



FUNDING CLINIC PART 1

OBTAINING THE RIGHT FUNDING

Obtaining the right funding to grow your small business can be daunting, particularly if you are not familiar with the different options available.

The following guests will be hosting talks on funding options available to small businesses:

» **Ryan Cameron and Frederick De Ridder from UsPlus**

Tailor-made business finance: Traditional financing and the emergence of viable alternatives and why they are sometimes better or more suited for your SME's particular needs.

UsPlus: Is a finance organisation with a developmental agenda, enabled by cloud based technology that specialises in providing flexible working capital solutions to SMEs. Their tailor-made funding model operates to mirror the trading cycles of the businesses they work with, with the purpose of improving payment terms while working to promote the overall cash flow position of a growing business.

» **Tsakani Chauke from the Small Enterprise Finance Agency (SEFA)**

Sefa funding criteria and businesses we have funded

SEFA: Sefa is a Developmental Finance Institution (DFI). It was formed in 2012 through a merger of Khula Enterprises, South African Micro Finance Fund (SAMAF) and the Small Business Division of IDC. Sefa's role is to fund SMEs.

 Date | 23 March 2017  Time | 10:00 - 13:00  RSVP | info@riversandshub.co.za
www.riversandshub.co.za/events

SPEAKERS BIO

RYAN CAMERON

Holds a Postgraduate Diploma in Corporate & Company Law from the University of South Africa, an LLB (Company Law, Transnational Business Law, Law of Securities and Alternate Dispute Resolution) and a BCom (Law, Finance and Accounting) from the University of Pretoria. He has also been admitted as an attorney of the High Court of South Africa and is currently enrolled on the non-practising roll of attorneys.

FREDERICK DE RIDDER

Is a socially responsible individual driven to effect meaningful change to the South African landscape. He holds an MPhil in Technology Policy from the University of Cambridge UK (Judge Business School, Department of Engineering & Cambridge-MIT Institute), and a BSc in Civil Engineering (First Class Honours) from the University of Cape Town (South Africa). He previously co-founded and served as director of Mukana Global, a niche provider of working and venture capital investment for SMEs across developing markets. He has worked on SME/start-up investment projects across Africa (South Africa, Mozambique, Tanzania, Kenya and Nigeria) and in Switzerland for several years. Between 2013 and 2014, he was a non-partisan social activist and also spokesperson for different national campaigns centred on social justice and national development issues in South Africa. He is a member of the Faculty of Engineering & Built Environment Advisory Board at the University of Cape Town.

TSAKANI CHAUKE

Tsakani joined Sefa in January 2014 as a Credit Analyst and later moved to Direct Lending as the Regional Manager for Gauteng North which covers Pretoria and the West Rand. Tsakani's passion is seeing SMEs succeed and he has been in the SME space for over 10 years. He has also worked for Organisations like NEF, Business Partners, Nedbank and Absa.

Criteria for UsPlus Funding:

- » In business for at least 1-year, but preferably 3+ years; if the entrepreneur has a longer track record, but the current business is very young, UsPlus will create exceptions on a case-by-case basis;
- » Turn-over at least R1-million per annum (or on an annualised basis); again, there are exceptions, so if a business is close to this threshold, or can achieve it with our support, UsPlus are willing to have the conversation and look to build a relationship;
- » Funding need on shorter working capital cycles (typically less than 60-days) – pricing is also most competitive/sensible on shorter cycles; the typical cycle is 21-days, with the shortest being 3-days and the longest about 45-days;
- » The SME needs to have a clear value proposition and value-add;
- » Main debtors of the SME are in the private sector.