

LAUNCHLAB



Stellenbosch
UNIVERSITY
IYUNIVESITHI
UNIVERSITEIT

Building an Innovation Economy in Africa



SU LaunchLab Vision



**Catalyzing Venture in the
Stellenbosch University
Community**

&

**Building an Innovation
Economy in Africa**

SU Group of Companies

Portfolio Successes

- Current portfolio of 44 Companies
- Total portfolio value of R1.6bill
- 515 people employed in group companies

Industry	Number of Companies
Green	15
Health	12
Agri	8
Digital Transformation	5
Education	2
Aerospace	1
Media	1



Benchmarking Metrics

Seed Funding Comparisons

Metric	South Africa	USA	EU
Avg. Fund Size	\$15m-30m	\$40m-60m	€30m-€80m
Seed investment size	\$600k (<i>SU LaunchLab</i>)	\$2.5m	€2.8m
Follow on investment	43% (<i>SU LaunchLab</i>)	30-35%	20-28%
5-year survival	68% (<i>SU LaunchLab</i>)	40-50%	42-48%

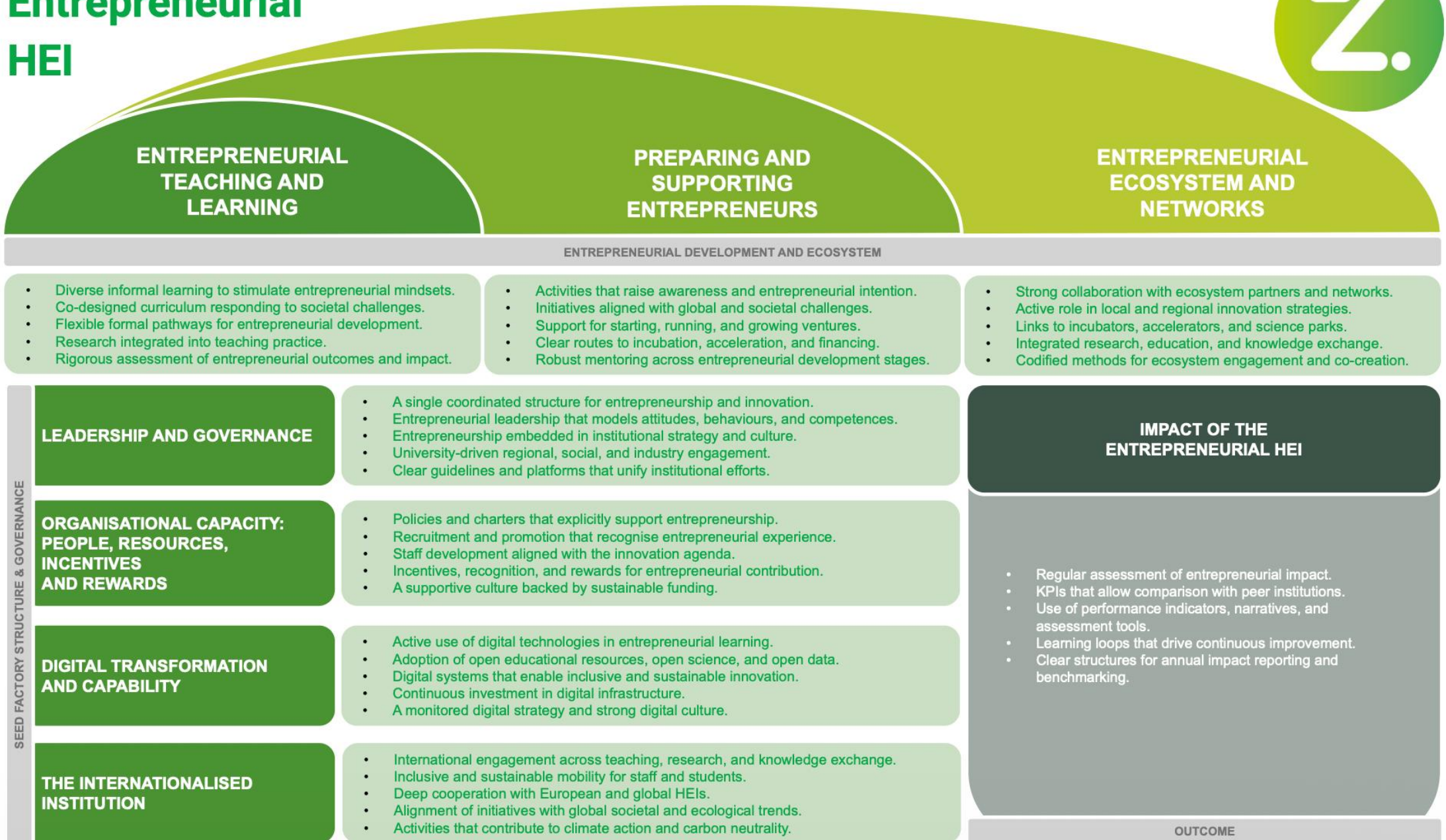
Policies and Governance



Artefacts that are needed:

- **IP Policy**
 - Ownership
 - Disclosures
- **Commercialisation policies**
 - Division of royalty income
 - Method(s) of commercialisation
- **Spinout Policy**
 - University ownership
 - Faculty ownership
 - Conflicts of interest
 - Vehicle (Division, HoldCo, Outsourced)
- **Education**
 - Some kind of cross-institution training and development programmes for students and staff

Core Elements for a Flourishing Entrepreneurial HEI



Innovation and Commercialisation



Innovus Technology Transfer Office (TTO)



US Enterprises (USE)

32 Companies

Factory209:

University Shops | Film shoots

Gradline

Conferencing and Events

Matie Gymnasium



SU Copyright, Trade Marks And Short Courses



SU Launchlab

Student entrepreneurship
New Company Creation and Onboarding
Portfolio Company Support
Instant Startup
USE Portfolio reporting and
Fund Management



