CAPABILITY STATEMENT

The digital and AI delivery partner inside your MSME programme

J29 helps business owners learn digital and AI skills, grow with mentoring and get online. Funders and lead organisations bring us in to deliver that part of a programme, and to show what changed for every business.

145
businesses supported across Learn, Grow and Get Online

160+
MSMEs trained in digital marketing, finance, business support and AI

90+
MSMEs and organisations given a professional brand and digital presence

22
MSMEs mentored through university, corporate and MSME support programmes

What J29 delivers

Learn

Digital marketing, finance, business support and AI training for MSME owners and young people, in person or on the J29 Learn Portal, from an accredited MICT SETA training provider.

Grow

Structured mentoring that starts with a diagnosis of each business and leaves signed session records, plans and outcomes a funder can report.

Get Online

A brand identity, company profile and live website for every business in a cohort, built to one standard on one programme deadline.

Three ways to work with J29

A partner in your bid

You lead the application. J29 takes one work package with its own budget line, deliverables and reporting.

A cohort delivered for you

You choose the businesses or young people. J29 runs the cohort from first diagnosis to final report.

The digital part of your programme

Your programme keeps its shape. J29 adds the brand, the website and the AI skills.

Programmes delivered

PROGRAMME OWNER	WHAT J29 DELIVERED	WHAT IT LEFT BEHIND
A major South African financial institution	Six workshops, a brand and presence, and grant administration for township business owners	**46 businesses, R188,000 in grants paid into their accounts**
An enterprise acceleration programme	A brand kit, company profile and live website for every startup, with a programme report	**8 of 8 finished, 22 businesses across cohorts**
A university incubator, a beverage manufacturer and a skills consultancy	Diagnosis, monthly mentoring with signed records, plans and pricing work	**22 MSMEs mentored, first orders and new contracts**
A skills authority funded youth programme	A year long accredited qualification in advertising and digital media, with AI in the curriculum	**19 of 20 graduated, 16 of them women**
A skills development consultancy	A six month national television and press campaign with monthly ROI reports	**1.73M impressions, 1.26M TV viewers**

Client names, programme reports and reference letters are shared with a proposal, with each client's permission.

How results are measured

Every business is scored on the S.E.E.D.S Compass before work starts and again at the end: 150+ questions across 22 dimensions.

- **Baseline and end scores** for every business
- **A deliverables register** with live links
- **Participation records** per learner
- **An outcomes log:** orders, applications, contracts, registrations
- **Demographics** you can report, in grouped figures
- **Your indicators,** on your schedule, in your template

Who the work reaches

- **Women:** 16 of 20 learners on the youth programme, and 26 of 50 owners on the township makeover
- **Young people:** 19 of 20 graduated, and 42 of 50 makeover owners were 35 or under
- **Township businesses:** Soweto, Eldorado Park, Daveyton and Kempton Park

SDG 4 SDG 5 SDG 8 SDG 9 SDG 10 SDG 12 SDG 17

J29 supports the Ten Principles of the UN Global Compact. Its signatory application to the Women's Empowerment Principles has been submitted.

Due diligence at a glance

Organisation	J29, a registered South African business founded in 2019 and based in Johannesburg
Accountable person	Erwin Middleton, Founder and Managing Member
B-BBEE	Level 1 contributor
Accreditation	Accredited MICT SETA training provider
Memberships	IMM Institute Bronze Level SMME Associate; member of the Institute of Business Advisors Southern Africa and the South African Artificial Intelligence Association
Tax	Tax compliance status available on request. Not VAT registered, so no VAT is added
Supplier registration	Registered on the government Central Supplier Database
Safeguarding	Safeguarding policy covering protection from sexual exploitation, abuse and harassment, signed by everyone who works with participants
Data protection	Data protection policy for programme work; Privacy Policy and PAIA Manual published at j29.co.za
Ethics	Zero tolerance for bribery, corruption and fraud; conflicts of interest declared openly (Sustainability Policy, j29.co.za/sustainability)
Documents on request	Registration, tax compliance status, B-BBEE certificate, accreditation letter, policies and reference letters

Leadership

Erwin Middleton founded J29 in 2019 after more than 20 years in corporate, the last eight leading supplier and enterprise development programmes at Absa. Erwin launched the Absa Centre of Entrepreneurship in Johannesburg and was part of the team behind the London International Trade Bridge with Anglia Ruskin University, helping South African entrepreneurs reach UK markets.

How we fit

J29 is a specialist team working with trusted associates, facilitators and mentors. On large programmes we work inside a lead partner's structure. J29 is a private business, contracted to deliver; where funding can only go to a registered charity or a public body, we join as that organisation's delivery partner.

Planning a bid or a programme?

Tell us the call, the outcomes you need and the dates. We reply within 1 to 2 business days.
info@j29.co.za | 010 157 2640 | j29.co.za/funders