



MINISTRY
COMMUNICATIONS AND DIGITAL TECHNOLOGIES
REPUBLIC OF SOUTH AFRICA

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MEDIA STATEMENT

To : All media

Date : 10 October 2024

MINISTER MALATSI WELCOMES THE 2024 GOOGLE BLACK FOUNDERS FUND TO BOOST SOUTH AFRICAN STARTUPS

I am excited to welcome the launch of the Google for Startups Accelerator Africa: Black Founders Fund 2024. This fund represents an important investment in South Africa's tech ecosystem, focusing on supporting Black-owned startups.

At a time when innovation is driving economic growth, this initiative is critical to helping entrepreneurs overcome barriers to funding and unlock their potential.

This fund is designed to directly address some of the key challenges faced by Black founders, providing them with the tools they need to scale their businesses.

The program will select 15 Black South African-owned startups to receive up to \$50,000 (over R1,000,000) in equity-free cash awards, Cloud credit worth \$200,000 (R3.6 million), personalised training, and invaluable mentorship from industry leaders. This support will be a game-changer for founders looking to grow, access new markets, and refine their business models.

By providing this targeted support, Google is helping Black entrepreneurs accelerate their success, promote job creation, and foster digital inclusion across South Africa. If your startup is building innovative solutions, especially with AI potential, and you're looking to take it to the next level, I strongly encourage you to apply for this programme.

Supporting Black-owned tech startups is about more than just fostering innovation—it's about creating real opportunities for economic growth and, most importantly, jobs. These startups have the potential to transform communities by providing meaningful employment and driving digital inclusion.

I'm inspired by Google's commitment to our tech ecosystem and encourage every eligible founder to seize this chance. By growing their businesses, they will not only shape the future of tech in South Africa but also help build a brighter future for countless South Africans.

Applications close on 14 October 2024 and further information on the fund and the process to apply can be found here –

<https://startup.google.com/programs/accelerator/africa/>

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FOR MEDIA ENQUIRIES:

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