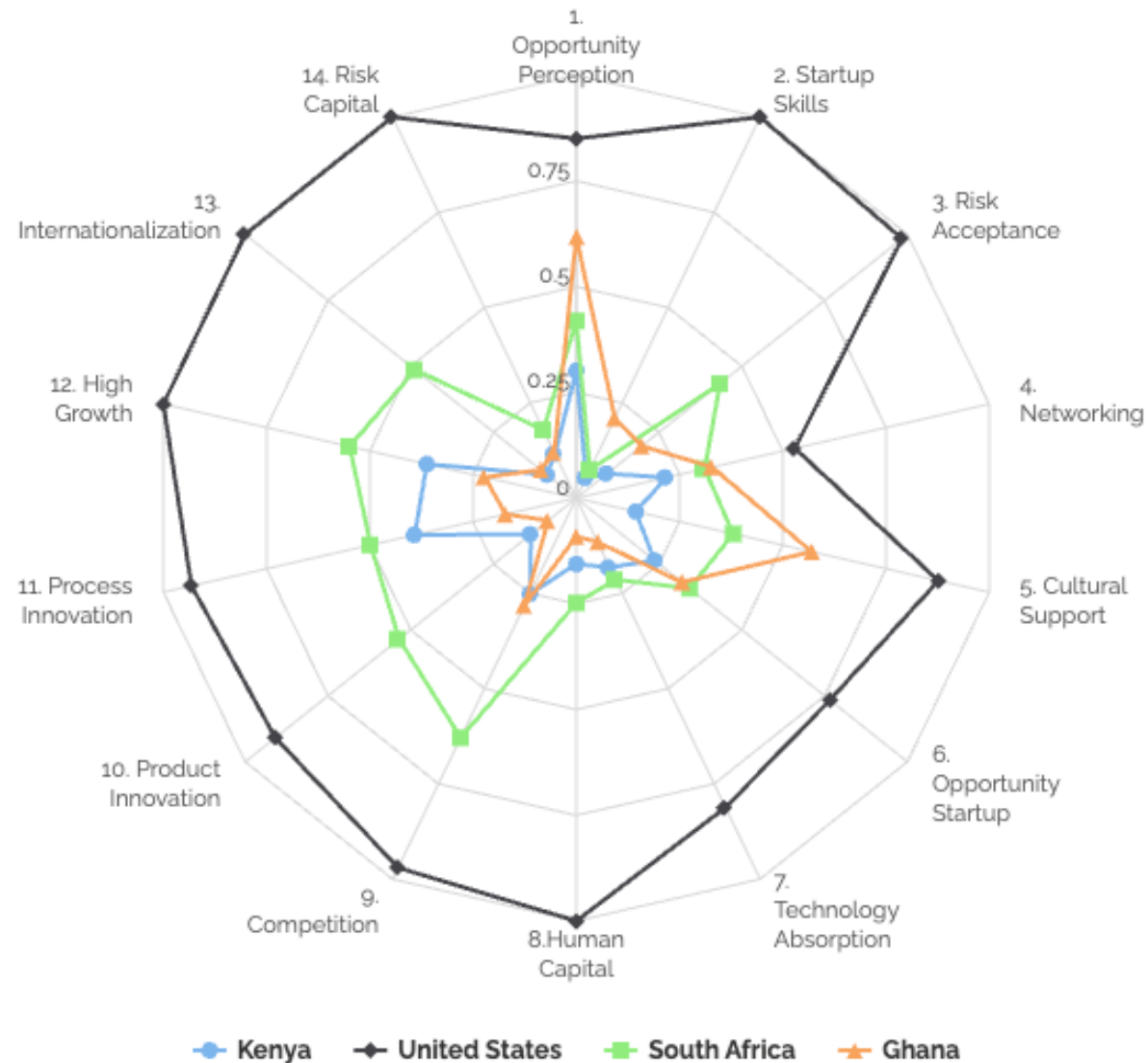
Stellenbosch Network



SUNCOM Business Office

Residential Services
Catering & Compliance
Transport Services
Rental Office
Botanical Garden
Copy, Print & Courier Services

Data-led Ecosystem Development



Global Entrepreneurship Development Institute

Comparing 14 key traits between national ecosystems:

