



TalentProjX

NURTURING YOUTH SUCCESS · EST. 2022, GAUTENG, SOUTH AFRICA

Non-profit company, South Africa
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Youth unemployment is an individual tragedy, repeated millions of times over.

But our unemployed youth are **our greatest untapped talent pool.**

given the right skills to succeed

Our youth have the power to transform South Africa.

Beneficiaries: Each of our graduates has self-selected to join our course and fully participate to the end. They are drawn from the so-called NEET population: not in employment, education or training. Generally, let down by high school, most have never held a job, nor studied since.

Motivated for change: We pay no stipend: they stay because five weeks of sustained pressure gives them, week after week, mindset and skills that they can use and something they can prove.

Differentiated entrepreneurship: Across 125 intense hours our participants develop authentic self-belief through the Theory of the Learning Curve; evidence-based solution-finding through Design Thinking; and humane project leadership through Scrum.

Authentic agency: We cement these skills into a foundation of robust core beliefs with a live project. The task: get adoption for your solution to a community problem of your own choosing.

60.9%

Unemployment, ages 15 -24, Q1 2026
(Stats SA)

10.1%

Of 15 -24s absorbed into work, lowest
of any age group

75.5%

Are long-term unemployed, up from
63.3% a decade ago

IMPACT TO DATE



HOW THE FIVE WEEKS WORK

- WEEK 1 Courage and motivation:** learning-curve mindset, personal purpose statement, structured public speaking, cold-approach sales.
- WEEK 2 Value creation:** Design Thinking and Scrum in multiple live sprints, to get up the learning curve fast.
- WEEKS 3-5 The Capstone Project.**
 - Teams choose their own problem, then research, design, try, iterate and deliver a solution to paying users.
 - Our hurdle is adoption: customers coming back for more.
 - Teamwork, innovation, unsolicited sales and real delivery in a very tight time frame.

"If it wasn't for TalentProjX, we would've been stuck in the township doing nothing."

— Rodney, 21, Alexandra · July 2026 graduate

"They helped us grow, not only as aspiring entrepreneurs but also as individuals."

— Keketso, 21, Alexandra, July 2026 · graduate

"I learned to fall in love with the problem, not the solution — and to be ready to kill your baby when an idea isn't feasible."

— Thato, 21, June 2026 cohort · now Lead Facilitator, Alexandra

CASE STUDY · ALEX CHANGE AGENTS, JUNE 2026

PROBLEM Absence of entertainment for families in Alexandra.

SOLUTION A community Fun Day for Alexandra parents who cannot afford to take their children out of the township. Tickets R30 children, R50 adults - priced low to earn trust first time out.

FUNDING Each member presold 10 tickets to cover costs up front. Asked 7 institutions for food sponsorship; 1 said yes.

PRESSURE Lost the free venue, negotiated a paid one, then talked the manager past a missing document two days out. The jumping-castle vendor cancelled the night before; they found a replacement at double the price that morning and opened on schedule.

ADOPTION 70 cold sales approaches > none turned them away > 51 attended > 19 presold, 32 on the day. Adoption: 27 asked to join whatever the team does next. Net profit: R330.

CASE STUDY · CJC TUKS, JULY 2026

FEASIBILITY A team ran the full Design Thinking cycle on healthcare and found nothing viable, feasible or desirable. With the deadline closing they scrapped it rather than push an idea they did not believe in.

RESTART Re-empathised, mapped the user journey and redefined the problem in one week: students at Central Johannesburg College have little time or money for lunch.

EXECUTION Won campus trading permission themselves, raised a micro-loan for stock in three days, and were selling two days later. Menu priced R2 to R15.

ADOPTION 80 cold sales approaches > 24 bought in the first two days > 30% conversion. Adoption: 10 committed to buying daily. Still trading.

WHERE WE GO NEXT

- An Alumni Programme:** Support beyond week five.
- New Centres In New Communities:** 105 participants/facilitator.
- A Digitised Programme:** To reach talent beyond Gauteng.

HOW YOU CAN HELP US GROW THE IMPACT

R250 /month

A standing order: one young person a year.

R3,000

One participant, one course, all in.

R310,000 /year

105 participants per classroom/facilitator.

Multi-year

Growth: more sites, staff, alumni support.

Or partner in kind: hire from our alumni talent pool · offer a venue in a new community · fund lunch, which keeps a classroom concentrating · supply stationery for research and prototyping · help us tell the story.

SUPPORTED BY

Swiss Philanthropy Foundation · Pascal Gueissaz (Lausanne) Thusong Youth Centre (Alexandra) · Kristo Nkosi Primary School (Kwa Thema, Springs) · Microsoft · think-cell

START A CONVERSATION

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