Tourism Technology Innovation & Incubation Programme

Context

- The Grassroots Innovation Programme (GIP) is a strategic intervention initiated by the Department of Science and Innovation (DSI) mainly to support the needs of grassroots innovators.

- The intervention has specific policy intents outlined in the White Paper on Science, Technology and Innovation of 2019.

- Key policy intents are:
    - Supporting grassroots innovation
    - Increasing the focus on inclusivity and transformation
    - Enhancing the innovation culture in society and government

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Background to the Tourism Relationship

- The Department of Tourism in collaboration with the Department of Science and Innovation (DSI), and its entity the Technology Innovation Agency (TIA), are implementing the Tourism Technology Grassroots Innovation Incubation Programme (TTGIIP).

- Implemented through TIA, the TTGIIP programme aims to stimulate entrepreneurship and new start-up enterprises in the tourism sector, underpinned by technology, innovation and new business ideas that have the potential to enhance services and experiences.

- Twenty youth with innovative solutions in the tourism sector have been signed up into the programme.

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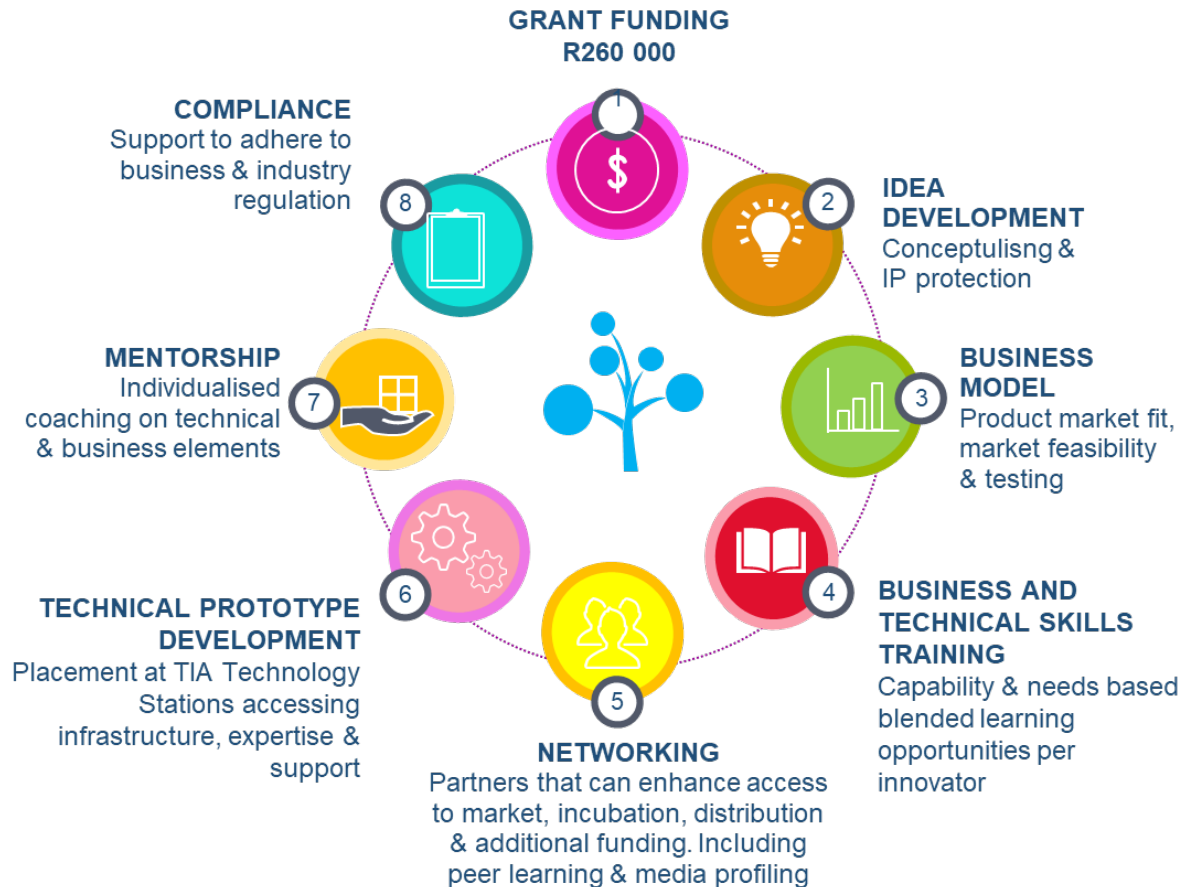A G E N C Y
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Programme Objectives

