

Trust, we are here to support you and give their startup the boost and resources they need to build a sustainable business,” shared Tashline Jooste, CEO of the Innovator Trust.

For more information and to apply to the Start-Up Programme, visit <https://eruditio.co.za/mystartupmystory/>.

To participate in the #MyStartUpMyStory campaign, head over to [@InnovatorTrust](#) on Instagram, upload your startup story video explaining why your startup should be chosen for the programme, tagging [@InnovatorTrust](#) and using the hashtag #MyStartUpMyStory.

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The Innovator Trust was created to support the growth of small black-owned Information and Communications Technology (ICT) businesses in South Africa. Our programmes facilitate training that develops their skills as business owners.

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