co.za

WHO IS PROPELLA?

A Smart Incubator for a Smart City

The first choice for the commercialisation of smart products and services that positively impact citizens, natural assets and infrastructure in Nelson Mandela Bay.

So what is a Smart City?

A city that as it evolves uses information and technology to improve the overall efficiency of services to meet resident's needs.

Our Mission as a hi-tech incubator

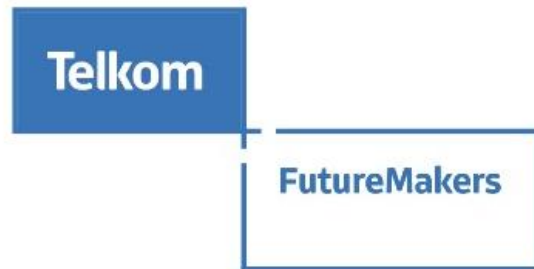
To support the successful development and sustainability of new innovation-based businesses in specific sectors.



Founding Partners



Industry Partners



GENERAL MOTORS
INTERNATIONAL
SOUTH AFRICA



WHERE WE ARE



South End Incubator

- ❑ Renewable Energy Generation and associated technologies
- ❑ Energy Efficiency and associated technologies
- ❑ Industry 4.0 (Advanced Manufacturing technologies, materials, systems & integrated processes)
- ❑ Information and Communication Technology (ICT)

WHERE WE ARE



Bird Street Incubator

Visual Arts:
Affectionately called the MAD Incubator

- ❖ Music
- ❖ Art
- ❖ Design

WHO DO WE INCUBATE?

A business or a business idea has been tested in the market and is:

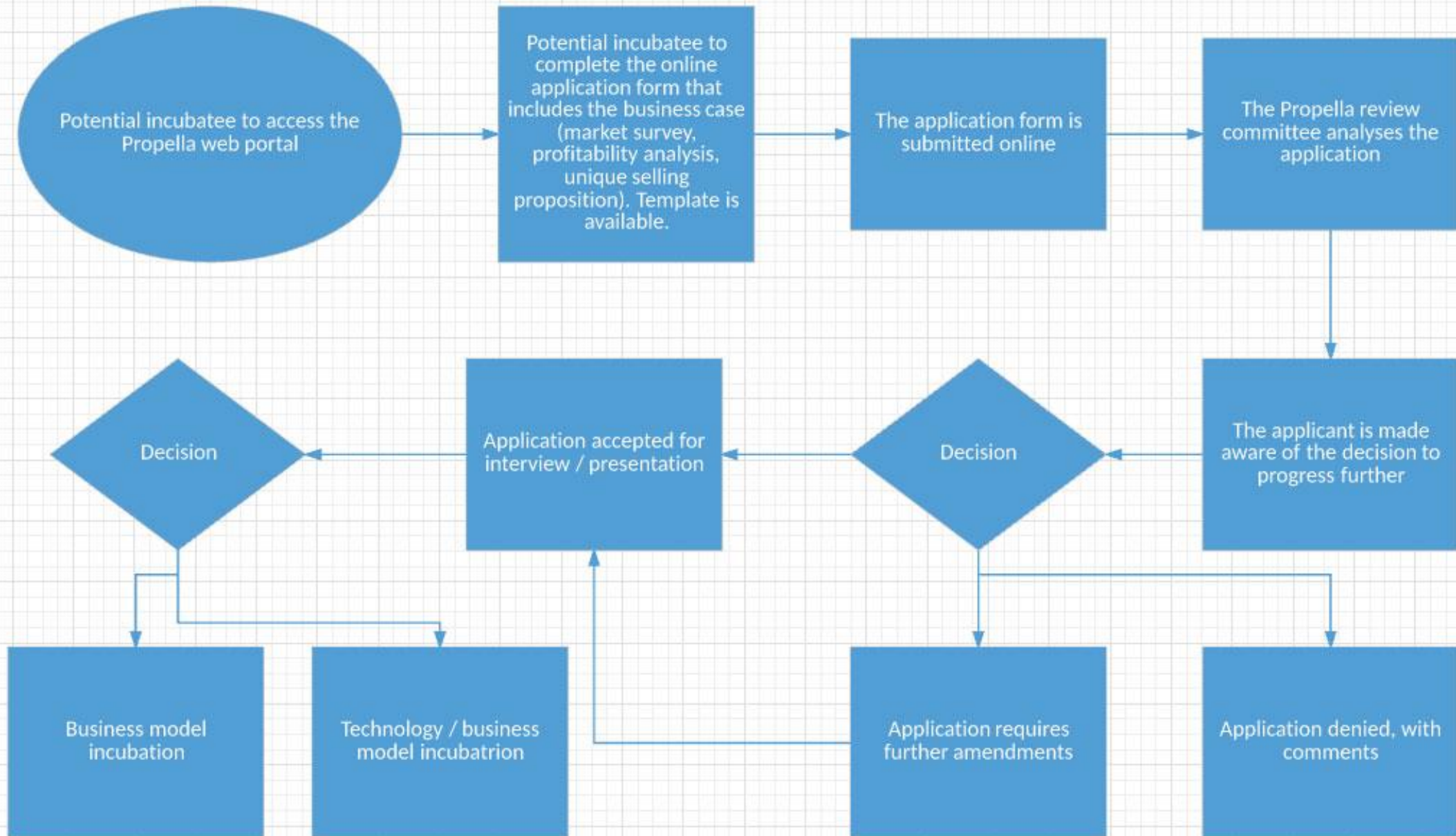
- **Disruptive (SMART, out of the ordinary thinking, unique, innovative)**
- **Scale-able**
- **Sustainable**
- **Creates jobs or has the ability to create jobs**