The TTGIIP provides a pipeline of young South African tourism-tech entrepreneurs who can enhance or disrupt the industry, as well as introduce new concepts that will boost, sustain and create employment opportunities.
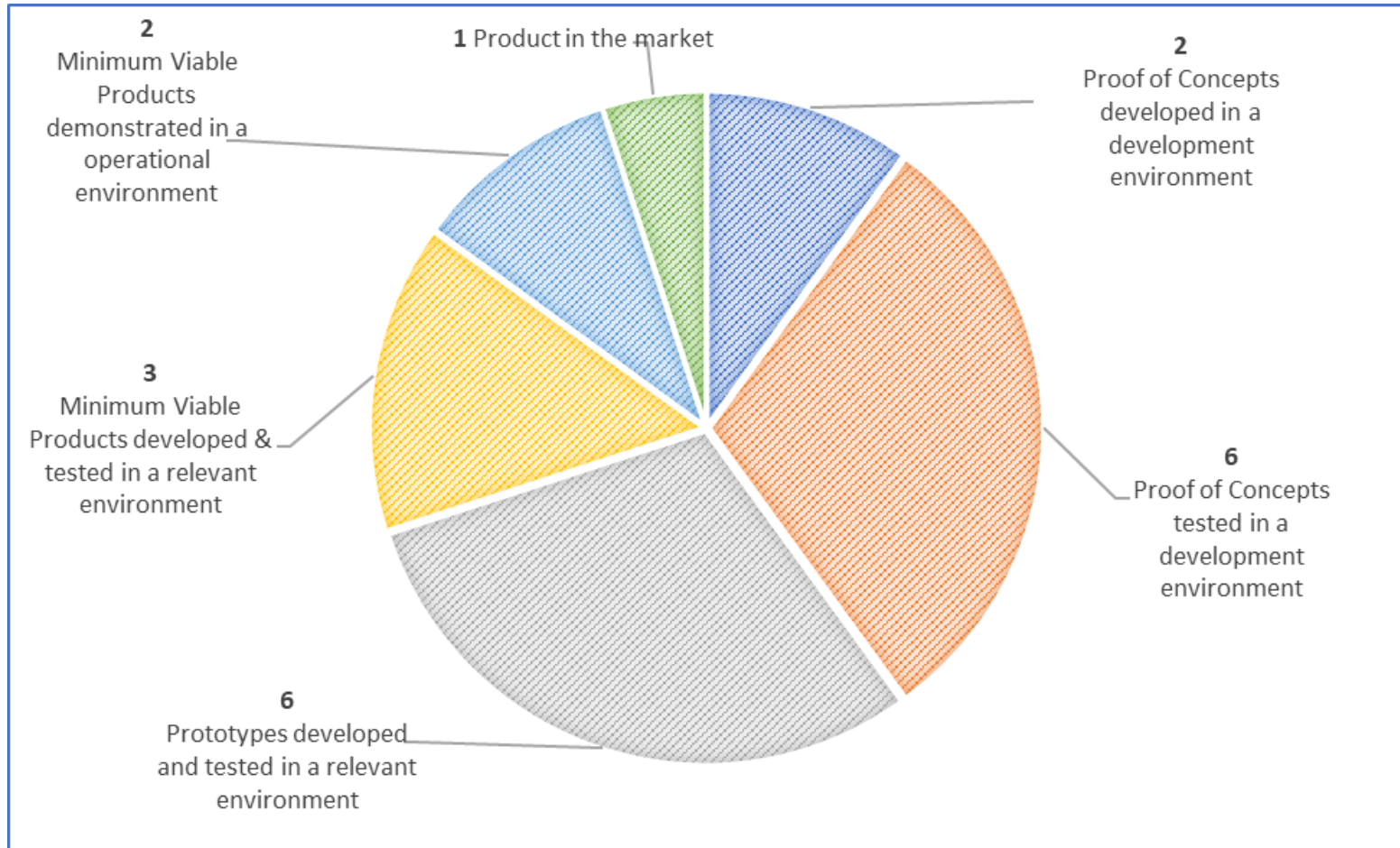
The programme focuses on four elements of business development which include:

- Business management skills of the entrepreneur through skills development and   training,
- The enterprise idea and prototype design and development, business viability and market testing, regulatory compliance, business financial/ risk structure and quality standards,
- Facilitate start-up funding and venture capital for business expansion and,
- Facilitation of market and trade linkages for commercialization of enterprises.
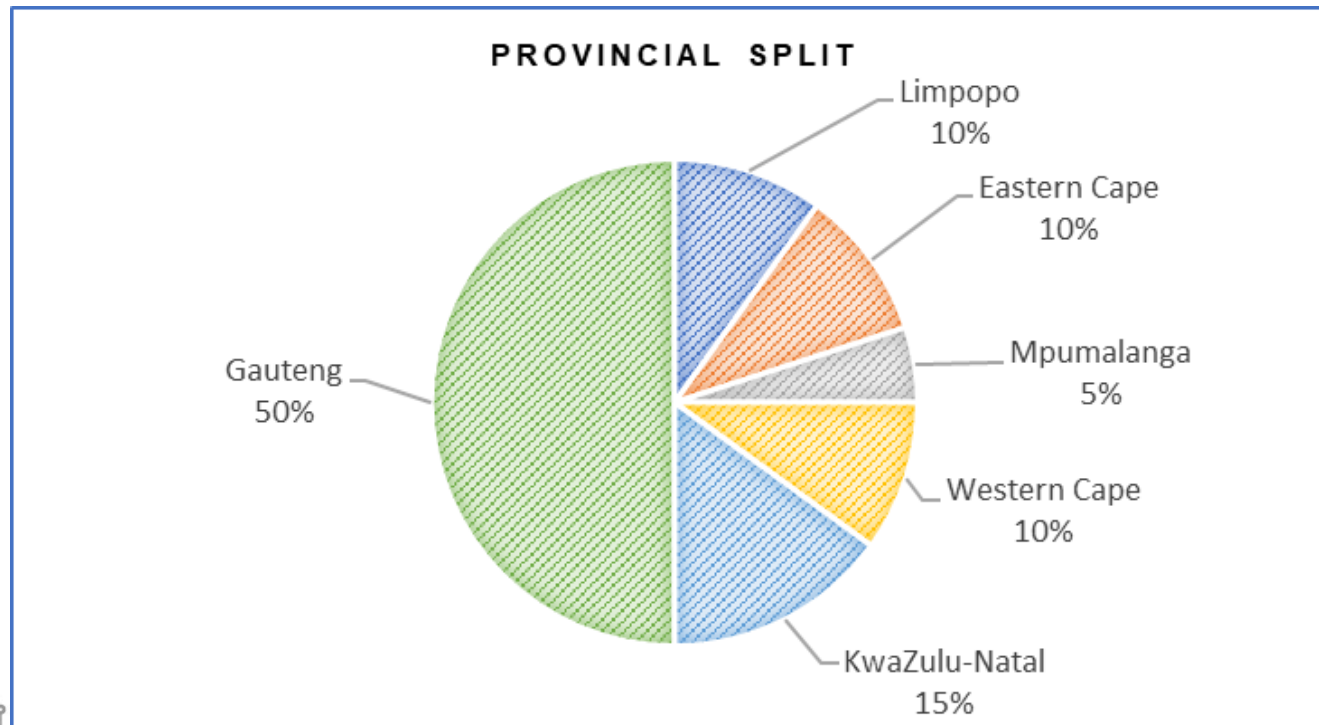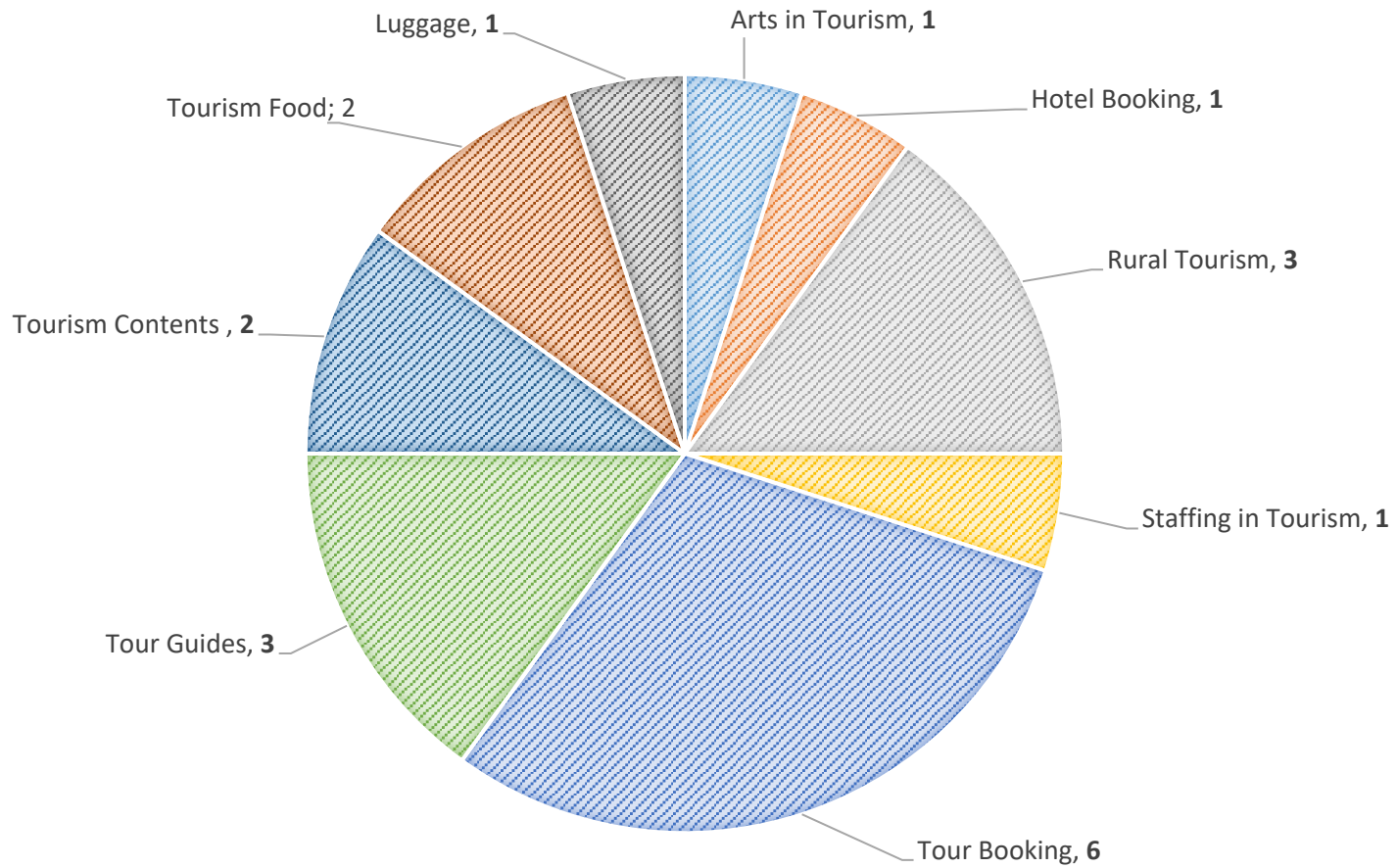
Support Package