- USA
- South Africa
- Kenya
- Ghana

Mastery

Specialist

Artist

Master

Traveler

Professional

Student

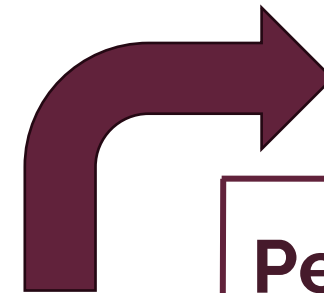
Leader

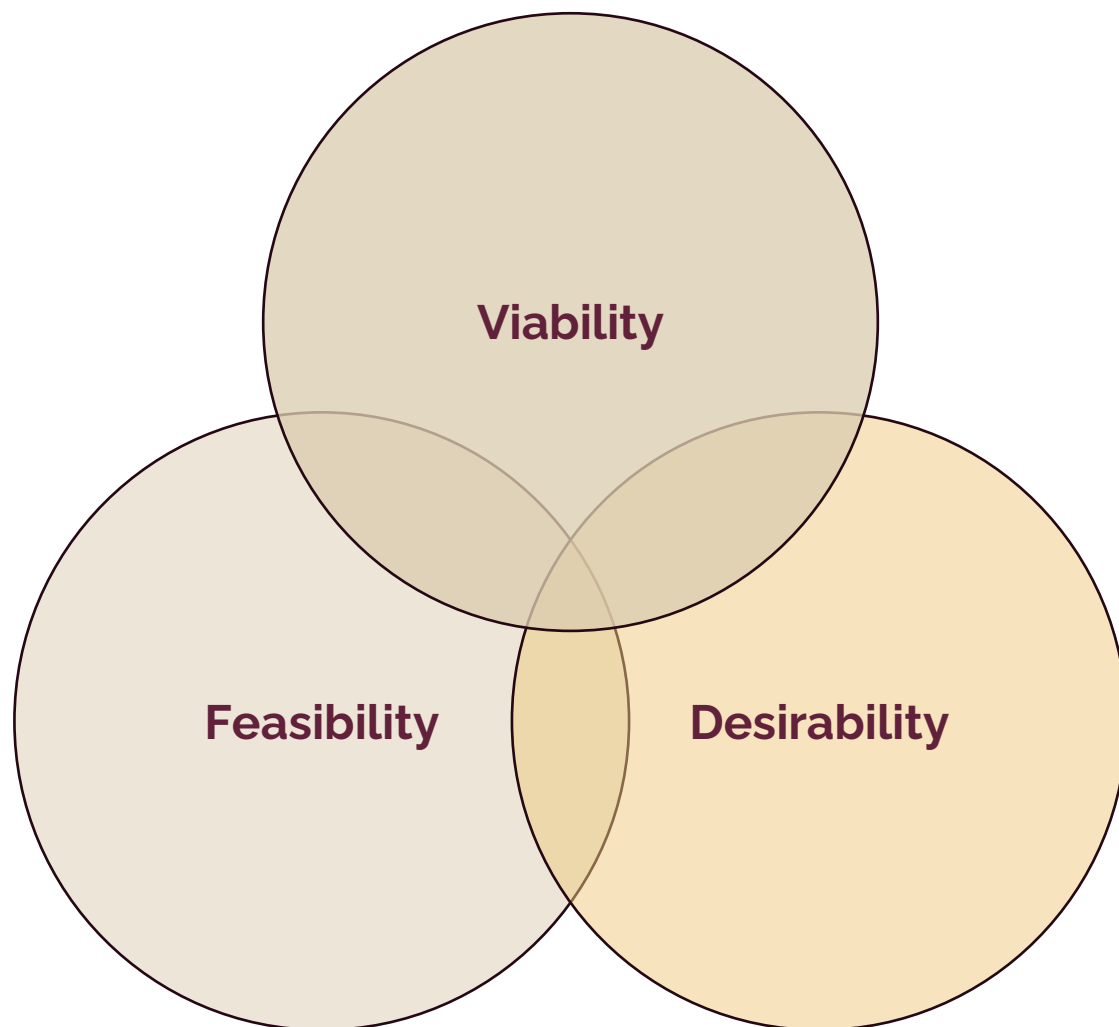
Orgs/Industry

People/Teams

