

Dear entrepreneur

Thank you for applying to join our Comprehensive Enterprise Development programme. This document provides more information about both Raizcorp and the programme.



### ABOUT THE PROGRAMME

Comprehensive Enterprise Development (CED) is Raizcorp Arize's premium enterprise development programme. It has been designed to help you scale your existing business to the point where it is ready to become part of a supply chain.



### WHAT ARE THE CRITERIA FOR JOINING?

To be considered for the CED programme, you must:

- Have a business that is at least **51% black owned**
- Have minimum average monthly turnover of **R10 000**
- Be active in your business **full time**
- Have been trading for at least **six months**
- Be **18 years** or older
- Be responsible for your own **transport**
- Have a **cell phone**, a **computer** and an **email address**

### WHAT DO YOU GET IF YOU ARE CHOSEN?

Our CED entrepreneurs have access to the Raizcorp value stack which means you will receive:



#### Access to infrastructure

Business infrastructure is expensive and often not ideally located. As part of the Raizcorp programme, you'll have access to rooms, boardrooms, IT and front-desk infrastructure, and the use of our hot-desk facilities. You can also rent offices on a month-to-month basis.

The true benefit of using our infrastructure is that your clients and potential clients will interact with you in a professional context and see you in a more professional light. You'll be able to use Raizcorp's facilities at all its branches across South Africa and Africa. As an example, one of our successful millionaire entrepreneurs cited all of

### RAIZCORP MAGIC!



Raizcorp's branches as his branches in his brochures and, as a result, was able to generate business in four of the six towns in which we operate. We would encourage you to do the same.



### *Back-office support*

Small businesses need certain staff resources to grow. However, many businesses can't afford these resources or can't make full enough use of them to make it cost effective to employ staff full time. Often, a small business will do without a bookkeeper or receptionist which can have a negative impact.

As part of Raizcorp's programme, we'll give you access to our professional staff including a receptionist, a bookkeeper, a hospitality hostess and so on. They are always ready to assist you in any way possible. The biggest component of this is bookkeeping. When entrepreneurs are looking for funding, the state of their books and their financial discipline are critical factors. We generate books\* for our entrepreneurs in a professional way and these can be submitted to potential investors. Remember, many financial institutions see Raizcorp entrepreneurs as lower risk and trust our bookkeeping ability.

\*Terms and conditions apply



### *Business guidance*

Each of our entrepreneurs receives a team of entrepreneurial guides who act as "mentors" on strategy, finance, marketing, sales and personal development. Our guides are regarded as the crème de la crème of business "mentors". They are carefully selected, highly trained and full time to ensure that you receive a high-quality experience and interaction that will help move your business to the next level.

Your guiding team will work with you to find ways through challenging decisions and situations, and will help you integrate what you learn on the programme into your business. The team will become your support structure and will ensure that your thinking is more robust and authentically challenged. Our guides and entrepreneurs develop intimate relationships over the years, often becoming lifelong confidants and supporters.



### *Entrepreneurial learning*

Successful entrepreneurs are lifelong learners who are obsessed with obtaining information and skills to unlock their entrepreneurial potential. We provide an approved and highly recognised practical learning curriculum for both you and your staff. The curriculum includes subjects such as entrepreneurship, marketing, sales, finance and personal development to ensure that you have every opportunity to supplement your gaps and areas for growth.

There is so much to learn about business and there are many fundamentals that entrepreneurs seem to skip in their journeys towards building successful businesses. As a result of lack of knowledge, businesses tend to fail or crumble as they begin to scale and grow.

Raizcorp provides a significant entrepreneurial learning base to give you the best chance of making the right decisions, building the right systems and developing the right strategies. Both entrepreneurs and their

staff\* can take advantage of our learning to ensure they are up to date with the latest in entrepreneurial education and thinking.

\*Terms and conditions apply



### *Access to specialists*

As a growing entrepreneurial business, at some point you will need specialist services in areas such as tax, human resources and legal. Many young businesses are unsure of the appropriate specialists to engage with, who are cost effective and experts in their respective fields. Raizcorp has developed a panel of various specialists for our entrepreneurs to choose from, who provide their services to our programme participants at special rates or even pro bono.

The entrepreneurial journey tends to throw out numerous curve balls that sometimes require specialist advice. It's important for you to have specialists who are trustworthy and appropriate for your stage in the entrepreneurial journey. If you are hit by an entrepreneurial curve ball, simply ask your guides if Raizcorp has a specialist who can assist you.



### *Access to markets*

We understand the importance of access to markets for growing entrepreneurial businesses. For this reason, we have created different channels to markets, ranging from access to over 500 businesses on our current programmes, access to over 13 000 alumni businesses\*, direct access to large corporate supply chains\* and more.