GRANT FUNDING
R260 000

IDEA DEVELOPMENT
Conceptulisng & IP protection

BUSINESS MODEL
Product market fit, market feasibility & testing

BUSINESS AND TECHNICAL SKILLS TRAINING
Capability & needs based blended learning opportunities per innovator

NETWORKING
Partners that can enhance access to market, incubation, distribution & additional funding. Including peer learning & media profiling

TECHNICAL PROTOTYPE DEVELOPMENT
Placement at TIA Technology Stations accessing infrastructure, expertise & support

MENTORSHIP
Individualised coaching on technical & business elements

COMPLIANCE
Support to adhere to business & industry regulation

Portfolio Performance

2 Minimum Viable Products demonstrated in a operational environment

1 Product in the market

2 Proof of Concepts developed in a development environment

3 Minimum Viable Products developed & tested in a relevant environment

6 Proof of Concepts tested in a development environment

6 Prototypes developed and tested in a relevant environment

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Demographics

GENDER	
Male	**Female**
14	6

RACE		
African	**White**	**Indian**
15	1	3

PROVINCIAL SPLIT

- Limpopo 10%
- Eastern Cape 10%
- Mpumalanga 5%
- Western Cape 10%
- KwaZulu-Natal 15%
- Gauteng 50%

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Sectors

Luggage, **1**

Arts in Tourism, **1**

Hotel Booking, **1**

Tourism Food; 2

Rural Tourism, **3**

Tourism Contents , **2**

Staffing in Tourism, **1**

Tour Guides, **3**

Tour Booking, **6**

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1. Mpumalanga Art Exposure Online Store

Golden Itumeleng Mashego

science & innovation
Department:
Science and Innovation
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Sector: ICT – Tourism sector, Art and craft industry

Achievements since the start of GIP

Funding: R430 000(TIA & Department of Tourism)

Partnerships: SANParks (Kruger national park)

What is the innovation/project?

