Business

FNB Youth Start-up Accelerator Programme

YSA is mentoring young entrepreneurs to grow Mzansi.

In partnership with

FETOLA

Terms and conditions apply.

First National Bank A division of FirstRand Bank Limited. An Authorised Financial Services and Credit Provider (NCRCP20).

FNB Youth Start-up Accelerator (YSA) Programme is a bold and transformative initiative designed to unleash the potential of entrepreneurship to uplift our youth and tackle unemployment.

FNB has partnered with Fetola on YSA to address current low levels of youth entrepreneurship sustainability by providing practical and responsive skills training, mentorship, peer support, access to seed capital and a range of focused interventions to boost success. A key component will be the engagement of an ecosystem of stakeholders and providers in the youth entrepreneurship space.

Terms and conditions apply.
First National Bank A division of FirstRand Bank Limited. An Authorised Financial Services and Credit Provider (NCRCP20).

The online national programme runs for **12 months** and is delivered in **two phases**

1

Phase One lays the foundation for success by building leadership confidence, identifying and refining opportunities and developing a practical understanding of how to grow a business.

2

Phase Two builds the business viability by refining the business model and supporting the growth of candidates with the practical stages of early growth such as product production, sales and marketing, and partnership development.

Digital Access ensures that candidates have online access to blended workshops, recorded training material and peer support groups.

Terms and conditions apply.

First National Bank A division of FirstRand Bank Limited. An Authorised Financial Services and Credit Provider (NCRCP20).

Ideal candidate for the Youth Start-up Accelerator Programme

- You are between **18 and 35 years old**
- Have a start-up (early-stage business) or unique idea for starting a business
- The business is at least **51% black-owned** with annual turnover not exceeding R250,000.00
- Display a passion and the resilience needed for business
- A desire to create a profitable and sustainable business (not an NGO)
- Preference will be given to applicants based in township, peri-urban or rural areas
- Pre-revenue technology platforms, NPOs or businesses with high capital need are excluded from participating in the programme
- You must not be employed full time or studying full time

Terms and conditions apply.
First National Bank A division of FirstRand Bank Limited. An Authorised Financial Services and Credit Provider (NCRCP20).

The programme offering

(depending on the phase and readiness of the business)

- Mindset, mental preparedness and motivation
- A business roadmap template
- Ideation, product development and business model testing
- Practical, interactive business skills workshops and webinars
- Mentorship (group and individual)
- Marketing and brand building (Phase Two)
- Market-readiness
- Peer networks
- Data support

Terms and conditions apply.

First National Bank A division of FirstRand Bank Limited. An Authorised Financial Services and Credit Provider (NCRCP20).

The FNB Youth Start-up Accelerator programme is a bold, **purpose-built response** to the challenges facing young South Africans today.

We would like to place **100** entrepreneurs with unique ideas and early-stage businesses. Mzansi is known for the hustle and grind, and we can already see that competition will be tight.

The most promising entrepreneurs will be accepted onto the Youth Start-up Accelerator programme for a life-changing opportunity.

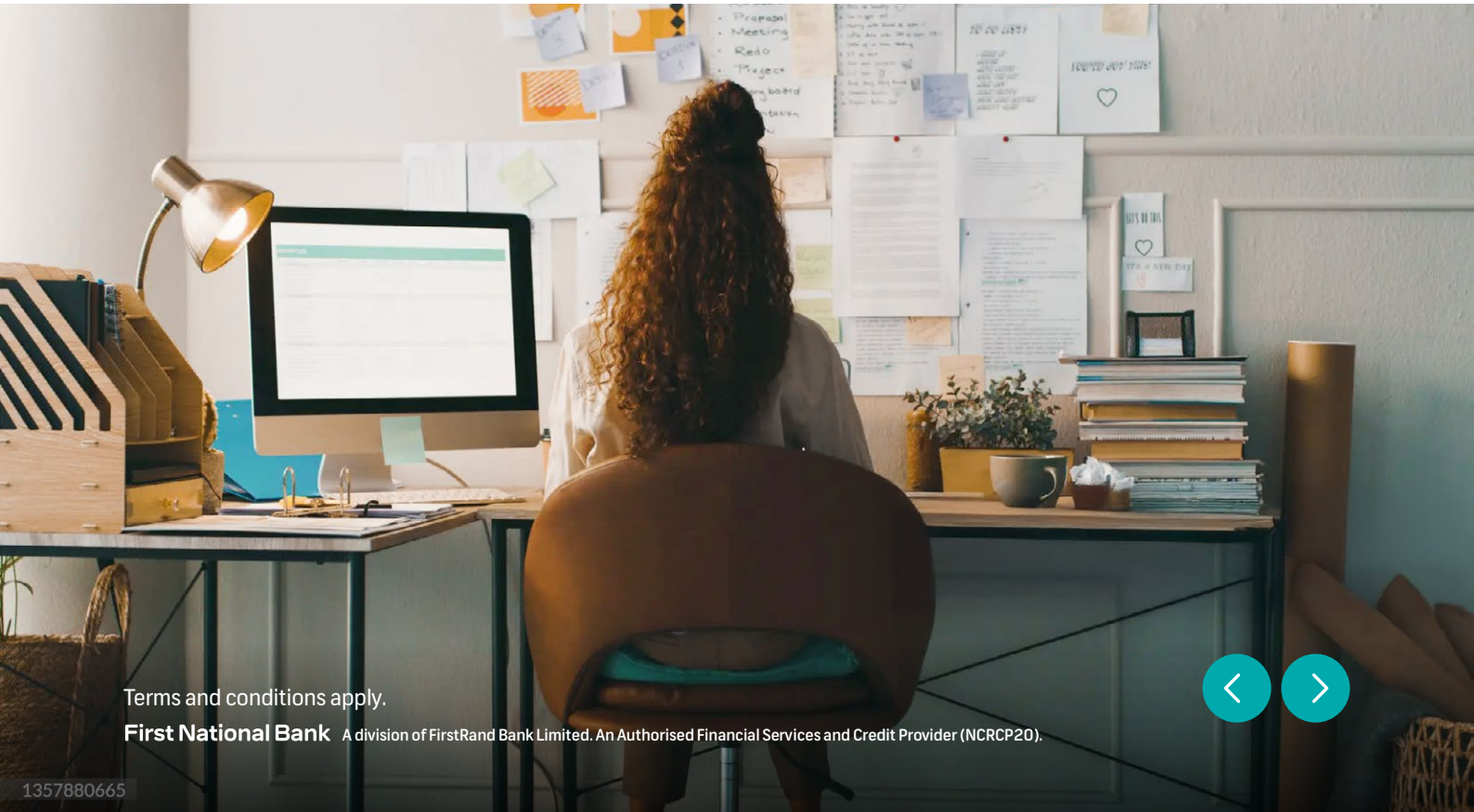
To apply visit www.fetola.co.za/programmes/ysa
Application's open on 4 February 2026 and close on 4 March 2026

