

SportSmart Futures Programme

From participation in sport to pathways for sustainable livelihoods.



THE GAP WE MUST BRIDGE

Thousands of young athletes, coaches and members of the sport community remain active in sport but disconnected from sustainable income pathways

**The challenge is not potential.
The challenge is connecting
young people to opportunity.**




**R50
BILLION**

Estimated contribution
of sport to South Africa's
economy annually.

Source EMW Global - Around
the World: South Africa Report

THE SPORTSMART FUTURES PROGRAMME

SSFP is a structured development programme that equips athletes, coaches and members of the sport community with entrepreneurial and personal branding capability skills, enabling them to build sustainable income pathways through and beyond sport



A powerful
platform for
engagement,
discipline and
leadership.



Building business
knowledge,
financial literacy
and opportunity
identification.



Developing
confidence, self-
awareness and
the ability to
articulate your
value.



Creating pathways
for
entrepreneurship,
employment and
long-term impact

THE SPORTSMART FUTURES PATHWAY



MINDSET SHIFT

Uncover strengths,
challenge limiting
beliefs and build
self-belief.



CAPACITY BUILDING

Practical training in
entrepreneurship,
personal branding,
communication and
business
fundamentals.



APPLY & PRACTICE

Participants
develop business
ideas, personal
pitches and real-
world solutions.



BUSINESS & BRAND BOOSTERS

Top ideas receive
coaching,
recognition and
seed capital
pledged.



SUSTAINABLE FUTURES

Participants move
towards income,
independence and
opportunity.

PROOF OF POSSIBILITY



112

YOUTH ENROLLED
IN THE
PROGRAMME



60%+

OF
PARTICIPANTS
WERE FEMALE



3

COHORTS
DELIVERED



MULTIPLE

PARTICIPANT
MICRO-
BUSINESSES
LAUNCHED



R24,000

IN SEED CAPITAL
PLEDGED TO
BUSINESS &
BRAND BOOSTER
WINNERS



"This programme changed
how I see myself and the
future I can build"

-Participant



BUILT TO MOVE BEYOND ONE SPORT

SSFP was successfully implemented in a cricket-based pilot, but the model is designed to work across sports, institutions and communities.

It is a sport-to-sustainability pathway model with the power to scale



DELIVERED IN PARTNERSHIP



luchalunako
the youth have it



CATCH TRUST
TALENT IS UNIVERSAL. OPPORTUNITY IS NOT

The SportSmart Futures Programme forms part of the Sport for Education and Sustainable Livelihoods in Africa (SESLA) Initiative.



PARTNER WITH US TO CREATE SUSTAINABLE FUTURES



FOR FUNDERS

Fund the next phase.

Invest in the rollout of SSFP across new sports, sites and communities, enabling more young people to build the entrepreneurial and personal capabilities needed to pursue sustainable livelihoods.



FOR SPORTS INSTITUTIONS & FACILITIES

Host the programme.

Bring the SportSmart Futures Programme to your athletes, coaches or sporting community and strengthen your existing sport development offering with a structured pathway focused on life beyond participation.

SPORTS ENGAGES YOUTH,
ENTREPRENEURSHIP SUSTAINS
THEM. SPORTSMART FUTURES
CONNECTS THE TWO.

LET'S EXPLORE THE NEXT
SPORTSMART FUTURES ROLLOUT.

 hello@luchalunako.com

 www.luchalunako.com



**Book a discovery
conversation**

CLICK HERE!