We are an online art store that sells authentic handmade art crafts which are locally made by native people living adjacent to the parks. Our crafts are influenced by the styles and cultures of our people making them original and limited edition art crafts. Through our online store, you are also able to book a tour guide to our local parks. Through our business partners called Ximovana shuttle services and tour guides.

What's next?

We are currently looking for funds to on-board our local crafters, we are currently in talks we SEDA, CCIFSA, AND DEPARTMENT OF CULTURE, SPORT, AND RECREATIONS

Who is involved?

TIA and Mpumalanga Art Exposure

Mpumalanga
Art Exposure

www.artexposure.co.za

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2. M-Temp

Ntshabo Lehong

Sector: ICT in Tourism Sector

What is the innovation/project? m-Temp is a Hospitality Staffing Chatbot platform that will be used by two types of users (1) the temporary work job seeker and (2) hospitality business or enterprise client. The Chatbot will be used for job seeker engagement, collection of information and data, whilst the website will be used by the hospitality business or enterprise client to post available work shifts based on their requirements.

Who is involved?

Makeeda is led by three young hospitality industry black females that hold Hospitality Management qualifications and with operational, training and marketing experience gained over the last 6 years.

Achievements since start of GIP

Funding: R430 000

Partnerships:

Timbaktuu (Pty) Ltd for piloting, using their township internet café network partner points for job seeker recruitment and advertising within local township communities..

What's next?

We are currently in pre-pilot implementation stage working towards full pilot and commercialization of the product.

Once commercialized we would like to stimulate more short term jobs, particularly to digitize the short term township labour market in the hospitality and tourism industries. We will also investigate the potential of licensing the technology for other industries.

m-temp   MAKEEDA HOSPITALITY   **www.makeeda.co.za**

3. Travel Gurus

Khotso Micha

Sector: ICT in Tourism

Achievements since start of GIP

Funding: R430 000

Partnerships: None Yet

What is the innovation/project?

TravelGuru is a revolutionary South African app-enabled tourism company. The app is designed to connect tourists with guides and tourism businesses across the value chain with the safety of the tourists in mind.

Who is involved?

Khotso Micha and Owen Finlay

What's next?

We have had our follow up meeting with NWU on Monday 6 March. Now we are at the development phase

4. Technology as the catalyst for Intra-Africa Tourism and Trade

Nomsa Dlamini

Sector: Tourism & Trade

What is the innovation/project?

To formulate and implement a dynamic mobile application to facilitate all business tourism activities across the African continent and beyond. Our aim is to bring African Tourism into one mobile application and promote sufficient inbound tourism into the South African market. We intend to develop a web and mobile app which will serve users with ease and comfort.

Who is involved?

The team at Merchantry Worldwide, modus innovation and tourism bodies on the continent that want to facilitate intra-Africa business tourism between their countries.

Achievements since start of GIP

Our CEO was chosen as one of the Nedbank women in Tourism winners, and was granted training via the McGeralds training program. This has been beneficial to our app development as it will create visibility and future partnerships.

Funding: R430 000

Partnerships: We are currently in negotiations

What's next?

We are currently in the stage of negotiating a partnership with partners in Ghana where we can facilitate various business tourism initiatives depending on the sector that people are interested in.

https://www.merchantry-worldwide.com/

Mandla Magwaza

Sector: ICT in Tourism

What is the innovation/project?

A digital marketing platform that uses the latest immersive camera technology to showcase tourism destinations and attractions. The technology will also enable tourism practitioners to generate income from the videos by offering exclusive immersive video content to tourists. The platform in response to the need for greater safety in tourism will offer safety navigation for tourists based on phone camera technology. Creating a single streamlined destination marketing solution.

Who is involved?

The Entertainment Analytics Solutions Company
The Innovation HUB

Achievements since start of GIP

1. Won second place in the Brand SA business pitch competition.

2. Developed a first of its kind tourism safety feature within the innovation.

3. Nominated for the Presidential start-up of the year award 2022.

Funding: R 430 000.00

Partnerships: None

What's next?

