

Founders Foundation Kicks Off First Green Economy Accelerator with Inaugural Event

Founders Foundation launches its first Green Economy Accelerator, helping entrepreneurs build stronger, investment-ready businesses.

CAPE TOWN, SOUTH AFRICA, August 6, 2026 /EINPresswire.com/ -- Founders Foundation NPC officially kicked off its first Green Economy Accelerator with an inaugural event held at Investec's Sandton offices, welcoming 13 selected South African entrepreneurs to begin a nine month programme designed to accelerate business growth, strengthen investment readiness and open new opportunities in South Africa's sustainability sector.

Implemented in partnership with Outsourced CFO, the Green Economy Accelerator 1.0 Programme runs from July 2026 to March 2027, equipping founders operating in sectors such as renewable energy, waste management, sustainable agriculture and energy efficiency with the skills, strategies and assistance needed to build resilient, investment-ready businesses.

Founders Foundation is a South African non-profit organisation committed to developing high-potential entrepreneurs through practical business support, mentorship and accelerator programmes that drive sustainable economic growth. As the programme's implementation partner, Outsourced CFO brings extensive expertise in fundraising, financial strategy and business growth, assisting founders prepare for investment while building commercially sustainable enterprises.

The transition to a more sustainable economy represents one of South Africa's greatest opportunities for long-term economic development and job creation. However, many entrepreneurs face challenges in accessing growth capital or developing the commercial foundations required to scale successfully. The Green Economy Accelerator has been created to



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*Dana Pretorius, Director,
Founders Foundation NPC*

bridge that gap by combining investment readiness with market readiness, ensuring participating businesses are positioned to attract funding while strengthening their ability to grow sustainably.

"Our goal is to equip entrepreneurs with the practical knowledge, financial confidence and commercial strategies they need to build businesses that are both investable and sustainable," said Dana Pretorius, Director at Founders Foundation and Co-Founder of Outsourced CFO. "By bringing together experienced mentors, funding partners and industry specialists, we are creating an environment

where founders can develop the capabilities needed for long-term success."

The inaugural event introduced participants to the programme's structure, expectations and strategic partners while formally marking the beginning of their nine-month accelerator journey. Founders were welcomed by the leadership of Founders Foundation before hearing from representatives of Investec CSI, The Jobs Fund and E Squared during a panel discussion exploring the value of blended capital and collaborative support for South African entrepreneurs.

Participants also received an overview of the programme's two core development pathways. The Finance Readiness Route focuses on helping businesses prepare for successful fundraising through financial modelling, valuation, due diligence preparation, investor engagement and pitch development. The Market Readiness Route is designed to strengthen each participant's commercial growth strategy through brand development, digital marketing, public relations, customer relationship management and lead generation.

The event also featured insights from programme alumni, including entrepreneurs who shared their experiences of navigating business growth and securing investment through previous accelerator initiatives. Interactive discussions encouraged founders to evaluate their own growth opportunities while engaging directly with programme partners, mentors and fellow entrepreneurs.

"The journey begins with commitment," added Pretorius. "The entrepreneurs joining this first cohort have already demonstrated the ambition and potential to build businesses that contribute meaningfully to South Africa's economic growth and environmental sustainability. Over the coming months we look forward to working alongside them as they strengthen their businesses, prepare for investment and position themselves for long-term growth."

Supported by The Jobs Fund and E Squared, the Green Economy Accelerator reflects a shared commitment to empowering South African entrepreneurs whose businesses have the potential to drive innovation, create employment and contribute to a more sustainable future. With its

inaugural cohort now officially underway, the programme marks an important milestone in developing the next generation of green economy businesses across South Africa.

About Founders Foundation

Founders Foundation is the non-profit initiative of Outsourced CFO, dedicated to helping South African entrepreneurs build stronger, more sustainable businesses. Through educational programmes, mentoring, workshops and business development initiatives, the Foundation equips founders with the practical knowledge, skills and support needed to improve market readiness, strengthen financial capability and prepare for long-term growth. By connecting entrepreneurs with experienced business leaders and industry specialists, Founders Foundation aims to create greater opportunities for businesses to scale, access funding and contribute to South Africa's entrepreneurial ecosystem. For more information visit www.foundersfoundation.org.za.

About Outsourced CFO

Outsourced CFO (OCFO) is a global financial advisory firm supporting more than 1500 businesses across 34 countries and more than 25 industries. Headquartered in Cape Town, with satellite offices in Sandton, London and New York, the firm provides outsourced CFO services, cloud accounting, financial management, compliance, business advisory and talent solutions. By combining financial expertise with modern technology, Outsourced CFO helps entrepreneurs and growing businesses strengthen financial performance, improve decision-making and prepare for sustainable growth.

Businesses can learn more about Outsourced CFO's finance advisory and cloud accounting services by visiting www.ocfo.com.

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