

2026  
AWARDS

The Cape Chamber of Commerce & Industry and the Cape Higher Education Consortium

# WESTERN CAPE ECONOMY INNOVATION AWARDS NOMINATION FORM 2026

Please complete this nomination form accurately, completely but succinctly.

## 1. Contact details

Nominator (Person)	Nominating Organisation	Signature	Date	e-mail address

Nominated Person	Nominated Organisation	Sub-sector one of the following: Private Sector or Academia or Public Sector or Non-Profit	Cell phone number	e-mail address
Velani Mboweni	LULA	Private Sector	0825025498	velani@lulaloop.co.za

## 2. Short description

**+100 word description of what the innovation / solution is and who needs to be recognised for which parts of the solution.**

*(e.g. new service /product /solution /regulation /infrastructure /institutional capacity)*

LULA is a mobility platform that connects businesses and their people to safe, convenient, efficient rides to work and beyond - ensuring teams arrive better and do better. By enabling access to economic opportunity, LULA saves time, money, and emissions - one shared ride at a time. LULA operates as a marketplace where small transport operators sign up as suppliers and get matched with large contracted work across a multitude of clients on a daily basis. The platform reduces the number of cars on the road whilst filling a critical

public transport infrastructure gap after hours between 18:00 and 06:00 where public transit is unavailable, unsafe or scarce – supporting the workforce in essential industries like hospitality, BPO, manufacturing, financial services and retail.

### 3. Detailed description

Please answer all the questions (a) to (j) below, and place answers in the prescribed place as indicated in the table below (to construct a results chain):

- a. What is the target business group/s that this innovation serves and improves?
- b. How many of these target businesses have already utilised this new solution?
- c. How did these businesses access and receive the new solution?
- d. What did this new solution help these businesses become better at?
- e. How did this help to improve their business performance? *Increased sales, lower costs, increased investment, increased employment, increased exports?*
- f. What exactly is this new innovative solution?
- g. What makes it new, compared what existed before? (Novelty in the WC economy)
- h. What makes it better than what existed before?
- i. How is/was the new solution made available to the target market / business group?
- j. What will ensure that the financial viability / sustainability of providing the innovative solution and the beneficial consequences remain intact over this period? *E.g. profitable business with enduring competitive advantage in the market. What is the expected longevity of this this solution? E.g. 5yrs, 10 yrs, 10+ years*

<b>Output:</b> A new catalytic innovation established, serves the WC economy	<b>Outcome:</b> Improved business environment (for the target business group)	<b>Impact:</b> Which target group of businesses benefitted & what improved for them	<b>Longevity:</b> Duration of benefits
<p>f. The new innovation is a demand responsive platform that optimizes transportation for employees 24/7 in the most cost efficient, reliable and environmentally friendly way, providing much needed transparency, reporting and safety.</p> <p>g. It's a tech first platform, that aggregates demand across multiple operators, offers better payment terms and reduces</p>	<p>i. It was made available through the internet, mobile and web applications and facilitated through the HR/Office Manager of the company</p> <p>c. They access the service via the LULA platform after a member of the LULA team successfully convinced the HR Manager or Office</p>	<p>a. Medium to large businesses (50-500 staff) who have to provide a subsidy or service to employees where public transport is unsafe, scarce or unavailable.</p> <p>b. over 200 businesses in South Africa have used LULA</p>	<p>j. LULA has been backed by Venture Capital firms from around the world and in SA. It is almost profitable. Furthermore, every ride maintains a stable margin and is profitable at a unit economics level. We have proven Product-Market Fit, price stability and reliable operations – which has given us a competitive edge relative to newcomers or incumbents trying to change their business model to replicate what we have built. The solution, coupled with new developments in AI we have</p>

<p>emissions – this is something traditional shuttle operators can't do and haven't done yet.</p> <p>h. Efficiency, scale, data, convenience of the process, the reporting on operations and the ability to scale up/down supply as customer needs grow or decrease. I also provides much needed transparency and a single source of truth.</p>	<p>Manager to sign a contract with LULA</p>	<p>d. It helped businesses take care of their staff better, reduce their income spent on transport and allow employees to arrive on time, safely so they can perform their best at work.</p> <p>e. It increased the ability for companies to source employees better from a wide range of areas; it helped improve timeliness of staff, retain employees and better staff wellness.</p>	<p>made, will likely last over 10 years</p>
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After completing the table, read from left to right. Check for coherence and improve if needed.

#### 4. Declaration of Evidence to verify results chain

What supporting evidence can you provide to verify the results stated above are as stated?

	<b>Output:</b> A new catalytic innovation established, serves the WC economy	<b>Outcome:</b> Improved business environment (for the target business group)	<b>Impact:</b> Which target group of businesses benefitted & what improved for them	<b>Longevity:</b> Duration of benefits
<b>What evidence can be provided?</b> e.g. Records, reports, peer reviews, and so forth	Industry research	Customer testimonials/references	Client reports and booking logs	Historic financial statements and customer testimonials

#### 5. Select the best category of award for this innovation

Sector	Award	Mark with "X"
<b>Public Sector</b>	6 x Catalytic innovations that contribute to growth.	
<b>Public Sector</b>	1 x Provincial- or National-government systemic innovation most impactful on economic growth	
<b>Public Sector</b>	1 x Municipal (LM+DM) innovation that is impactful on growth of their local economy	
<b>Public Sector</b>	1 x Public-sector innovation, enhancing good governance.	
<b>Safety &amp; Security</b>	1 x Innovation enhancing precinct safety & security.	
<b>Labour Market</b>	1 x Labour market efficacy award Reducing impediments to increased employment.	
<b>Academia</b>	1 x Research most impactful on competitiveness of Industry	
<b>Academia</b>	1 x Tertiary education best aligned to Industry / market needs	
<b>Academia</b>	1 x Most successful start-up / spin out	X
<b>Academia</b>	1 x Entrepreneurship development in higher education	
<b>Industry Sector Bodies</b>	1 x Institution/s strengthening stakeholder cooperation to enhance competitiveness of their Industry.	
<b>Organised Business</b>	1 x Institution/s strengthening stakeholder cooperation to enhance competitiveness of their business precincts.	X

**6. Check that you completed all that is necessary.**

**7. Submit this documented and/or video recorded to [innovation@capechamber.co.za](mailto:innovation@capechamber.co.za).**

Thank you for helping us discover and celebrate the champions shaping a better WC economy!