



**RAIZCORP**

**ICT SMME BUSINESS DEVELOPMENT**

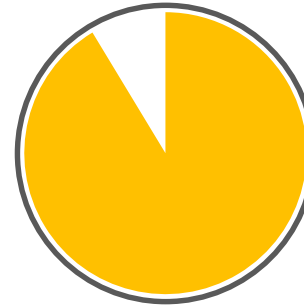
9 May 2017





71%

- Minister Rob Davies April 2013 – 5/7 businesses fail in their 1st year



90%

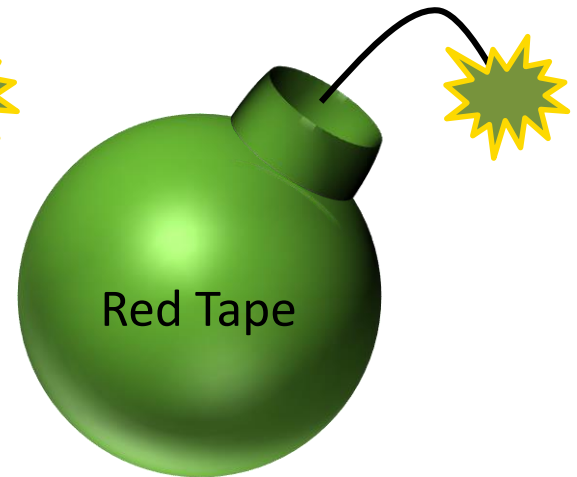
- Global Entrepreneurship Report – 9/10 ICT businesses fail in 1<sup>st</sup> their year



