

SME ENTREPRENEUR HUB



The SME Entrepreneur HUB is an integrated media, networking, and enterprise development ecosystem designed to empower small and medium enterprises by providing visibility, knowledge, connections, and recognition.

INSPIRING GROWTH. EMPOWERING SUCCESS.

INTRODUCTION



The SME Entrepreneur HUB is an integrated media, networking, and enterprise development ecosystem designed to empower small and medium enterprises by providing visibility, knowledge, connections, and recognition. The HUB brings together content, conversations, community, and collaboration—positioning SMEs at the centre of innovation, leadership, and economic growth.

Through trusted platforms such as SME Power Talk Podcast, SME Entrepreneur Magazine, curated networking forums, innovation showcases, educational events, conference and awards events, the HUB serves as a one-stop platform for SME growth and influence.

It is Africa's first media-powered development platform—connecting entrepreneurs, corporates, and investors through storytelling, branding, and visibility. Powered by Teluka Mzuri Agency, SME Entrepreneur Magazine, and SME Power Talk Podcast, we turn promising SMEs into powerful brands that attract markets, capital, and credibility. It is a storytelling-powered, brand-driven, and community-enabled platform that transforms emerging SMEs into market-ready, investment-worthy brands.

Our value proposition is that ...

“We don’t just develop SMEs — we build visible, credible, and connected brands that thrive in real markets.”

The SME Entrepreneur HUB is established as a central platform for SME growth, visibility, innovation, and collaboration by strategically leveraging Teluka Mzuri Agency, the SME Power Talk Podcast, SME Entrepreneur Magazine, and a robust ecosystem of SME partnership networking, innovation, and awards events.

The HUB amplify purpose-driven storytelling and showcase impactful SME success stories that inspire innovation and sustainable business growth. The SME Power Talk Podcast serve as a thought leadership platform, offering in-depth conversations with entrepreneurs, industry leaders, and policymakers, positioning the HUB as a trusted voice within the SME ecosystem.

The SME Entrepreneur Magazine provides consistent editorial coverage, featuring industry insights, profiles, and practical business solutions while reinforcing the HUB's credibility across both

V OUR MISSION

- To enable, amplify, and connect SMEs by credible platforms for storytelling, learning, and thought leadership.
- Creating access to markets, partners, funders, and policymakers.
- Recognising and celebrating SME innovation, resilience, and excellence.
- Building a collaborative SME community that drives sustainable economic impact.

M OUR VISION

To become the go-to ecosystem for SMEs in South Africa (and eventually Africa) that offers:

- Insights and content (via the SME Entrepreneur magazine portal)
- Networking and events (via Teluka Mzuri Agency's event capabilities)
- Skill-building and; support services (via the HUB)
- Market access, funding linkages, mentorship, and community

MODEL



The SME Entrepreneur HUB operates on a hybrid engagement and sustainability model:

01

Media & Content Engine - SME Power Talk Podcast (audio & video), SME Entrepreneur Magazine (print & digital) Online articles, interviews, and social media amplification with purpose to provide Visibility, Education and Brand Positioning

02

Community & Networking Platforms, SME networking sessions and masterclasses ,Founder roundtables and industry dialogues, Partner-led workshops and clinics to foster connection, collaboration, capacity building.

03

Innovation & Enterprise Showcases SME innovation expos and demo days Sector-focused showcases Corporate and investor engagement sessions to enhance and improve Market access, innovation adoption, partnerships.

04

Recognition & Awards SME leadership and innovation awards Industry excellence recognition Media-backed profiling of winners as a way to foster Credibility, motivation, brand elevation

The SME Entrepreneur HUB positions itself as a trusted connector and amplifier of SME potential—bridging media, community, and opportunity into one powerful ecosystem

Our Brand promise:

**“Fuelling vision.
Igniting growth.
Empowering
SMEs to lead the
future.”**



DIFFERENTIATION FROM TRADITIONAL ESDS

Traditional ESDs focus on compliance, funding, and training.
SME Entrepreneur HUB focuses on visibility, credibility, storytelling, and market access.

Our Unique differentiators include:

- 1. Media-driven ESD
- 2. Brand-first development
- 3. Integrated storytelling ecosystem
- 4. Market access via storytelling
- 5. Sustainable and community-owned
- 6. Hybrid value chain — complementing corporate ESD

Target audience: Founders, Emerging Entrepreneurs, Established SMEs looking to scale, plus Corporate Partners/Funders looking for SMEs to collaborate with.

Our value pillars include:

-  Brand Empowerment
-  Visibility and Credibility
-  Community and Collaboration
-  Access & Acceleration
-  Media and Thought Leadership

WE HAVE OUR FOUNDATIONS READY:



A full-service marketing, branding, PR and events agency based in Johannesburg, focusing on corporate communications, media, publications and events management.

SME ENTREPRENEUR MAGAZINE

Produced by Teluka Mzuri and positioned as “a vibrant and inspiring publication dedicated to celebrating the spirit of entrepreneurship across Africa.”

The magazine already has an online presence, subscriber base, and event and networking capabilities.



SME POWER TALK PODCAST

A thought-leadership and storytelling podcast dedicated to empowering small and medium enterprises through insightful conversations, practical knowledge, and real-world business experiences. The podcast features entrepreneurs, industry experts, policymakers, financiers, and corporate leaders, providing SMEs with actionable insights to grow, innovate, and scale sustainably.

The platform focuses on key SME themes including:

- Access to finance and markets
- Innovation and digital transformation
- Policy, compliance and governances
- SME success stories and lessons learned
- Through high-quality audio and video content distributed across streaming platforms and social media,

SME Power Talk amplifies SME voices, builds credibility for partners, and creates consistent engagement before, during, and after events. As part of the SME Entrepreneur HUB, the podcast serves as a powerful media engine—supporting pre-event promotion, live or recorded interviews, post-event highlights, and ongoing brand visibility for sponsors and stakeholders committed to SME development.

Thus, the building blocks (brand, channel, audience) are in place, into a coherent “HUB” — a platform, network, and services-ecosystem for SMEs.



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