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CALLING ALL JOBURG HUSTLERS - FROM SURVIVAL GIGS TO SUSTAINABLE ENTERPRISES

Application link: Please scan the QR code



The City of Johannesburg's Department of Economic Development (IRED Unit) is proud to launch JIX LAUNCHPAD — a FREE, fully-funded programme for young gig economy entrepreneurs ready to turn their hustle into a real business. Are you a freelancer, content creator, designer, tailor, food vendor, driver, tradesperson or service provider already earning your own income? This one's for you.

WHO CAN APPLY

- Aged 18–35,
- Living in the City of Johannesburg (proof of residence required if shortlisted)
- South African citizen or permanent resident
- Already earning from gig work or self-employment - even if irregular
- Able to commit to at least 70% of sessions
- Open to ALL gig categories: digital, creative, trades and services.

Priority reach: women-owned/women-led businesses, township-based enterprises, and persons with disabilities.

4 WEEKS. 4 MODULES. REAL RESULTS.

- Week 1 – Business Foundations (pricing, financials, customer profiling)
- Week 2 – Client Acquisition & Sales (proposals, pipeline, retention)
- Week 3 – Content & Personal Brand (Canva, AI content, 30-day calendar)
- Week 4 – Scaling for Sustainability (growth plan, funding readiness, pitch prep)



WHAT YOU WALK AWAY WITH By Demo Day you'll hold a complete business toolkit: Business Diagnostic, Pricing Model, Financial Tracker, Client Acquisition Plan, Sales Pipeline & Proposal Template, Professional Bio. Personal Brand Statement, 30-Day Content Calendar, 10 Marketing Content Pieces, Digital Business Profile, Growth Plan and a Pitch Deck.

SUPPORT ALONG THE WAY - Weekly in-person workshops at Tshimologong, Braamfontein - Minimum of 6 one-on-one mentor touchpoints - Virtual check-ins & business clinics - WhatsApp cohort group for peer support

DEMO DAY Pitch your business, content and growth strategy to mentors, partners and funders. Standout entrepreneurs get connected to funding pathways and ecosystem partners — GEP, SEDA and DTIC — and showcased alongside JIX Creative anchor events like the Fak'ugesi Africann Digital Innovation Festival.

KEY DATES

- **Applications open:** Friday, 03 July 2026
- **Applications close:** Wednesday, 15 July 2026
- **Cohort A & B Selection:** Thursday, 16 July 2026 - Friday, 17 July 2026
- **Cohort A & B programme:** Monday, 20 July 2026 – Friday, 14 August 2026
- **Cohort A Demo Day:** Monday, 17 August 2026 - Friday, 21 August 2026

Young SADC Entrepreneur Roundtables: Friday, 31 July – Tuesday, 04 September 2026

100% FREE — fully funded by the City of Johannesburg. Zero cost to participate.

Venue: Tshimologong Digital Innovation Precinct, Braamfontein | In-person + virtual

HOW TO APPLY

- Watch for the call-out on our channels - Complete the online form (~15 mins)
- Tell us about your gig, goals and biggest challenge -
- Get screened against 5 published criteria: Traction, Motivation & Goals, Commitment, Community Impact, Digital Readiness -
- Get selected and join a cohort — completely free.



This is more than a workshop. It's your on-ramp from side hustle to sustainable enterprise.

Delivered by Wits Tshimologong Digital Innovation Precinct | Commissioned by the City of Johannesburg Part of the wider Johannesburg Innovation Exchange (JIX),

Application link: <https://web.theincubatoros.com/h/tshimologong/coj-johannesburg-innovation-exchange-jix-gig-economy-programme>

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