

Executive summary

For the past six months, South Africa Scholars Foundation has been developing an Open Course Ware (OCW) Entrepreneurial Program for high schools in South Africa. OCW enables high quality education through the internet by making use of (video) lectures. By making use of OCW high school students have the possibility to get high quality education from prominent universities from all over the world.

OCW Entrepreneurial Program permits high school students to prepare themselves for their professional career and promote and teach them what it takes to become an (successful) entrepreneur.

South Africa has a lot of potential for development and education because for years it has a growing economy and has the highest number of internet connection of the continent. However from the population only 5,2% is involved in entrepreneurial activities, and the results of GEM in 2006 show that South Africa's position on the global ranking continues to deteriorate relative to other countries participating. This is due to the fact that especially younger people have lack of entrepreneurial knowledge and self-confidence (GEM, 2006). This is despite improved macro-economic conditions in the country (Babson College, 2008). With the OCW Entrepreneurial Program something can be done about this!

Starting in August 2009, during three years the team will implement the OCW Entrepreneurial Program and provide the necessary equipment at eighty high schools in the economical growing area Western Cape (this is a market share of 72%). Thanks to this program, opportunity entrepreneurship will increase in this area.

The team exists of four dedicated graduated master students in Business Studies who will be responsible for the development and implementation of the OCW Entrepreneurial Program. All the members of the team have international experiences and some of them even worked and lived in South Africa. The team has a lot of marketing and sales experience through jobs or internships and knowledge of funding, finance and entrepreneurial education.

They will raise money by finding partnerships with different sponsors, approaching businesses and private donations. Besides that, the OCW Entrepreneurial Program also meets up with the requirement to receive subsidy from the Dutch government.