# Challenges Facing ICT SMME's

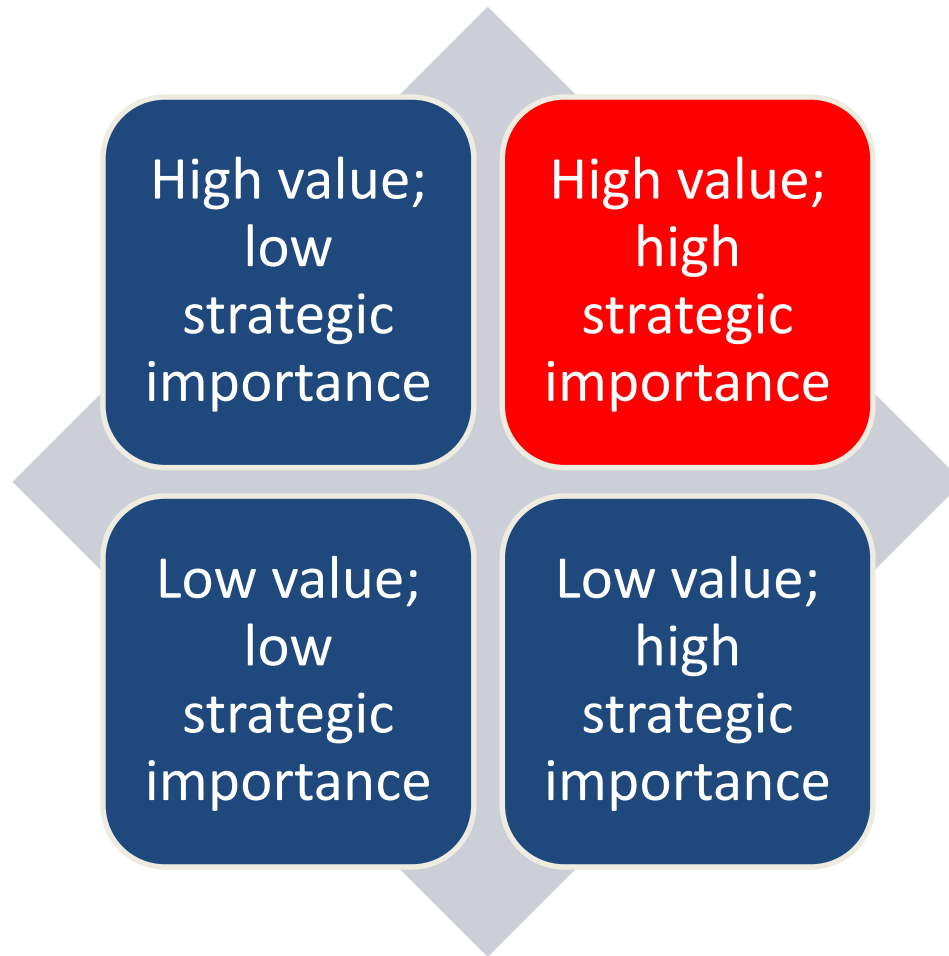


# Challenges Facing SMME's



# A Basic ESD Model



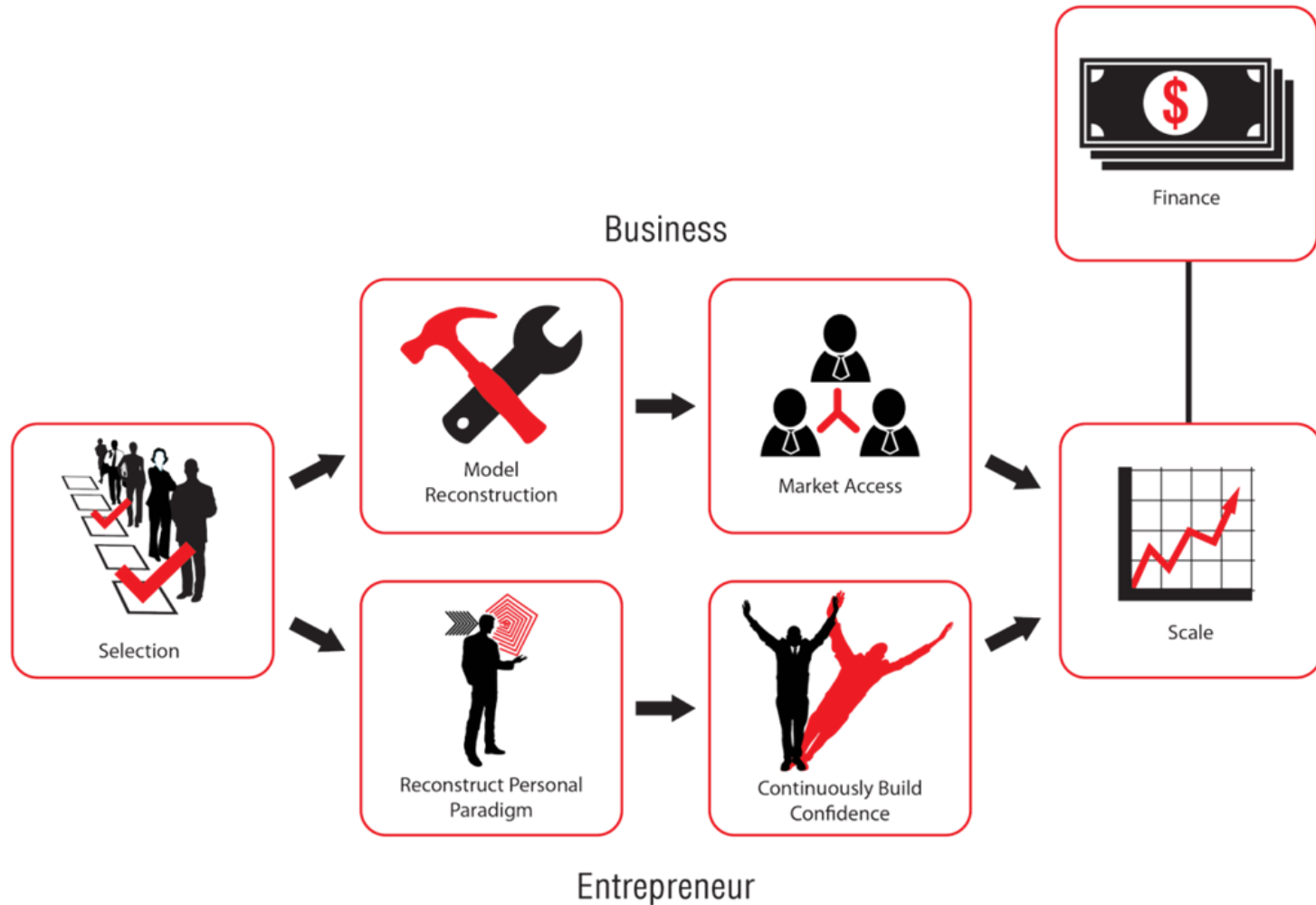


# Setting Yourself Up for Success

- 
- ✓ Top down buy-in
  - ✓ Engage & involve the business
  - ✓ Plan - start early
  - ✓ Define what success looks like



# Blended Business Development Model





# What Are SMME's Looking For



▶▶ Business guidance – Guide/Mentor/Coach



▶▶ Entrepreneurial Learning



▶▶ Access to Specialists



▶▶ Access to Finance



# Business Development Offering



▶ Access to Markets/Opportunities



▶ Back Office Support



▶ Access to Infrastructure



▶ Entrepreneurial Community



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