AND falls into 1 or more of the following categories:

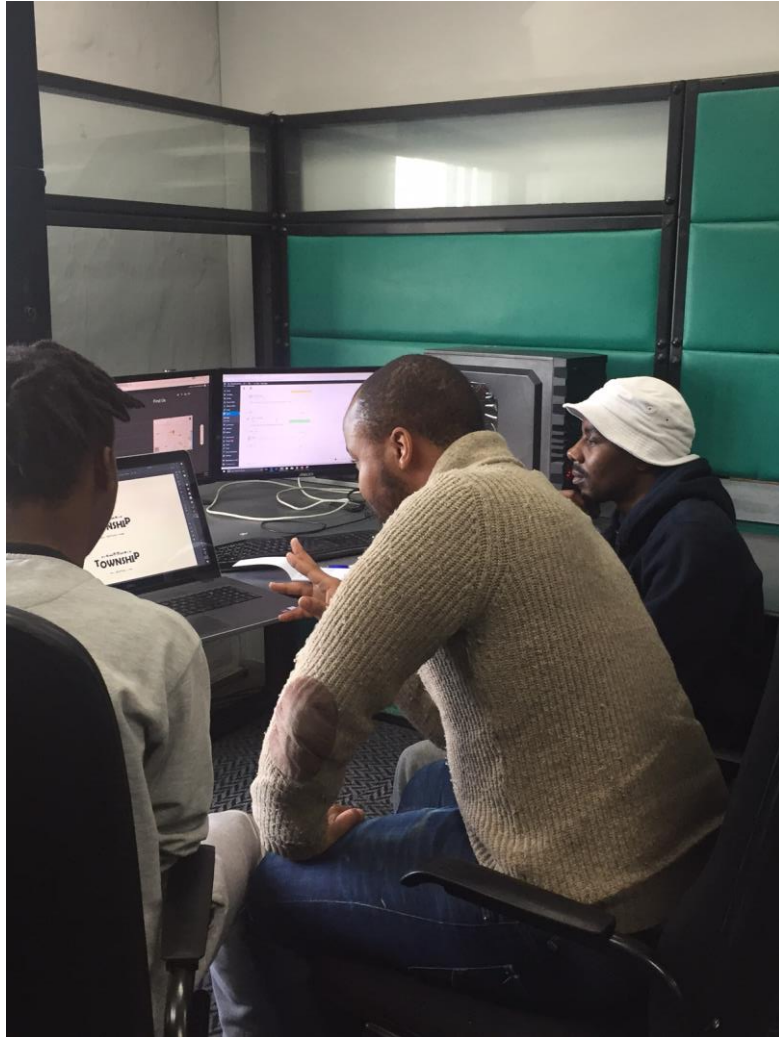
- **Renewable Energy**
- **Energy Efficiency**
- **Industry 4.0**
- **ICT solutions**
- **IoT (Internet of Things)**
- **Creative Arts**



