# **Silicon Gold Foundation**

We were officially founded in 2022. The following are goals and future plans for Silicon Gold Foundation.

Silicon Gold

**Empower**

silicongold

Glocal Economy Impact Foundation

connect@silicongold.org

silicongold.org

### The Project

Implementing a Business Acceleration Program based in South Africa. This is achieved through a market diversification strategy, and taking a ‘Glocalization’ approach, we will implement the Economic Growth Acceleration Program using course materials from Ensign College, with the support of industry experts, organizations, and educators from Utah. The Program will then be implemented and facilitated in SOWETO South Africa with the support of the National Youth development Agency, local trainers, market experts and business leaders. The program will incubate ten businesses with the potential for exponential growth, while training 20 young adults to be leading business support professionals through a learnership program. The business founders will be trained in top business leadership skills for business strategy, diverse leadership skills, networking, and presentation finetuning and preparation for global investor funding. These founders will be able to focus on their key core offerings as they receive support from their fellow professional learnership cohort. US based students, professionals and business leaders will continue to support the program by offering tutoring, strategy development support, Mentors, business Interns, marketing Interns and other support.

### The Role of the Utah Market in Expanding the South African Economic Opportunities

**Growth**: In Dec of 2021, it was recorded for Utah to be the second fastest growing state sitting at a 1,7 % growth increment. This leads to opportunities for an influx of cultural diversity and a larger need for international relations through trade. **Economy:** Provo has been ranked the best performing city in the country due to stunning wage and job growth. It sets a good model for other cities to take such initiatives to grow economies around the world. **Job opportunities:** Utah’s unemployment rate is at an all-time low in more than a decade, sitting at 2%. This is an indicator that there is a need for more talent and entrepreneurial ventures. **Industries:** Some of the major industries includes coal mining, cattle ranching, salt production, and government services. However, there are more industries growing/expanding at a fast pace. For example, **Mining:** Rich in minerals Utah is only producer of beryllium, and magnesium metal and a major producer of bentonite, copper, gold, and vanadium. Other commodities produced include cement, common clay, aggregates, iron ore, lime, molybdenum, phosphate, potash, silver. **Tech:** According to Fox news article April, 2021the Provo to Salt Lake (Silicon Slopes) tech hub was rated the largest tech hub in the United States, and one of the largest in the world. This mostly happened through incentives that was created for tech companies making its way into the Silicon Slopes. **Fast Food:** The US fast food industry is growing at an average annual rate of 2.4% per year, with an expected compound annual growth rate of 4.6% from 2020-2027.Dec 12, 2021

### Why does this matter right now?

The South African economy, job and investor market has seen a drastic decrease and crash due to the countries continued shut down, while protecting its resident’s health Since the Covid pandemic began. The Country is currently ready to take its next steps in empowering and accelerating its economic growth. In analyzing the Utah Markets ability to thrive and grow its diversity over the last 3 years, we believe that the resources, education, network, and partnerships currently available in Utah offer the most impactful start of an economic growth support structure for creating an Economic Growth Acceleration program in South Africa, for young South African business founders and young business support professionals.

### Benefits pursue this partnership?

By implementing this merged expertise strategy, we:

1. Successfully foster youth skills development to set up the country with US influenced training
2. Investigate possibilities of trade, business partnerships and import-export relations between the US and South African Markets.
3. Effectively apply US content, expertise, and knowledge relevantly within the South African economic growth environment.
4. Provide stronger profit opportunities for cross country trading for both the South African and the USA market
5. Foster relationships of information exchange and expertise respect for industry leaders within the South African and American market
6. Are building a digital magazine targeting African Entrepreneurs, and showcasing content by American industry leaders and Lecturers

|  |  |  |
| --- | --- | --- |
| Action | Owner | Timeline |
| Beneficiary Participation Invitation Campaign Kickoff | Marketing Lead | 16 June 2022 |
| Application Deadline | Administration Lead | 16 September 2022 |
| Participant Announcement | Marketing Team | 31 October 2022 |
| The business and skills acceleration program | Project Manager | 12 Jan 2023 |
| Class and modules commence | Training | 16 Jan 2023 |
| Beneficiary Business, product and Market assessment and Growth Strategy due | Marketing Lead | 25 Feb 2023 |
| Administrative Project Milestone Report 1 | administration Lead | 31 March 2023 |
| Product Development and Market Readiness report due | Market Growth Lead | 25 April 2023 |
| Final Marketing plans due | Marketing Lead | 3 June 2023 |
| Project Milestone Report 2 | administration lead | 31 June 2023 |
| Top 3 Founder Exchange Semester in Utah begins | Marketing | 15 August 2023 |
| Business and Marketing Analytics Report | Tech Lead | 25 September 2023 |
| Student Exchange Semester Ends | project Lead | 15 November 2023 |
| Board Due Diligence Report by Business beneficiaries | Business beneficiaries | 23 November 2023 |
| Job Placement |  | 23 November 2023 |
| Project Success Report |  | 1 January 2024 |
| Students program Graduation |  | 28 November 2023 |
| Project Success Report |  | 1 January 2024 |