



10X You,  
Your Team,  
Your Business



## Jason Goldberg

Co-Founder, Edge Growth  
Co-Founder, Vumela Fund  
Founder, 10X Entrepreneur (10X-e)



[View Jason's LinkedIn Profile](#)



B.Phil Sustainable Development (Cum Laude),  
Stellenbosch University

B.Sc Electrical Engineering (Hon) (Cum Laude),  
University of Cape Town

Jason Goldberg is a venture growth partner (for founders and VC's) and a high growth SME support program specialist (for DFI's). He is passionate about impact entrepreneurship on the African continent and focussed on finding, funding and growing high potential, high-impact

After qualifying as an Electrical Engineer, Jason started his career at Bain & Co in Strategy Consulting in South Africa and Latin America. At Bain, he experienced his first taste of venturing while helping De Beers Technology commercialise world-class technology, Lodox, which could not be used in their mines.

He then spent two years as a corporate strategist in the airline industry in Latin America after the 9/11 crisis, where he forged international partnerships to expand LatAm's outsourcing of airline maintenance services and implementing cutting-edge technology across airline operations on multiple continents.

### 2005

Jason shifted his attention to the social plight of Africans and the critical priority of job creation through entrepreneurship. He has spent the last ten years creating scalable models for finding, funding and growing high-impact, high potential ventures.

### 2007

Jason founded Edge Growth, one of SA's leading venture firms today. Soon thereafter, he founded and operationalised the Edge Corporate Advisory business where he advised numerous multinational and large South African clients on enterprise and supplier development.

As a result of the experience he gained in the sector, Jason has become a prominent thought leader in SA's enterprise and supplier development space. He also operationalised the Edge Fund Management business and started the Vumela Fund - one of Africa's largest private sector Impact Funds today - capitalised by the FirstRand Group and the Jobs Fund.

The Vumela Fund makes \$120 000 - \$1 200 000 worth of investments in early stage, high-growth, high-impact firms and is one of the Jobs Fund's most successful investments. Jason also supports other global Impact Funds like Omidyar Network to support and grow their portfolio companies.

### 2016

Jason launched a new Edge Growth start-up called 10X Entrepreneur (10X-e) with a mission to address the number one constraint to job creation in South Africa and Africa. 80% of the top 1% of ventures get stuck or fail prematurely due to a critical shortage of Scale Up skills required to navigate the treacherous terrain of scaling a business from a start-up to a large, mature organisation.

This gap is the most underestimated and most important obstacle to successful venturing - and hence job creation - in Africa. 10X-e's mission is to address this constraint by providing a CEO incubation programme designed for CEOs and executive teams that consists of the most powerful and cutting-edge Scale Up training, coaching, tools and practical support on a 'just in time' basis within an affordable business model.



Through Jason's leadership, 10X-e has worked with 441 companies and created more than 1100 jobs to date.

