

CASE STUDY

How Property Point Qualified for Jobs Fund Eligibility for the First Time with Uzenzele

ABOUT CLIENT

Property Point is a company committed to empowering entrepreneurs and SMEs with the skills and training they need to excel in the property industry.

One of the ways in which they achieve this objective is through linking SMEs with procurement opportunities, with the greater aim of stimulating economic growth, job creation, and transformation in South Africa.

This is partially what made Property Point a suitable candidate for the Jobs Fund, a challenge fund that seeks to partner with future-focused organisations to develop and implement innovative job creation ventures.

To date, the **Jobs Fund** has contracted 146 projects, disbursed **R8.49 billion in grant funding**, and created 259 250 permanent jobs.

Property Point had attempted to apply for the Jobs Fund before, once in partnership with Uzenzele Holdings in 2022, but unfortunately didn't qualify for the funding round at the time.

Nevertheless, when the Jobs Fund sounded the call for an unexpected eleventh funding round in 2023, Design Chetty — the Head of Operations at Property Point — reached out to Uzenzele to enlist the firm in another attempt at applying for the highly competitive fund.

Because of the historical working relationship between the teams, work on their third funding application began quickly.



20-day turnaround from onboarding to submission

6,773 data points collected by Uzenzele

437+ man-hours saved for the client at initial application stage





THE CHALLENGE

While the partnership between Property Point and Uzenzele had the benefit of an established working relationship, the application process was not without its challenges.

The founders and executive team of Property Point faced significant capacity constraints owing to operational duties in various countries in addition to day-to-day professional commitments.

These constraints made it a challenge to tend to the demands of the Job Fund application process, which requires a complex and detailed submission within a very short deadline 40-50 days following the call for applications.

As a challenge fund, the assessment and selection process for the Jobs Fund is fair, transparent and, most of all, highly competitive. Applications are only accepted during open funding rounds and projects must meet predetermined criteria to be eligible for consideration.

The application process is divided into the Concept Note Application Stage and the Business Case Application Stage precisely because the risks and costs associated with developing a proposal and business plan to the standards required by the Jobs Fund pose a deterrent for many qualified applicants.

Breaking the application process up allows applicants to assess the viability of their proposed initiatives.

The two-part application structure gives some idea of the sheer complexity of applying to the Jobs Fund.

Nevertheless, Uzenzele rose to the occasion and prepared a viable application in just 20 days — a testament not only to the depth of our knowledge of the application criteria but also to the commitment that our team demonstrates to our clients' success.

THE SOLUTION

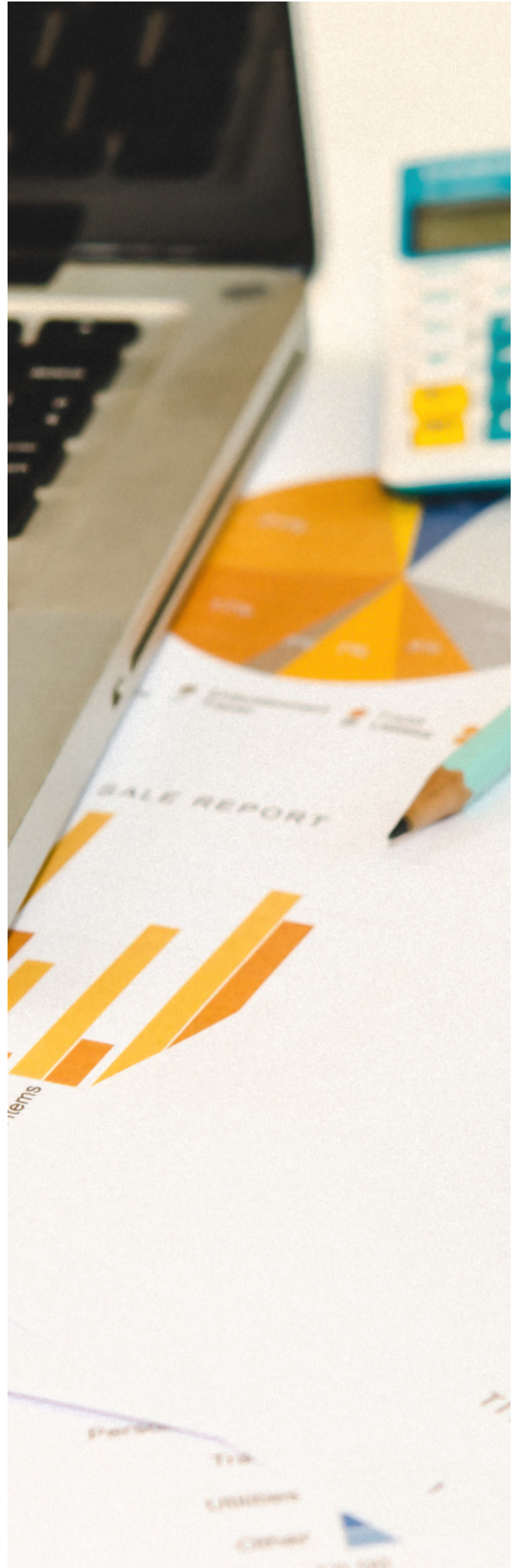
To prepare the application, Uzenzele Holdings dedicated over 437 professional hours to strategy development, project management, document management, economic and financial modelling, and more. The firm worked collectively **21 hour days** to deliver on project goals, often working overtime to meet the Job Fund's deadline.

Going above and beyond the call of duty alleviated a significant mental load for the travelling founders, who pointed out that Uzenzele Holdings' efforts to take them through the application in a structured way and develop the business model provided "the space and time to think concepts through".

Uzenzele also developed a concept note in line with Job Fund's requirements, which entailed drawing up the Activity-Based Costing Project Implementation Monitoring Plan (ABC PIMP) comprising of **6,773 data points**, a detailed theory of change, answering 160 questions on the application form, finalising **70 submission documents**, and preparing a **20-page business plan**.

Uzenzele's preparedness to tackle intensive funding application processes not only frees up valuable hours of time and energy for business leaders but also galvanises an enriched understanding of the inner workings of the business itself.

Property Point described us as a "very knowledgeable team who are deadline-focused and thorough in their evaluations and explanations. I appreciate their high standards and ability to communicate effectively."



THE RESULTS

As a result of the collaboration between Uzenzele and Property Point, the latter company has received confirmation of eligibility for the Jobs Fund. Of the three attempts that Property Point has made to apply to the Jobs Fund, this is the first instance in which they have reached the stage of qualifying for eligibility. They are now in the process of awaiting the funding outcome.