\*Terms and conditions apply



### *Access to finance*

Cash flow is the lifeblood of any growing business, and entrepreneurs are always searching for ways to access more finance at the right time. Although we don't provide funding ourselves, we provide access to a network of finance institutions that could provide you with the financing you need. Being on one of our programmes increases your probability of accessing this finance. You need to bear in mind that not all businesses are ready for finance. Raizcorp will work with you to make sure your financials are in order so you have the highest chance of receiving finance.



### *Raizcorp community – the magic!*

The Raizcorp community is one of the most underrated elements of our value stack. Being part of a community that cares, that supports and that pushes you through the darkest moments is invaluable. If you participate in a Raizcorp programme, you automatically become part of an entrepreneurial "cohort". Your cohort will become an incredible support system to you and your business into the future. You support your fellow entrepreneurs, and they support you. We encourage you to engage in as many Raizcorp events as possible. You will meet the most incredible people who will support you and your entrepreneurial journey.



## HOW DO WE SELECT OUR ENTREPRENEURS?

All applicants to the CED programme undergo an intensive eight-step selection process so we can find entrepreneurs with what we call *blue heart*. (Blue heart is how we describe the specific entrepreneurial traits we believe are essential for success.)

### STEP 1

#### Application

You complete an expression-of-interest form which provides us with important information about you and your business. You have already completed this step.

### STEP 2

#### First interview

Based on your application form, we will invite you to a first interview with one of our qualified entrepreneurial scouts. This normally takes about one hour and is booked in advance.

### STEP 3

#### Entrepreneurial assessment

If you pass the first interview, we will ask you to complete an online Raizcorp entrepreneurial assessment. The cost of this assessment is R2 640 and you will be required to pay R460, while Raizcorp pays the remainder.

### STEP 4

#### Accounts and audits

We will carry out three audits: marketing, sales and personal. We use this to benchmark your growth.

### STEP 5

#### Second interview

If you pass both the entrepreneurial assessment and the audits, we'll ask you back for a second interview where we will ask further questions. In addition, during this interview, we'll give you the results of your entrepreneurial assessment along with feedback.

### STEP 6

#### Due diligence

You will be required to submit your financial documents so that we can carry out a basic due diligence and financial baseline.

### STEP 7

#### Purple Panel

You will be asked to make a presentation about your business to a panel of Raizcorp entrepreneurial guides. This session is booked in advance. You will be given a standard presentation template to complete and submit.

### STEP 8

#### Sign contract

If you pass the panel, you will be invited back to sign your contract with Raizcorp. At this final session, we'll give you a report on your Purple Panel and suggestions about what you should be focusing on in your business.

## WHAT IF YOU AREN'T ACCEPTED ON THE PROGRAMME?

If you aren't successful with your first application, you can try again in six months' time. You can also become part of our community of entrepreneurs by following Raizcorp and Allon Raiz (our chief excitement officer) on LinkedIn, Twitter and Facebook:



@\_Raizcorp  
@allonraiz



Raizcorp  
Allon Raiz



Raizcorp  
Allon Raiz 2<sup>nd</sup>

Here, you'll find business tips, motivational insights and news on other opportunities Raizcorp is offering.

## MEET ONE OF OUR MANY SUCCESSFUL ENTREPRENEURS

### Ayesha Hamid Laher | AHL Water

After completing her Honours and Master's degrees in science, Ayesha joined the water division of one of the largest consulting companies in the world, eventually heading up their water systems division in Gauteng. At this point, she realised that being an executive was not for her as she really missed doing technical work.

When she was offered a private six-month project, she decided the time was right to hit out on her own.

In the beginning, her business was about making enough money to support herself and her children ... she had no clear, long-term vision for the business. One of her corporate clients decided to put her forward for the Raizcorp CED programme. After attending her first session, she said, "It hit me like a ton of bricks how little I actually knew about business."

After starting on the programme, Ayesha signed a large contract as part of a consortium and has also secured contracts with a large private hospital. In addition, she is bidding on a huge contract with the Department of Water and Sanitation.



## MORE ABOUT RAIZCORP

Raizcorp has been helping entrepreneurs to grow their businesses for almost two decades and, according to *The Economist*, is the only genuine incubator in Africa.

We currently support over 500 businesses on our high-touch Prosperator programmes with 3 000 entrepreneurs served across all programmes every year. To date, 13 000 businesses have graduated from our programmes. We also provide over 220 children with entrepreneurial schooling through our educational division, Camden.

Here is what a few of the entrepreneurs on our programmes have had to say about Raizcorp:

"Thank you to Raizcorp for embracing my vision, helping me to clarify it and continuously inspiring me to keep believing in it."

