



## About the programme

The Investment Readiness Programme aims to provide value-added facilitation of access to finance for entrepreneurs.

The programme seeks to capacitate entrepreneurs to apply for funding and navigate the investment process through a structured programme.

The programme further seeks to capacitate entrepreneurs in business fundamentals that could potentially allow them to position their companies for investment or to raise funds.

After attending a half-day capacitation workshop, entrepreneurs may also qualify for post-workshop support. Post-workshop support will be given to qualifying entrepreneurs in the form of:

- an investment readiness gap analysis presented in a report to client, which will allow them to identify investment risks, from legal to compliance and financial risks;
- possible linkages to funders through a profiling process and funder introductions aiding the selection of the appropriate funding partner; and
- assistance with a due diligence preparation plan (upon proof of application to funders), which will assist the client in managing their investment process with the funder.

## Benefits of the programme:

- It exposes you to simple but effective business planning techniques.
- It helps you understand and navigate the investment process better.
- It will assist you in understanding the mind of an investor or funder.
- It will help you strategise and plan your investment approach effectively.

## Participation criteria:

- registered and trading for minimum of 3 years
- tax compliant or must have submitted an application to SARS
- must have viable revenues, be cash positive and profitable
- must be able to produce at least 3 years annual financial statements (signed off)



# What does the programme cover?

**The programme has three main focus areas:**

## **1 Equipping the entrepreneur**

Entrepreneurs will be exposed to critical concepts and will identify key areas of the business a funder will look at such as:

- understanding the funding landscape and the forms of funding
- the investment process and undergoing a due diligence
- the business model and business planning
- the market analysis and proving viability
- factors that affect access to market and sales strategies
- understanding and applying key financial analysis techniques
- deal makers and deal breakers for funders

## **2 Conducting an investment readiness gap analysis**

Through a pre-funding assessment, the entrepreneur will have an opportunity to understand what shortcomings, risks and information gaps they exhibit before applying for funding. The analysis focuses on:

- assessing the client's business model
- conducting a legal and compliance assessment
- a financial analysis