APPLICATION JOURNEY



PHYSICAL OR VIRTUAL



HOT DESKING



WAREHOUSE



WAREHOUSE



SMART INCUBATION PROJECTS



SMART HEALTHCARE

more efficient, effective,
wider reaching healthcare



SMART BUILDINGS

more efficient commercial
entities



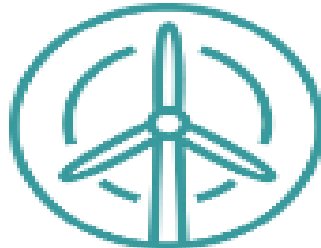
SMART RECYCLING

distributed recycling, at source



SMART HOME / IoT

safer, secure, more efficient
domestic environment



SMART ENERGY

energy efficiency



SMART GRID

better management of utilities



SMART AGRICULTURE

vertical urban farming



SMART PRODUCTION

digitised manufacturing

SMART RECYCLING



SMART ENERGY USAGE

SMART PARKING & SMART HEALTHCARE

Need to help others inspired inventors

National recognition, prize for top team

Devon Koen
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AFTER contracting a bacterial infection which left him paralysed from the neck down and lying in hospital for weeks on end, a Uitenhage man decided to conceptualise a device which would benefit others like him.

Heinrich Williams created the Qbell Easy Call Button along with two other Nelson Mandela Bay innovators.

They have now been recognised for their efforts to make life easier for those disabled or less fortunate.

The trio saw the need for underprivileged communities to communicate without the use of conventional telecommunications systems.

Chosen from 600 entries for the SAB Foundation Social Innovation Award, Williams, Thulisile Volwana and Sabelo Sibanda, walked away with R150 000 seed funding for their innovations as well as substantial in-kind technical assistance and support from leading industry professionals.

Williams, 45, along with NMMU's innovation office and design engineers from eNTSA at NMMU, developed the gadget, a nurse call button for patients with reduced or no hand or arm function.

Williams is classified as a C6 quadriplegic. He has full head and neck movement, with limited use of his biceps, wrists and fingers, which allows him to lightly grasp objects.

Sibanda, 32, and Volwana, 25, both originally from Engcobo, are the co-founders and creators of Tuse – a new software application which uses wireless mesh networks to transfer information from one device to the next.

"The idea is, the application works like a two-way radio, making use of other devices to hop over to each other... it basically uses devices as a router," Sibanda said.

The application is available as a free download from the Google Play Store and can be used for video and voice calls as well as messaging.

It does not use traditional telecommunications networks such as Wi-Fi or cellular network platforms.

The awards, launched in

2011, aim to recognise products and services which are designed and developed for use by some of society's most vulnerable individuals, including people living with disabilities and underprivileged communities.

Winners will see significant in-kind technical assistance from the Technology and Innovation Agency (TIA) as well as design and access to prototyping equipment necessary for innovations to achieve market readiness.

SAB Foundation manager Bridgit Evans said the organisation was looking forward to working with innovators and entrepreneurs to maximise their potential.

"The [TIA] has shown great foresight and leadership in recognising the potential our innovators hold for others who otherwise would not have had the opportunity to access products and services that bring improvement to their lives," Evans said.

Williams will be working closely with TIA over the next two years, which will also involve being exposed to potential new partners.

"At the moment we need to



ANSWERING CALL: Heinrich Williams and his service dog, Viking, show off the Qbell call button Williams designed
Picture: MIKE HOLMES

establish current needs, which will take us from conception to development," he said.

Williams and his service dog, Viking, graduated with a

national diploma in industrial engineering from NMMU earlier this year.

As for Volwana and Sibanda, who spent a month in San Fran-

cisco's Silicon Valley in the US and received funding from industry professionals before returning to South Africa, they are now looking at expanding

their business network. "We are planning to roll out the software not only in South Africa but the continent," Volwana said.

IoT HOUSE



INCUBATEE JOURNEY

VISION

STEER

INCUBATE / ACCELERATE

01

Ideation

02

Research

03

Analysis

04

Develop/Design

05

Launch

06

Scale

LEAN START – UP APPROACH

START

&

DEFINE

LEARN

&

EXPERIMENT

LEAP

&

TEST

MEASURE

PIVOT

OR

PERSEVERE

BATCH

GROW

ADAPT

INNOVATE

INCUBATION ACTIVITIES

Entrepreneurial Readiness
Tech Readiness
Idea Generation
Research
Market Studies
Legislation
Competitor Analysis

Submission of Business idea
Concept Validation
Feasibility
Viability Assessment
Market Research
Business Model refined

