

DE BEERS GROUP



DIACORE  
GABORONE  
MARATHON

A background photograph of runners at a marathon. In the foreground, a woman with dark curly hair, wearing a light blue surgical mask and a bright green athletic tank top, looks towards the camera. In the background, other runners are visible, including a woman in an orange top and another in a blue top, all wearing masks. The scene is outdoors with a blurred background.

DE BEERS AT THE DIACORE  
MARATHON 2022

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De Beers Entrepreneurship Hub is our flagship initiative and demonstrates our continued commitment to our Building Forever strategy and youth empowerment through skills and talent development.

Continuing the **Stanford Go-To-Market (GTM)** initiative launched in 2017, aimed at fostering youth entrepreneurship and innovation, 15 youth-led businesses will be accorded the opportunity to showcase their products and services at the Entrepreneurship Hub. GTM programme targets Botswana youth CEO's and founders aged 18 to 35 whose businesses have been operating for at least one (1) year.

This year, De Beers has also invited **MYSC (Youth Fund)** beneficiaries who were part of the recently ended **Forbes Under 30 Summit**.

Additional two youth exhibitors are De Beers' **Shining Lights Awards (SLA)** which is a jewellery design & Skills development initiative, held every two years, as part of the Beneficiation strategy and focuses on creating an enabling environment for growth, skills transfer, entrepreneurship, global experiences, and mentorship in the jewellery design sector for young aspiring jewellery designers.



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## National Youth Sports Development through Sponsorship of Botswana Athletes

De Beers has sponsored thirty (30) athletes from 16 Districts from across Botswana to run at the marathon. The athletes hail from areas including but not limited to Boteti, Masunga, Bobirwa, Serowe, Gaborone, Gumare representing Kweneng, Kgalagadi, North-West, Central and Kgatleng Districts.

Our sponsorship covers the athletes' transportation, accommodation, meals, running kits, and subsistence allowances.

Since Diacore is an AIMS certified, and IAAF affiliated marathon, it is a qualifier for the Commonwealth and Olympic Games. This sponsorship therefore aims to provide an opportunity for Botswana athletes to gain exposure to an international marathon and qualify for other international races in future.



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TITLE	FIRST NAME	SURNAME	NAME OF COMPANY	COMPANY BRIEF	PROGRAMME	AGE
Miss	Didintle Leatile	MOREKI	Organic Naturals	beauty products	<i>Go-To-Market De Beers partnership with Stanford University</i>	26
Ms.	Lebogang	Mmono	Just Ginger	Manufacture ginger	<i>Go-To-Market De Beers partnership with Stanford University</i>	TBC
Ms	Khumo	Makwa	89 Carat Street	Jewelry making	Shinning Light Awards – DB Jewellery programme	35
Mr.	Othata	Mokgwathi	Tsina Tota	Honey	<i>Go-To-Market De Beers partnership with Stanford University</i>	TBC
Ms.	Bonolo	Monthe	Maungo Craft	Gourmet' jam	<i>Go-To-Market De Beers partnership with Stanford University</i>	35
Ms	Olorato	Gaorakwe	AFROMUSE Designs	Leather products	<i>Go-To-Market De Beers partnership with Stanford University</i>	33
Ms	Natasha		Wing It on	Local Franchise providing assorted wing experience	MYSC	30
Ms.	Tuduetso	Tebape	Nubian Seed	beauty products	<i>Go-To-Market De Beers partnership with Stanford University</i>	TBC
Ms	Neo	Mosimane	Romantic Coffee Cups & Pups	Manufactures Coffee beans	<i>Go-To-Market De Beers partnership with Stanford University</i>	TBC
Mr	Phenyo	Maiketlo		Innovative mobile coffee bar, serving freshly brewed coffee at every event. .	De Beers Service Provider	TBC
Ms	Gaone	Otsile	La Calla	jewellery design and manufacturing, watches repair, jewellery design consultancy.	Shinning Light Awards – DB Jewellery programme	32
Ms	Mishingo	Aaron	Naga Earth (PTY) Ltd	Beauty products	<i>Go-To-Market De Beers partnership with Stanford University</i>	30

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