Terms and conditions apply.

First National Bank A division of FirstRand Bank Limited. An Authorised Financial Services and Credit Provider (NCRCP20).

What we expect

- Be able to demonstrate a keen interest in starting a business as this will grant you preferred entry
- You are motivated, enthusiastic and willing to contribute to the programme by investing your time and effort and are prepared to commit completely to the duration of the programme
- Participate fully in all components of the programme including workshops, peer groups and training etc
- Regularly engage with your mentor to ensure that you gain knowledge and support effectively
- Maintain open, two-way communications (including any concerns and suggestions) with our friendly team
- Share ideas, think big, and help yourself, and others to succeed
- Collaborate and network with your peers for greater impact



Terms and conditions apply.
First National Bank A division of FirstRand Bank Limited. An Authorised Financial Services and Credit Provider (NCRCP20).
1357880665

Leadership Development

Successful businesses are built on a combination of business skills, personal skills and leadership skills. We follow this holistic approach and place as much focus on leadership development and confidence building as all the other facets of the programme.

Mentorship

You have access to group mentorship in Phase One. In Phase Two, participants will be provided with one-on-one mentorship. In addition to the mentor, ongoing support and guidance from the Fetola programme implementation team is on hand.

Interactive skills transfer

There are six workshops in total for the programme, three online workshops in Phase One, and another three online workshops in Phase Two. In addition, there are ten webinars in total for the programme; five for Phase One and five for Phase Two. These form an important part of the programme and are practical, energising and facilitated by sector specialists who have walked the walk.

Topics include

- Strategic planning and vision
- Design thinking
- Costing and pricing model
- Sales and marketing strategy
- Investment readiness and financial management
- Pitching session as well as leadership and ethics workshop

Terms and conditions apply.
First National Bank A division of FirstRand Bank Limited. An Authorised Financial Services and Credit Provider (NCRCP20).

Marketing and brand building

These tightly focused interventions provide specific assistance for you to strengthen their investment case and position their brand in the market.

Peer to peer community and networking

In addition to the networking opportunities facilitated at the workshops, a digital peer-to-peer networking platform enables you to share information, collaborate and discuss common challenges. Active participation in group activities is required.

Access to resources, pitching and data support

You have access to a suite of resources available on Fetola's Bizly platform, that will provide guidance of some of the challenges one may have as an entrepreneur. There will be pitching group sessions that will assist you in marketing your business well, when looking for funding. Data support is provided monthly to ensure that youth can access online resources and benefit 100% from all programme elements.

Performance tracking

The monitoring and evaluation of your key performance indicators (KPIs) helps you track your own progress and impact and strengthen your investment case. It also allows the YSA team to track the performance of the group as a whole and identify individual challenges and potential opportunities as they arise. This will be submitted on a monthly basis through a simple online portal.

Terms and conditions apply.
First National Bank A division of FirstRand Bank Limited. An Authorised Financial Services and Credit Provider (NCRCP20).

Terms and conditions apply.

First National Bank A division of FirstRand Bank Limited. An Authorised Financial Services and Credit Provider (NCRCP20).