

B2B PLATFORM



THE CONCEPT



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Business enablement & growth

Why

Bring 1 million companies online by 2016 footprint by providing them business and technical support across ARAB-EU B2B Platform

How

SELECTION

Targeted SMEs :

1. Scalability of the business model
2. Need to get online and grow their businesses

EXECUTION

Strategic engagement with:

1. Strategic partners to act as accelerators
2. Recruiting solution partners who have SMEs as a primary target market with affordable solutions
3. Business training, mentorship, go to market support, providing access to resources

What

B2B Platform Portal

Startups and SMEs <500 employees

Provide solutions and services offerings to SMEs with an access to resources, great offers, e-learning modules, directory services and B2B marketplace

Partners ecosystem

Strategic partners & Solution providers

Establish a strong Partner ecosystem to promote B2B Platform and contribute to the program execution and sponsorship at a local level

Strategic approach

Target audience is Small Businesses in Arab-EU network

- 1-500 employees
- Start-up and existing businesses
- Pilot countries: Tunisia

Small Business

Build partners ecosystem with National SME agencies and Strategic Partners

- Form consortium with National & Government institutions
- Define locally relevant implementation and operations co-ownership
- Leverage Student to Business to provide IT advisory services
- Partner with Strategic Partners who have access to large SME networks

Strategic & National partnerships

Build a cloud infrastructure

- Act as catalyst
- Customized for each country to maximize local relevance
- Ensure robust support mechanisms in place

Cloud Hub

Deliver relevant, free resources, offers and solutions through Partnerships

- B2B Platform free "Get online" welcome package
- Software provider to provide relevant, affordable devices and services (Microsoft..)

Solutions

Business Model...

SME B2B Platform portal

Non-for profit: Catalyst > Trust, relevance

Link to
→

Solution providers

For profit



Business issue

B2B Platform

B2B Platform Hub

Single place to go:
Easy access to affordable
and relevant resources,
selected!

B2B Platform community

Marketplace
Knowledge base

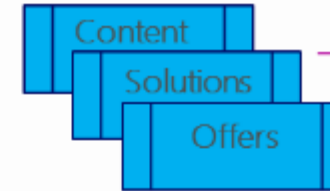


Reach, leads
→

MS SMB Portal



Solutions providers



Government

Agencies/ e-services



Sales, marketing and
support engines

User assistance

- Mail
- On premises (Gov agencies)

Students trained and placed
in government agencies

- ICT advisors

B2B Platform assistance

Welcome Package

Get online: Our commitment and SME prerequisite to leverage B2B Platform online in relevant countries

Welcome Package

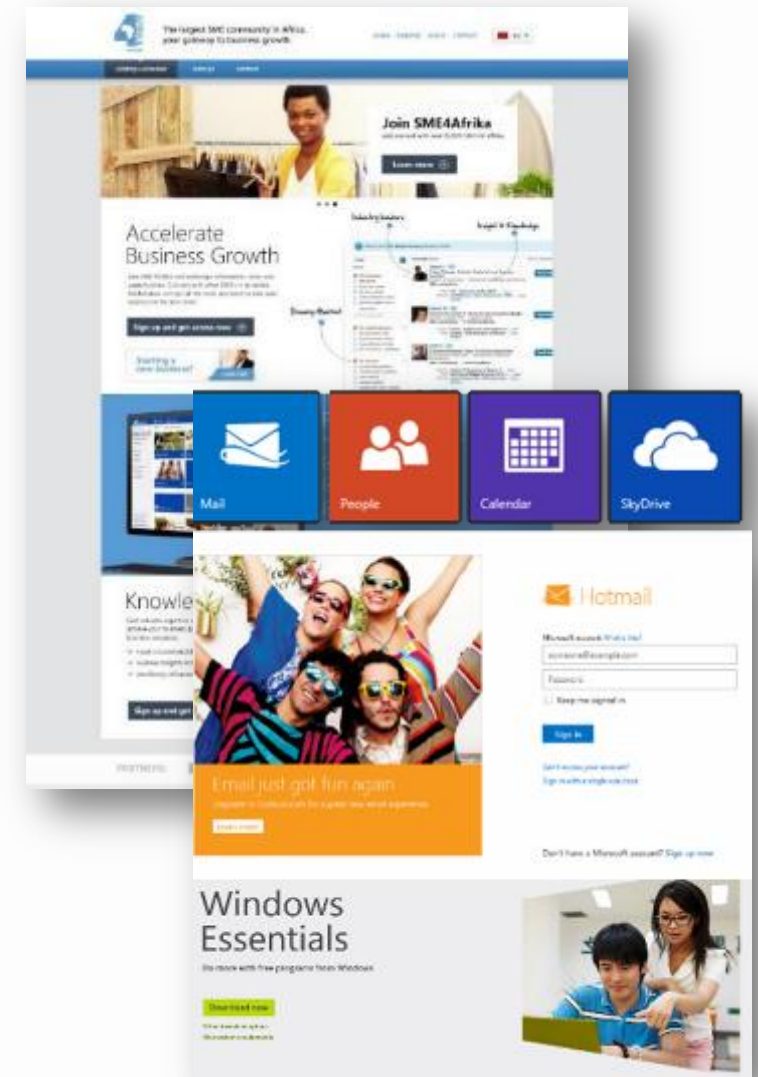
- A B2B Platform **special offer** that SMEs get when they register on the B2B portal
- **Free** domain, email, website and communication tools (for one year minimum)
- B2B Platf. partners subsidize the domain and other operational costs for the first year
- Complimentary services for « going online » (paid devices, connectivity, ...) are not part of the welcome package but can be proposed as optional solutions

