

Short-course Brochure

Introduction to Impact Entrepreneurship

Starting Your Impact Journey | This immersive 5-day programme introduces participants to the mindset, methods, and tools of impact entrepreneurship. Working in a community-embedded environment, you'll co-create alongside grassroots innovators and develop a fully-formed impact-driven venture concept.

Core Topics: What You Will Learn

- Impact Innovation Fundamentals
- Purpose, Motivation & Identifying the Problem You Want to Solve
- Systems Thinking & Root Cause Mapping
- Empathy-Driven Stakeholder Insights
- Community Co-Creation & Opportunity Mapping
- Impact Solution Design & Social Business Model
- Impact Statement, Theory of Change & Venture Logi
- Pitching, Storytelling & Pathways to Scale
- Impact Career Pathway



format

**5-Day In-person
Short Course
(Stellenbosch)**



dates

13 - 17 July 2026



book

**capewinelands@
impacthub.net**
R 7 500 pp
Includes catering,
materials & toolkit



certificate

**Certificate of
Attendance**



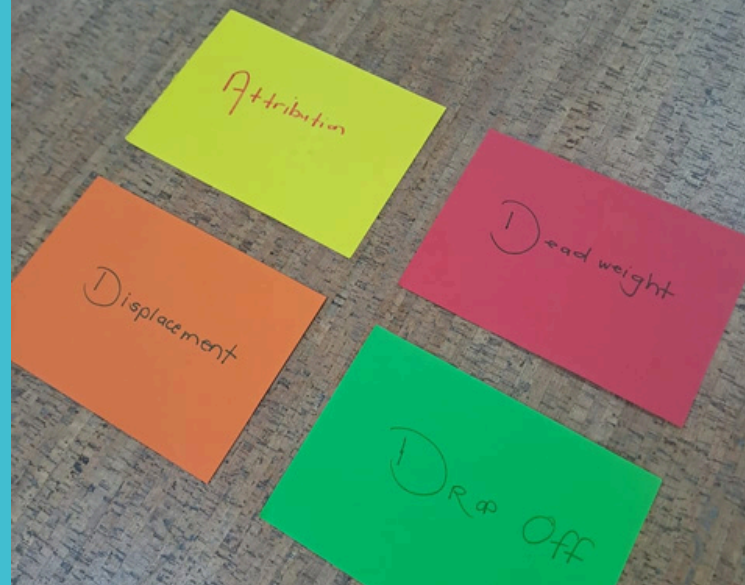
Who Should Attend?

Open to ANYONE interested in starting or exploring an impact-driven venture:

- Students (undergraduate & postgraduate)
- Aspiring or early-stage entrepreneurs
- NGO & NPO leaders
- Community innovators
- Funders, CSI teams & development agencies
- Government SED/ED practitioners
- Corporate innovators

No prior business knowledge required.

Introduction to Impact Entrepreneurship



Your Facilitator

Marli Goussard is an impact entrepreneur with 25 years' experience in social impact design and micro enterprise development.

She co-founded Impact Hub Cape Winelands to make social innovation accessible to grassroots communities and previously co-founded the CoCreate Hub in Stellenbosch. Marli chaired the Stellenbosch Civil Advocacy Network for nearly a decade, served on the Fix Forward Board, partners in *The Values Journey*, and is the author of a personal reflection journal.

Education includes Executive Programme in Social Impact Strategy from the University of Pennsylvania and a bachelor's degree in Public Relations Management.

Programme Structure

Day 1

Understand the Challenge & Your Why

Day 2

Empathy, Stakeholders & Opportunity Mapping

Day 3

Concept Design & Social Business Model

Day 4

Impact, Scaling & Pitch Preparation

Day 5

Pitch, Reflect & Gateway to Incubator

Community Integration

A key design element is that participants learn with & co-create alongside real local social entrepreneurs

Practical Application

Each participant leaves with:

- A Root Cause Map (Problem Tree)
- A Problem–Opportunity Canvas
- A draft Impact Statement
- A Complete Empathy & Stakeholder Map
- A Defined Opportunity Area for Innovation
- An Early–Stage Impact Venture Concept
- A Pitch Outline + Peer Feedback Summary
- A Pre–Incubator Readiness Checklist
- A Growing Peer Network of Changemakers