Projects/Tasks

Self





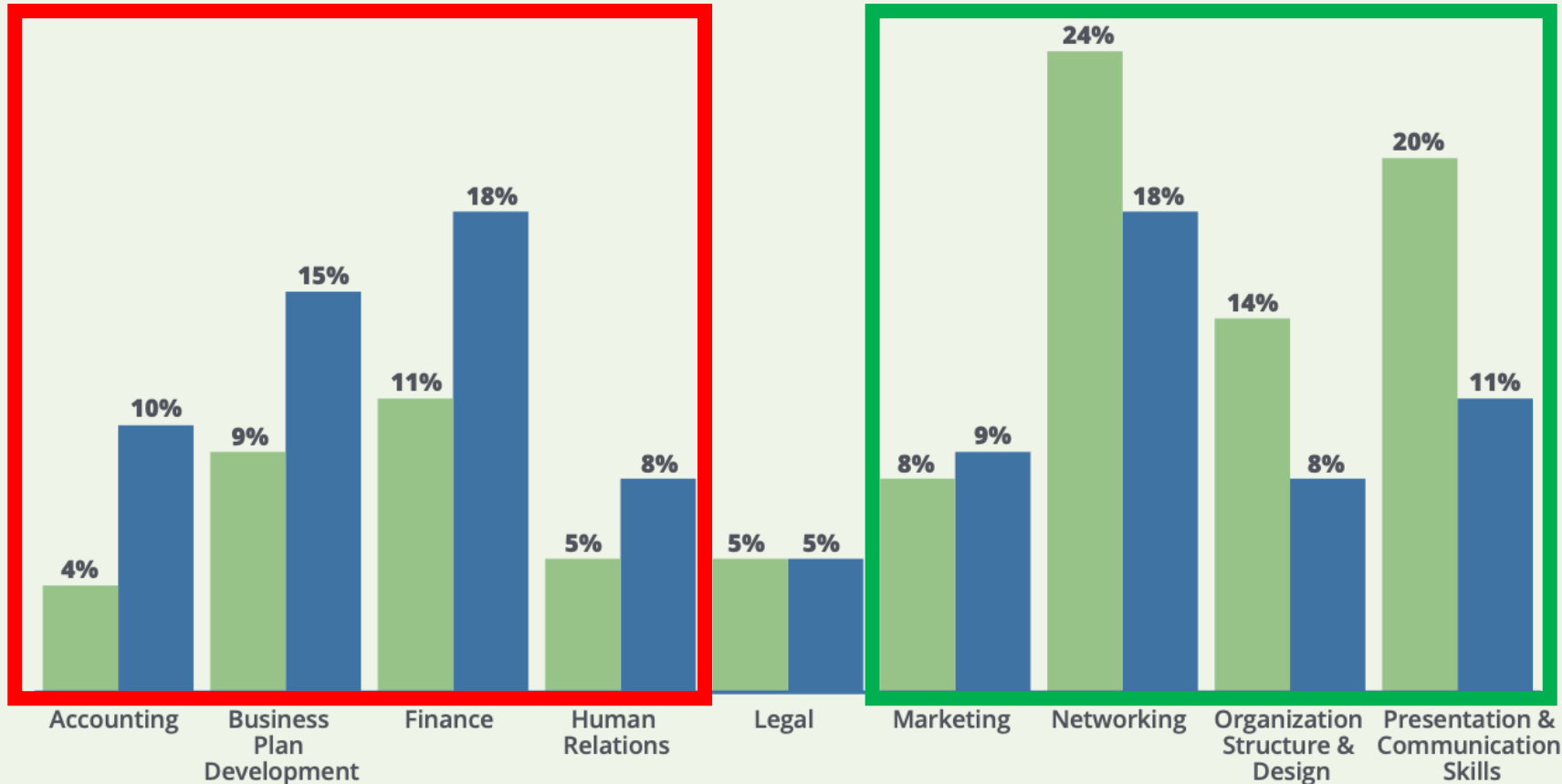
- 1. Feasibility: Can we make it**
- 2. Desirability: Will anyone care?**
- 3. Viability: Can we make enough to sell efficiently to enough people and have money left over?**