Engaging with destination marketing organizations and companies that market South Africa as a destination to international tourists.

Sourcing additional funding to develop a greater portfolio of destination videos and safety navigation routes.

www.entertainmentanalytics.co.za

EAS
Entertainment Analytics Solutions

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6. ShazaCin

Prashant Maharaj

Sector

Assistive Technology
Disability
Accessibility in Tourism

What is the innovation/project?

The ShazaCin app was developed for the purpose of bringing a more accessible world to the visually impaired. Through the art of Audio Description we enable blind users to access an increasingly visual world. The app, beyond being a database containing local South African audio described work, factors in artificial intelligence through functionality – this is shown in our pioneering Listen Function feature, where users can synchronize audio description tracks stored in the ShazaCin database to their matching, mainstream visual media counterparts. Like this, a blind user can experience independence in watching a show or movie without the need for sighted assistance. ShazaCin has been developed to host various forms of AD media, including – Entertainment (films, TV series), Audio Books, Visual Literature, and Podcasts. The app's flexible nature allows it to expand, and cater for more content.

Who is involved?

ShazaCin Team and the GHI App Development team.

Our project with TIA allows us to delve into the Tourism sector – a market that minimally caters for the visually impaired. Through the GIIP, the app will be able to host Audio Described tourism content. This will also involve new methods in content creation and production carried out by the ShazaCin team, pioneering accessibility in another significant South African sector. ShazaCin strives for an accessibility ecosystem for the visually impaired, an app catering for a range of needs.

Achievements since start of GIP

Funding: R430,000.00 from the GIIP

Partnerships: KZN Film Commission – 3 Year SLA contract**,** GHI Health

What's next?

Developing more AD tours.

Testing the app for Google Playstore, getting back feedback from open testers.

Marketplace currently being developed for app.

www.shazacin.com

7. GIDO

Kyle Brijder

Sector: ICT in Tourism

What is the innovation/project?

GIDO is a marketplace connecting travellers with freelance registered tourist guides. On one side we create a seamless tour booking experience for the traveller and on the other side we aim to distribute work opportunities equally amongst the tourist guide industry.

Who is involved?

I, Kyle Brijder, am the founder and CEO of GIDO.

Achievements since start of GIP

Funding: R 430 000

Partnerships:

We are in the process of connecting with the various tourist guide registrars across the country and have partnered with the Cape Tour Guide Association as well as become a member of Cape Town Tourism.

What's next?

We will continue to build or platform and invest in our technology. We hope to expand to other parts of the country and educate tourist guides and travellers about our marketplace.

8. FOODIE

Mpho Moloi

Sector: Tourism & Hospitality

Achievements since start of GIP

Funding: R 430 000,00

Partnerships: No partnerships yet.

What is the innovation/project?

The innovation is a mobile app that connects the public to township-based eateries, restaurants and places of entertainment. The innovation is meant to promote food tourism in the townships and showcasing what the South African township-based cuisine has to offer.

Who is involved?

I am currently the sole founder of the project however intends to bring in professionals alike to the project either as co-founders or strategic founding partners.

What's next?

There are various milestones that we need to achieve before the app can be available to the public. One of the key milestones outstanding currently is to complete the development of the app, thereafter pilot the app with the market to get their insights and views before we can make the app available to the public and entire market.

ww.Fuudy.co.za

Name and Surname

Sector: Tourism & ICT

What is the innovation/project?

Etela Africa is a platform which offers event ticketing, destination bookings, virtual tour guides and digital payments towards experiences with a deep focus on local.

Travel your country, your way and in your language.

Who is involved?

The Etela Africa product is developed under the Travelocal project name by Saturated Holdings (Pty) Ltd t/a Saturated. Saturated is a digital innovation start-up founded by Nkululeko Nkosi and Mamello Mofokeng. The team boasts four youths who are directly involved in the development of the innovation.

Achievements since start of GIP

Funding:
R430 000 (GIP)
$700 (Ernst & Young Africa)
$500 (Africa Tourism Partners)
$5000 (AWS Activate, Cloud Credits)

Partnerships:

Currently we do not have any partnerships but have received tourism industry oriented support by being awarded the top three tourism technology project at the 4th Africa Youth In Tourism Summit & Innovation in Windhoek, Namibia. Additionally, our project was awarded a first runner up prize at the Africa Tourism Leadership Forum Awards in Gaborone, Botswana which includes a scholarship for UNWTO courses. We are part of the Africa Youth In Tourism Innovation network supported by Africa Tourism Partners and UNWTO.