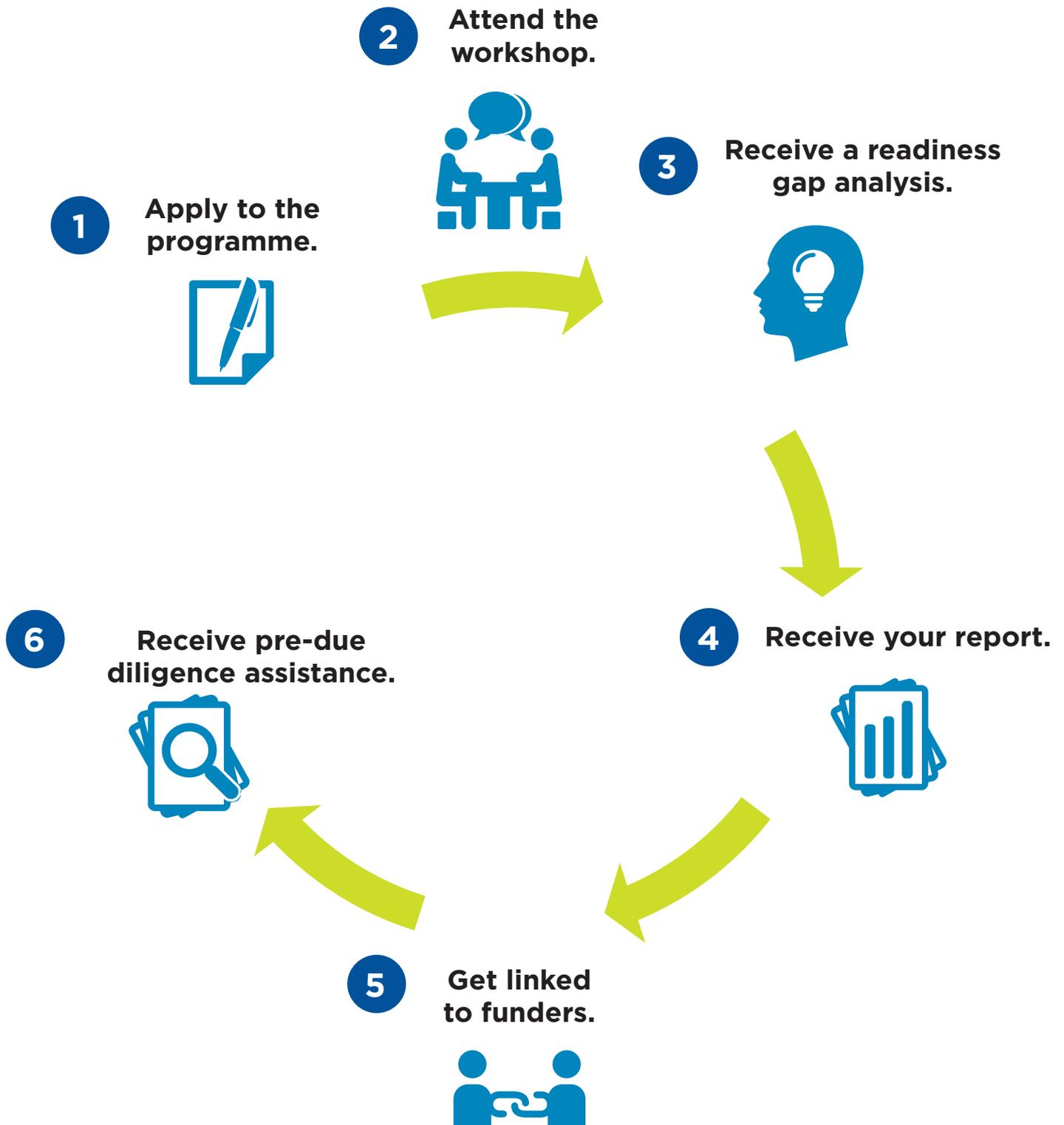
## **3 Preparing clients for a potential due diligence**

Here each qualifying client will receive a bespoke preparation plan, which could act as a guide in helping the entrepreneur prepare themselves for funder interactions.

The preparation plan will take into consideration the funder(s) concerned and the uniqueness of the business as well as the type of funding that the business has applied for.



## How it works:





## When can I expect to attend the programme?

Investment Readiness Programme sessions across the province will commence from **June 2017** onwards. Sessions will be held in the following regions:

Month	Region	Town
June 2017	Cape Metro	CBD x 2 sessions
July 2017	Cape Winelands Central Karoo	Stellenbosch Beaufort West
August 2017	Eden	Mossel Bay
September 2017	Overberg	Caledon
October 2017	Westcoast Eden	Saldanha Bay George
November 2017	Cape Metro	CBD x 2 sessions
December 2017	Cape Winelands	Paarl
March 2018	Cape Metro	CBD

\*These are indicative dates, subject to change.



## For announcements, consult the following media:

- The provincial website: [www.westerncape.gov.za](http://www.westerncape.gov.za)
- Twitter via the official handle and hashtag : @WCGov and #IRP2017
- Facebook via [www.facebook.com/WesternCapeGovernment](http://www.facebook.com/WesternCapeGovernment)
- Your local and mainstream newspapers for advertisements



## For more info:

**Contact:** Peter-Jon Thebus

**Tel:** 021 483 9026

**Email:** [Peter-Jon.Thebus@westerncape.gov.za](mailto:Peter-Jon.Thebus@westerncape.gov.za)

## Past programme successes:



**> 80 SMMEs supported**



**7 events hosted**



**> R12 million raised by SMMEs**

## What others had to say about the programme:



“With the first roll out of the Investment Readiness Program and networking with other funders on the panel, Business Partners have **successfully funded three** different entrepreneurs.

We would like to continue our support for and association with this initiative.”