*Belinda Mapongwana | Mapongwana Attorneys*

"I am very grateful to Raizcorp for all the knowledge and wisdom they have shared with me, and for truly believing in me and my business. Thank you to the guides, who I am always bouncing ideas off, and to all those who have presented our learning sessions; the knowledge they have imparted has been amazing. We've shared so much together throughout this journey."

*Molefi Letsiki | ML Diamonds*

"If there were more businesses of the calibre that Raizcorp produces, this country would be a better place."

*Nomsa Nteleko | OS Holdings*

"To Raizcorp, we are now family, and family is everything to me. I want to thank you for your unselfish dedication, the professional way in which you conduct your business, the pleasant disposition of all your staff, and the passion with which you execute your duties."

*Keith Crocker | Crockers Iron & Metal Works*



## FAQs

*How long will it take for you to get back to me about my application?*

Raizcorp Arize has a policy to respond telephonically to all applications within five working days to have a discussion which may result in a first interview.

*Am I guaranteed a place on a Raizcorp programme?*

All Raizcorp Arize programmes are sponsored by corporates who provide funding for the bursaries. If funding is available and if you pass the full selection process, you will be eligible for a bursary as and when the funding becomes available. This can range anywhere between immediately to one year.

The average time to be allocated on to a programme is three months. If, for whatever reason, you are on the waiting list for more than six months, you will be contacted by the selection team to refresh your details (at no cost) to increase your probability of being selected for a programme.

*What are my chances of being accepted on to a Raizcorp programme?*

Our current statistics are that one in 20 people who apply are selected for a Raizcorp Arize bursary programme. However, once you've been selected, there is a 95% chance that you will be allocated to a bursary.

*How much time will being on the programme require from me?*

The CED programme will require both a direct and indirect commitment from you. In terms of direct commitment, you will be expected to attend a minimum number of hours of guiding (meetings with your guides) and learning (attending classes) at Raizcorp. This works out to 139 hours per year or an average of 12 hours per month.

Entrepreneurs who feel that they are "too busy" to commit to sharpening their blades (in other words, improving their business's probability of success) should not apply for this programme. The benefits of improving your business skills, your networks and your ability to attract funding are increased significantly by

attending and completing the programme, and Raizcorp Arize is looking only for those who are deeply committed to self-improvement and their own growth. In terms of indirect commitment, you are expected to complete your assignments, complete your required reading and apply the knowledge you gain within your business.

### *Do you provide funding?*

Raizcorp does not directly provide any funding to entrepreneurs. However, being on a Raizcorp Arize programme is regarded by various financial institutions as a de-risking factor which means a higher probability of successfully attracting funding. A number of financial institutions work with Raizcorp to provide financial support to our Arize entrepreneurs. Please bear in mind that this is not guaranteed.

### *Are there any hidden costs?*

There are no hidden costs in joining a Raizcorp Arize programme. You will encounter only two direct costs: R460 which covers 17% of the entrepreneurial assessment fee (the 83% balance of the total cost of R2 640 is paid for by Raizcorp); and, only after you have been allocated to a programme, you are required to pay the annual non-refundable commitment fee (which is R1 800 in the first year) to ensure your commitment to the programme. Other than these, there are no other costs for the entrepreneur to pay.

### *What is the programme valued at?*

The annual value of the CED programme is R320 300 which is the amount that your corporate sponsor pays for your bursary. (Please note that this bursary is not available to you in cash nor is it transferable to anyone else.) This cost covers the comprehensive, high-touch and intensive nature of the Raizcorp Arize offering, and we urge you to take every opportunity to embrace all the learnings and attend all your guiding sessions to ensure you receive the maximum benefit of this premium programme.

## **BENEFITS**

There are numerous benefits to participating on the Raizcorp CED programme. These include:

1. Improving your business acumen to ensure a higher probability of business success
2. Increasing your probability of receiving working capital and growth funding through better financial disciplines and brand association with Raizcorp Arize
3. Increasing the long-term sustainability and profitability of your business through better systems, processes and decision making
4. Building a support system around you to help you through the ups and downs of the entrepreneurial journey
5. Creating lifelong friendships with your fellow classmates that will serve you in both your business and personal journey.

## GALLERY



New entrepreneurs attend Ignition to learn more about the programme and what is expected of them.



Our entrepreneurs can speak freely to their guides about their challenges and the actions they're going to take.



Our entrepreneurs receive an accredited entrepreneurial learning curriculum delivered by experienced facilitators.



All successful entrepreneurs, their corporate sponsors, friends and family are invited to our graduation ceremonies to celebrate their successes.



My name is **Nelly Selepe** and I am here to help you through the selection process. If you have any questions or need my help in any way, please feel free to get in touch with me at:

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✉ [nellys@raizcorp.com](mailto:nellys@raizcorp.com)

I wish you the best of luck with your application.