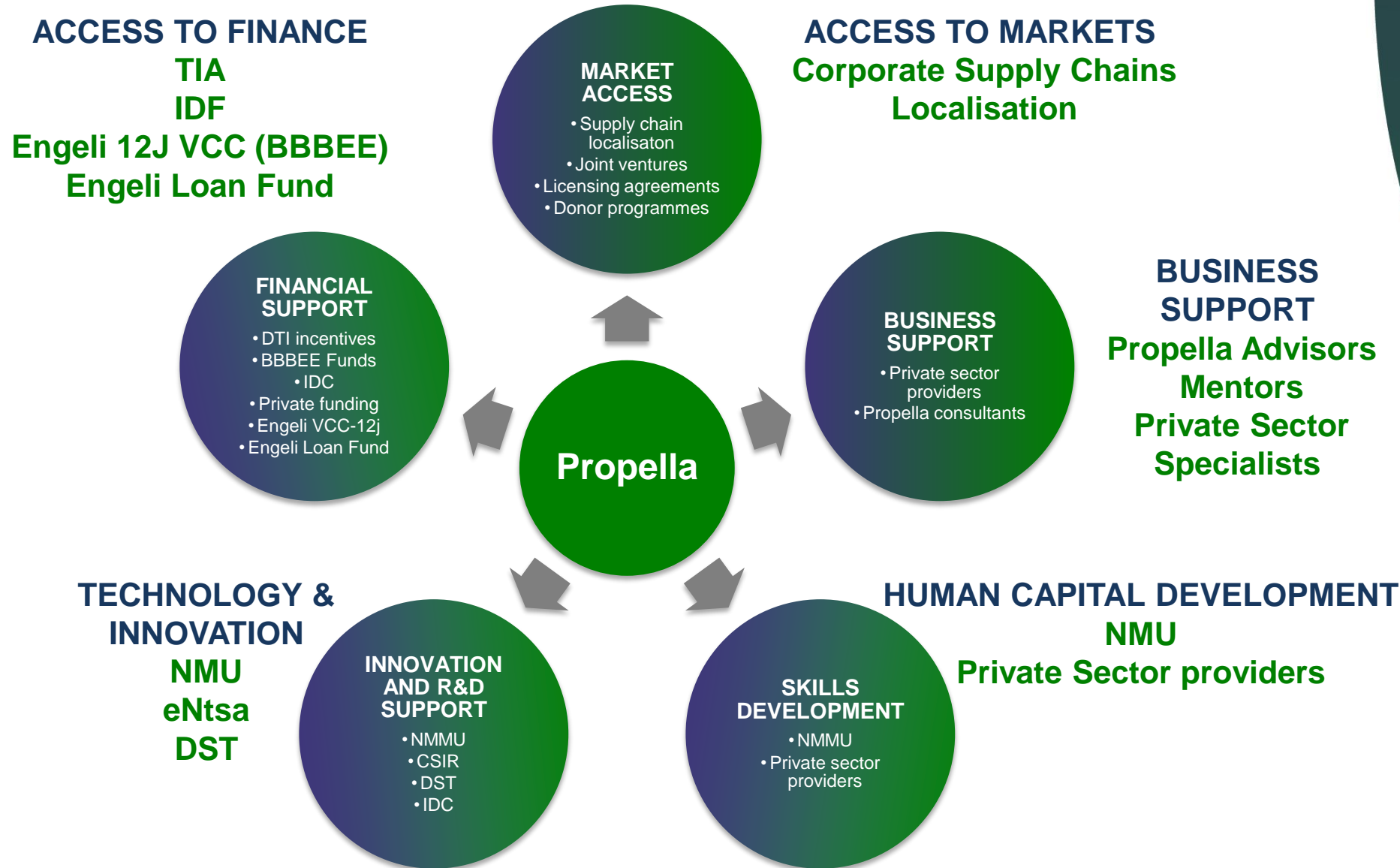
Cost/Benefit
Resourcing needs
VC Gap Analysis
NVC
Business Skills
Digital Skills
Networking
Forecasting

Product/Process
Development
Prototyping
Trial Production
Patent Trademark
Certification
Market Readiness
Commercialisation

Testing Market
Marketing Plan
Sales Training
Social Media Strategy
Launch Planning
Client Assessment
Growth Assessment

Monitoring
Training
Coaching
Mentoring
Platform Support

OUR BUSINESS SUPPORT MODEL



ADVISOR / MENTOR



WORKSHOPS



WORKSHOPS



WORKSHOPS



HACKATHONS



FACILITY BASED SERVICES



RECREATION ROOM



OFFICE SPACE



ACCESS TO FACILITIES / EQUIPMENT



STUDIO / OFFICE AREA



ACCESS TO WORKING SPACE



LAB



CITY CONNECTIONS



DO
SOMETHING
TODAY THAT
YOUR
FUTURE SELF
WITH THANK
YOU FOR.



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TUSE



Sabelo & Thulisile