Promise & Business Value

- **Value for the customer**
 - Get online for free, become more productive and do better business
 - Smooth and accessible ramp-up to value add paid solutions
- **Value for B2B Platform**
 - Incentive for people to register on the portal – build an SME community
 - Provide a platform to initiate a trusted business relationship with customers and sell paid services

Challenges

- Reduce operating costs to the minimum while keeping customer value high and better than existing offerings
- Recruitment of SMEs on the portal through appealing offerings & services
- Keeping up to date with the changing SME needs and competitor offers



Solutions - 9 categories & 35 sub-categories



<p>Finance & Insurance Bank Accounts Funding Financial Support Insurance</p>	<p>Accounting Accounting Services Bookkeeping Services</p>	<p>Legal Legal Services</p>
<p>Marketing Sales Services Marketing Services Branding Services PR Services</p>	<p>Administration Legislative Registrations HR Registrations Administrative and Consumable Services</p>	<p>Business Services General Services Property Services Procurement Services Health, Safety and Quality</p>
<p>Business Opportunities Access to business opportunities</p>	<p>Technology Communication Collaboration Business Applications Devices Security Connectivity Productivity Maintenance & Support Web Presence</p>	<p>People Incubation Services Training Services Mentoring & Coaching HR Advisory Services</p>

Solutions for SMEs – Model

Target audience

- Small business 1-500 employees
Start-ups and existing business

Solution provider

- Trusted brand in the country/ Reach
- SME is strategic focus
- Is focused on one of the nine services categories

Partnership terms

- Partner: Content, Solution, Offerings, support and promote B2B Platform
- Partner gets: Opportunity to upsell/cross-sell

Criteria for Solutions

(content, product or service)

- Designed for SME
- Exclusive for B2B Platform: Not mandatory but will drive preference
- **1st Phase - Horizontal:** Apply to the majority of SMEs

Simple

Relevant

Scalable

Affordable



B2B
South A

Strategic Partnerships

Strategic Partnerships with three leading players in the SME space in South Africa



Vodacom

Strategic Telco provider who assists with:

- Domain registrations
- Website Building
 - Telco offers
 - SMS gateway
 - Intern training
- Marketing to their database of SMEs



Seda

Strategic Small Enterprise Development Government Agency responsible for providing:

- Physical support to SMEs through walk-in centres
- Thought leadership on small business development
- Training and development of 46 interns to become SMEs or Business Advisors to SMEs over twelve month period



NSBC

Strategic National Small Business Council partner, responsible for:

- Accessing over 80 000 small businesses in South Africa
- Promoting Biz4Afrika at all their events and publications
- First line support to SMEs through email and telephonic support

Finance solution providers

Absa

1. Access to non-traditional lending
2. Access to markets through SCNET
3. Access to business support through their Enterprise Development Centres

Nedbank

1. Sharing of content
2. Co-launch new initiatives and functionality on SimplyBiz and SME4Afrika
3. Simultaneous registration of users on SimplyBiz and SME4Afrika
4. Small Business Friday
5. SimplyBiz start-up offer
6. E-Commerce solution to SMEs
7. PocketPos in conjunction with Nashua Mobile

Old Mutual

SME insurance: Asset insurance, Death & Disability, Key Man Insurance, Medical Aid, Small Business Group Provident Fund Solutions

Accounting solution providers

Accounting

1. PLP with SMEasy

SMEasy is an easy-to-use finance and business management system that is specifically designed for small businesses who struggle with accounting

2. Nedbank with Pastel

Pastel My Business Online is a hosted, multi-user accounting application with dashboards, graphs and drill-downs to any transaction that the SME and their accountant can access, 24/7.

