

# Why Entrepreneurship Matters



At UCT, we believe that entrepreneurial thinking is a life skill—whether you start your own venture or join a leading organisation. Careers Service equips you to innovate, adapt, and lead in a rapidly changing world.



Aligned with UCT's vision of transformation, sustainability, and impact, we foster:

- Innovation for Impact: Turning ideas into solutions for society.
- Engaged Scholarship: Applying knowledge beyond the classroom.
- Inclusivity: Creating opportunities for all, with special focus on women entrepreneurs.



## How We Support Your Entrepreneurial Journey

- Student Market Days: Test your ideas, sell products, and gain real-world experience.
- Student Entrepreneurship Week (SEW): Learn from innovators and industry leaders.
- Design Thinking Workshops: Build problem-solving and creative confidence.



## Graduate Recruitment: Your Career, Your Choice

Not every student wants to start a business immediately—and that's okay! Our Graduate Recruitment Programme helps you secure formal employment while applying an entrepreneurial mindset to thrive in any workplace. Want to know more? Use the QR code below:



## The UCT Innovation Ecosystem

The UCT Entrepreneurship Ecosystem is a dynamic network that empowers innovators and changemakers through resources, mentorship, and collaborative opportunities to turn ideas into sustainable ventures. Want to know more about the Ecosystem, use the QR code below



## The Ecosystem Partners

## Intrapreneurship

Intrapreneurship means applying entrepreneurial thinking within organisations.

Through workshops and collaboration spaces, UCT helps students innovate from within and bring creativity to their future careers.



## Entrepreneurial Mindset

An entrepreneurial mindset embraces problem-solving, creativity, and resilience to identify opportunities and create value. It means taking initiative, adapting to challenges, and driving innovation



## Innovation Thinking

Innovation thinking focuses on solving problems creatively by understanding user needs, experimenting, and iterating.



## **SWEEP: Empowering Women Entrepreneurs**



The Student Women Economic Empowerment Programme (SWEEP) offers:

- Mentorship & Networking: Connect with experts and alumni.
- Financial Literacy & Micro-Grants: Access funding for prototypes and growth.
- Skills Development: Year-long training in pitching, business modelling, and market entry.
- Safe Spaces: Inclusive forums for collaboration and empowerment.

*“Empowering Women. Driving Innovation. Creating Impact.”*

### *Success Stories*

Meet UCT students who turned ideas into thriving ventures—or applied entrepreneurial thinking to land top graduate roles.



## **EDHE PROGRAMMES & COMPETITIONS**

UCT Careers Service partners with Entrepreneurship Development in Higher Education (EDHE) to give you access to:

- EDHE Intervarsity Competition: Showcase your business ideas nationally.
- Capacity-Building Workshops: Learn pitching, financial literacy, and leadership skills.
- Networking Events: Connect with studentpreneurs across South Africa.



## **You can do it**

“Your journey to success starts with an entrepreneurial mindset.”



## **Contacts**

- Join us on MyCareers: [careers.uct.ac.za](http://careers.uct.ac.za)
- Follow us: @UCTCareers
- Visit: Careers Service Office, UCT Upper Campus