Where we spend our effort

PERCENT OF EMPHASIS PLACED ON DIFFERENT PROGRAM TOPICS

◀ figure 05 ▶

■ High-Performing Program Average ■ Low-Performing Program Average



*GALI Report:
“What’s working in
Startup Acceleration”

Incubation Overview

We provide cohort-based and precision incubation services through our team, mentors and curated services providers

Countdown: Clarified business concept to validate

- 10weeks
- Outcome: Value Proposition and Business Model to execute and test with Partners, Customers, and Teams

Lift-Off-Create your venture

- Bespoke timing and engagement
- Outcome: Completed seed-stage dataroom and business acumen crashcourse

Precision-Venture Building

- Market Access
- Investor Relations
- Secretarial services
- Coaching and consulting support
- Discounts with service providers



Market Access



Industry Innovation Clusters Local Excellence, Global Reach

- Agritech
- Healthtech
- Greentech



Case Study: CubeSpace



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We are setting the global standard in control systems for satellites up to 1 ton and revolutionising how satellites are built. See how our innovative solutions can propel your mission to new heights.

1999

SUNSpace
First African
Satellite

2003

Cubesats first
launched

2011

Cubesats
research
begins in ESL
at SU Eng.

2014

ADCS
components
sold out of
ESL to global
projects

2015

Team moves
into SU
LaunchLab

2017

Team moves
into SULL

2020

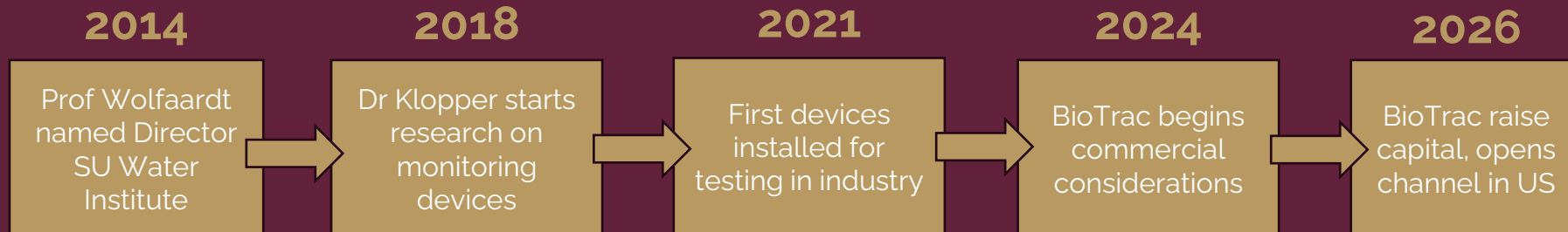
Expands into
production
facility at
SULL

2023

Raises first
investment
Moves off
campus

Case Study: BioTrac

THE FUTURE OF INTELLIGENT MICROBIAL MONITORING IN WATER SYSTEMS



Keys to Spinout Portfolio Success



- Involvement of technology Champion and founding TEAM
- Minimise Professor involvement and shareholding
- "Appropriate" University share-holding
- Little-to-no "business" training
- Focus on growing "soft skills"

Thank you
Enkosi
Dankie



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Photo by Stefan Els