

## The Hope Factory

The Hope Factory provides previously disadvantaged unemployed South Africans with an opportunity to be trained and empowered in order to become financially productive and successful entrepreneurs. A grant contribution from Deloitte in 2013 was designated towards funding the entrepreneurial development funnel and enabling the Hope Factory to reach more beneficiaries. Through this, we funded participation for two entrepreneurs in the Hope Factory's Entrepreneurial Development Programme, which assisted the entrepreneurs with financial and strategy planning, and marketing and sales. Each entrepreneur was allocated a mentor who supported and guided him/her on different aspects of his/her business for the duration of the programme.