What's next?

In February 2022, we launched version 1 of MVP in the market for testing and insight collection purposes. We refined this MVP through multiple iterations and we are now in the process of developing our fully functional prototype. The next big step is to complete the prototype development and soft launch the prototype in February 2023.

www.etela.africa

ETELA
AFRICA

10. BookingPal

Mpho Mashego

Sector: ICT in Tourism

Achievements since start of GIP

Funding: R430 000 - GIP

Partnerships: Abiri Innovation - In discussion (Limpopo Tourism)

What is the innovation/project?

A subscription based travel & holiday experience bookings solutions with personalised interaction for easy, efficient management of user travel plans, security and finances.

What's next?

With a business landing page setup, we look to begin processes of stakeholder engagements primarily with various tourism departments and trade unions, as we begin the collection and integration of Travel and Experience service providers on to our platform.
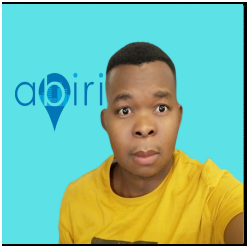
This will be done in parallel with the development of the website application which will act as our Beta Version release.

Who is involved?

Inchub Polokwane (Pty) Ltd
Abiri Innovations (Pty) Ltd
Iampresting (Pty) Ltd
Limpopo Tourism

www.bookinpal.co.za

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11. Abiri Innovations

Piet Mashita

Sector: Earth Observation & IT

What is the innovation/project?

Abiri BookingPal Tourism Businesses Exposure assist tourism businesses in townships and rural communities to have digital identity and be visible on maps, with booking services incorporated on our maps to enable bookings, reviews, suggestions, and exposure for tourists to visit these previously disadvantaged places – enabling tourism traffic flow from cities and airports to these areas

Who is involved?

This is a collaboration project between Abiri Innovations and BookingPal owned by IncHub Polokwane.

Achievements since start of GIP

Funding: R430k from TIA GIPP Tourism Programme and R700k from IDC KIPP Programme

Partnerships: Partnership with BookingPal, Mlab, Limpopo Connection and WEPCoS Center.

What's next?

To create a reliable rural and township database and mapping system for tourism business in South Africa and beyond.

https://www.abiri.co.za

12. Simplified Vacations

Titus Khoza

Sector: ICT in Tourism

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Achievements since start of GIP

We have successfully completed developing our MVP now looking at refining our business offering.

Funding: R430 000

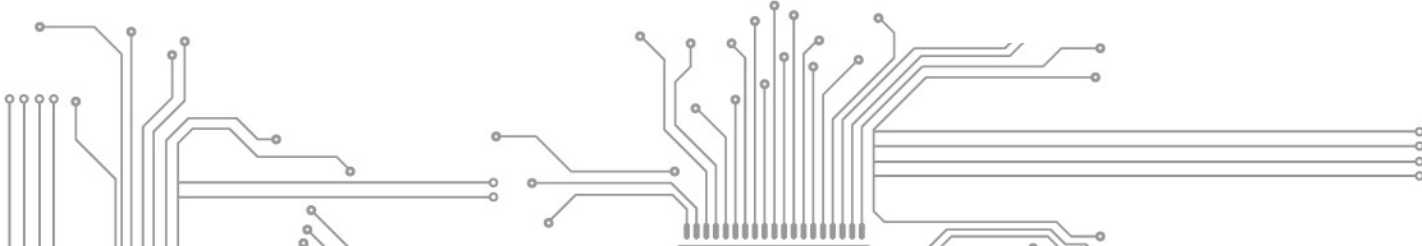**Partnerships:** I have partnered with The Travel Management Company

What is the innovation/project?

Simplified Vacations It's one stop-online booking platform where users have the flexibility to 100% customize their vacation necessities packages ranging from : Accommodation, Activities, Flights, Car rental and Restaurants, according to their 100% needs and be able to make one single payment. Simplified Vacations platform automatically create itinerary for all booked services.

What's next?

To introduce the next features which are itinerary and saving features that will allow users to save for their vacations.

To grow the team.

Who is involved?

Currently I am the only one involved, also work with freelance /suppliers.

SIMPLIFIED
VACATIONS

www.simplified-vacations.co.za

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Thank You