**Arnold February**  
Area Manager: Metro  
Business Partners Limited

Company Name: \_\_\_\_\_  
 Registration Number: \_\_\_\_\_  
 Contact Person: \_\_\_\_\_  
 Contact Number: \_\_\_\_\_  
 Email Address(s): \_\_\_\_\_  
 Business Address: \_\_\_\_\_

What does your business do?	
How long has your business been in operation?	
Why do need funding?	
What will the funding be spent on?	
How much funding do you require?	R
What is your BBBEE level?	
Do you have any black ownership? What is the % ownership held?	

**Which programme session would you like to attend? Please Tick**

Month	Region	Town	
June 2017	Cape Metro	Session 1	
		Session 2	
July 2017	Cape Winelands Central Karoo	Stellenbosch	
		Beaufort West	
August 2017	Eden	Mossel Bay	
September 2017	Overberg	Caledon	
October 2017	Westcoast Eden	Saldanha Bay	
		George	
November 2017	Cape Metro	Session 1	
		Session 2	
December 2017	Cape Winelands	Paarl	
March 2018	Cape Metro	CBD	

What best describes you: **Please tick**

No knowledge of which funders exist	<input type="checkbox"/>	Not yet started identifying funders	<input type="checkbox"/>
Basic information about funding available	<input type="checkbox"/>	Done some desktop research on funding	<input type="checkbox"/>
Already contacted 1 or more funders	<input type="checkbox"/>	Had 1 or more meetings with funders	<input type="checkbox"/>
I have recently submitted an application	<input type="checkbox"/>		<input type="checkbox"/>

**How well do you understand your company's business model?**

No understanding	<input type="checkbox"/>	Some understanding	<input type="checkbox"/>	Good understanding	<input type="checkbox"/>	Very good understanding	<input type="checkbox"/>
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**How much do you understand about the investment process?**

No understanding	<input type="checkbox"/>	Some understanding	<input type="checkbox"/>	Good understanding	<input type="checkbox"/>	Very good understanding	<input type="checkbox"/>
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**How much do understand about market research and determining/ proving market viability?**

No understanding	<input type="checkbox"/>	Some understanding	<input type="checkbox"/>	Good understanding	<input type="checkbox"/>	Very good understanding	<input type="checkbox"/>
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**How much do understand about and the use of financial analysis techniques?**

No understanding	<input type="checkbox"/>	Some understanding	<input type="checkbox"/>	Good understanding	<input type="checkbox"/>	Very good understanding	<input type="checkbox"/>
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**How aware are you of what growth and sales strategies can be used to grow your business?**

No understanding	<input type="checkbox"/>	Some understanding	<input type="checkbox"/>	Good understanding	<input type="checkbox"/>	Very good understanding	<input type="checkbox"/>
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**How much do you know about what a due diligence process entails?**

No understanding	<input type="checkbox"/>	Some understanding	<input type="checkbox"/>	Good understanding	<input type="checkbox"/>	Very good understanding	<input type="checkbox"/>
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**Please rate yourself as to how equipped you think are to prepare your business for investment?**

(1= poor and 4 = extremely well)

1	<input type="checkbox"/>	2	<input type="checkbox"/>	3	<input type="checkbox"/>	4	<input type="checkbox"/>
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What was your turn over the last two years? (Example) →

Year 2014	Year 2015
R 200 000, 00	R 350 000, 00

Year 20( )	Year 20( )
R	R

I hereby declare that I/ we (the business) are in pursuit of sourcing funding and as such hereby give permission to the Department to make our contact details available to potential funders.

Signed: \_\_\_\_\_ as \_\_\_\_\_ Date: \_\_\_\_ / \_\_\_\_ / 2017

Director/ CEO/ Founder





Department of Economic Development and Tourism  
10th Floor, NBS Waldorf Building, 80 St George's Mall, Cape Town, 8001  
Tel: +27 21 483 9026  
[www.westerncape.gov.za](http://www.westerncape.gov.za)

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**Western Cape  
Government**  
Economic Development  
and Tourism