



Planting Ideas, Growing Businesses

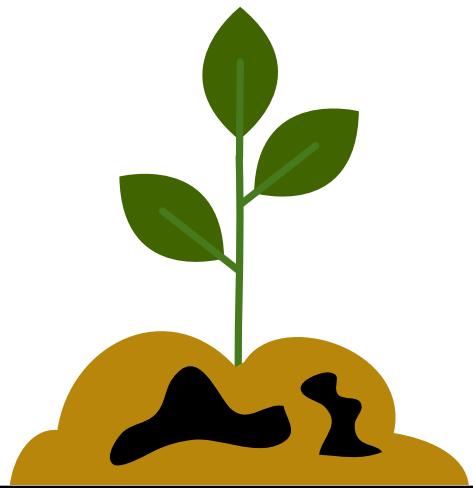
Project Profile 2026





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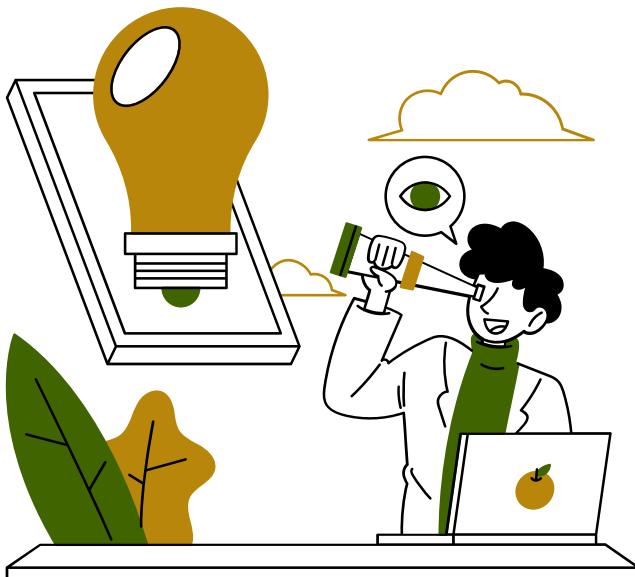


About Peo Business Hub

Peo Business Hub is a township-based entrepreneurial and business support initiative established under the Way Of Life Academy NPO, in partnership with WOL Academy and Barlo Projects. Rooted in the spirit of growth and opportunity, “Peo” — meaning seed — reflects our mission to help entrepreneurs plant their ideas, nurture them with the right support, and grow them into sustainable businesses.

Operating from Vosloorus, Gauteng, the Hub functions as a community development project of the Way Of Life Academy NPO, offering a structured platform for entrepreneurship training, business incubation, compliance support, and market access. Our work is designed to empower SMMEs, startups, and informal businesses while contributing to socio-economic development and job creation in township and rural communities.

At its core, Peo Business Hub nurtures businesses from seed to success. Through strong governance, practical implementation, and strategic partnerships, we provide entrepreneurs with the tools, accountability, and opportunities needed to grow sustainably — while offering funders and partners a reliable, impact-driven platform for enterprise development.



Vision & Mission

Vision

To be a leading entrepreneurial hub that transforms township and rural businesses into innovative, competitive, and sustainable enterprises.

Mission

To plant ideas and grow businesses by equipping entrepreneurs with training, structured support, and access to opportunities, while creating an enabling environment where enterprises thrive, communities prosper, and innovation flourishes.



Planting Ideas, Growing Businesses



Problem & Solution

Problem Statement

Despite the availability of funding and development opportunities from government, corporates, and development institutions, many SMMEs struggle to access and effectively utilize these resources. Common challenges include:

- Inability to meet compliance and qualification requirements
- Limited business management and financial skills
- Poor access to markets and networks
- Administrative barriers and red tape

These challenges often result in missed opportunities, underutilized funding, and unsustainable business growth — limiting both entrepreneurial success and funder impact.

Solution Approach

Peo Business Hub bridges the gap between opportunity and access by providing integrated business development support that addresses both readiness and capacity. We assist entrepreneurs to become compliant, fund-ready, and growth-oriented, while offering mentorship, accountability, and structured development pathways that ensure long-term sustainability.





Values & Objectives



Core Values

- **Empowerment** – Equipping entrepreneurs with practical tools, skills, and networks.
- **Innovation** – Encouraging adaptive, technology-driven business solutions.
- **Collaboration** – Building partnerships that strengthen business ecosystems.
- **Integrity** – Delivering services with transparency and professionalism.
- **Impact** – Driving measurable socio-economic development and job creation.

Key Objectives

- Formalize and strengthen township and rural-based businesses.
- Equip entrepreneurs with industry-relevant and SETA-aligned skills.
- Provide incubation, mentorship, and advisory support.
- Improve access to finance and market opportunities.
- Establish a sustainable and scalable enterprise development model.



Our Services

At Peo Business Hub, we provide tailored solutions to meet the unique needs of emerging entrepreneurs, startups, township and rural-based SMMEs, and informal businesses seeking formalisation. Our services are designed to support businesses at every stage of their journey — from idea, to compliance, to growth and sustainability.



Skills Development & Entrepreneurial Training

QCTO & SETA-aligned and practical training programs focused on entrepreneurship, business management, digital literacy, branding, and operational excellence.



Business Incubation & Mentorship

Structured incubation programs offering workspace, coaching, advisory services, and one-on-one mentorship to help businesses formalize, stabilize, and scale.



Business Formalisation & Compliance Support

End-to-end assistance to help entrepreneurs become compliant and credible, including business registration, statutory compliance, regulatory guidance, and ongoing support.

Funding Readiness & Growth Support

Preparing businesses to access funding and growth opportunities through business planning, financial projections, pitch deck development, and structured funding applications.

Branding, Digital Presence & Market Access

Supporting entrepreneurs with professional branding, digital visibility, and access to markets through design, online platforms, e-commerce readiness, and buyer linkages.

Networking, Facilities & Business Enablement

Providing access to professional facilities, networking platforms, exhibitions, forums, and events that promote collaboration, learning, and enterprise growth.

Our Space

To support both entrepreneurs and the wider community, Peo Business Hub offers professional, well-equipped facilities available for training, meetings, and events. Our spaces are designed to foster productivity, collaboration, and innovation, ensuring that businesses and partners have access to the resources they need to succeed.



Strategic Partners

Partnerships are central to Peo Business Hub's impact and sustainability. As a project under the Way Of Life Academy NPO, the Hub benefits from strong governance, shared values, and community-driven development.



Way Of Life Academy NPO

Provides oversight, governance, and strategic alignment to ensure all initiatives deliver social and economic impact.



WOL Academy

An accredited training and skills development institution focusing on entrepreneurship, vocational training, and personal growth.



Barlo Projects

An enterprise development and business advisory partner specializing in compliance, incubation, mentorship, and business structuring.



In addition to these core partners, the Way Of Life Academy NPO actively seeks collaboration with corporates, government institutions, and industry bodies to expand Peo Business Hub's reach and impact.

Peo Business Hub is more than a business support centre — it is a seedbed of opportunity. By planting ideas, nurturing them with skills, compliance support, mentorship, and market access, we ensure that township and rural entrepreneurs grow into thriving, sustainable enterprises that uplift communities and strengthen local economies.

Peo Business Hub – Planting Ideas, Growing Businesses.



Get in Touch

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|----------------|--|
| Phone | +27 63 915 4115 |
| E-Mail | peo@wolacademy.co.za |
| Site | www.wolacademy.co.za |
| Address | 915 Legwabe Street, Mabuya Park, 1475 |