Legal solution providers

Legal

PLP will provide legal online support functionality through their Bolster programme, where legal assistance is provided.

Legal advice varies from having difficulty to collect money from a creditor, to appointing a new shareholder for their business. Their Legal Advisor helpline puts SMEs in touch with legal advisors who can provide advice over the telephone. In addition SMEs can access at no cost a list of legal contracts and documentations like:

- Shareholders' Agreement
- Loan agreement
- General employment agreement
- Acknowledgement of debt
- Independent contractors' agreement
- Sale of shares
- Confidentiality agreement
- Sale of property
- Standard conditions of trade

In the event an SME need to speak to a lawyer face-to-face, they will assist in finding one. The first half an hour consultation is free of charge. There after discounted rates apply.

Marketing solution providers

Marketing Multiplicity:

Marketing Services for Free (only Phase II – not Phase I):

1. Free – CI Templates
2. Free – Logo Templates
3. Paid - Marketing assistant: R499p/m - R5,500 annum; Marketing Manager: R999p/m - R11,500 annum; Marketing Director: R2499p/m - R28,000 annum; Always on: Variable discounted rates to VP clients
4. All Pay: Skype consultations; Social media integration; Monthly marketing info; Unique services: Access to VP research; VP Networking; Printing services; Creative and Design Services; Media buying services; Website design; Social media management

Branding & Marketing:

1. Free - Booklet: Branding & Marketing for start ups
2. Free - articles weekly on branding and marketing your business
3. Free - questions online to check whether you have a robust approach to marketing your business
4. Paid: Workshops for start to assist them with an outline of a marketing plan
5. Paid: Branding & marketing packages e.g., start-up package – incl. marketing plan, logo development, web design, corporate ID, two Skype support sessions

Administration solution providers

Administration

Empowerdex

1. B-BBEE Certification – first 100 free, and reduced price for others
2. Accounting solution for small businesses

Business Services solution providers

Business Services

PLP

1. Free: Access to their site and discounted offers. Will customise for SME4Afrika members
2. Paid Services (R339 / month):
 1. Lead generation; Networking opportunities; E-Socialite; Legal Advisor; Personal Assistant; Appointment Manager; Labour Advisor; Business Admin Easy; Medical Officer; Skills Development; Recruitment Officer; Trauma Counselor

Piilo Software

1. Cloud HR solutions

On-sight

1. Mobile sales force tool

Dynamics Express

1. Cloud based ERP business solution suite

Business Opportunities solution providers

Business Opportunities

Supply Chain Network (free and premium membership models)

Buy-side

1. Supplier Discovery
2. Verified Information
3. Price Discovery
4. Vendor Master Data Management
5. Online Supplier Registration
6. Enterprise Development

Supply-side

1. Access to Markets
2. Profile Score
3. Document Management Solution
4. Tender Bulletin
5. Procurement Tools
6. Business Tips

MarketSqr (free and premium membership models)

1. RFQ functionality
2. Tenders
3. Innovation Portal

Technology solution providers

Technology

Techexperts

SME IT support with one month free support if the SME signs a twelve month SLA

Website Design:

1. Websites

Gamco

1. Website Designs

Azure

1. Piilosoftware – HR module
2. Maxcor – Sales automation

ThoughtCorp :

1. SEO and Marketing
2. Website Design & Development
3. Website Analytics & Conversion Optimisation
4. Lead Nurturing

Microsoft OEMs:

1. Monthly display of the latest offers from OEMs, relevant to SMEs

People solution providers

People

Shanduka Black Umbrellas

1. Online training portal for SMEs
2. Empowerdex BBBEE Certificate – R850
3. Content and link on the portal to apply to any of the incubators around the country
4. Networking and business development events
5. Promoting the SME4Afrika offering through its incubators and recruitment and networking activities
6. Shanduka Blackpages Enterprise and Supplier Development Portal

MEDO

1. SME Incubation exposure

RIVERBEND

1. Training & Mentoring

Raizcorp

1. Online 12 point fun assessment of whether the individual is an entrepreneur
2. Content that will be valuable to SME's and access to six events per year for SME's who want to learn and grow
4. Promotion of the highly subsidised Raizcorp incubation programme to SMEs on the SME4Afrika platform
5. Access for SMEs to eight walk-in centres around the country

Independent Institute of Education

1. Free academic entrepreneurship courses