

Speed-dating for funders, guide for entrepreneurs

As part of its guidance to startup entrepreneurs, the Seed Academy has developed an e-book and arranged a funding speed-dating event in Sandton on 17 September 2015.



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'The Essential Guide to Funding in South Africa', developed in response to a survey of almost 1000 South African startup entrepreneurs earlier this year, is available as a free e-book download. It covers some of the more current forms of fundraising such as crowdfunding, but the more traditional angel investors, public and private equity as well as venture capital funding and bank loans are covered too.

Donna Rachelson, chief catalyst at Seed Academy, explains, "It is clear from the organisation's first startup survey, and after training hundreds of entrepreneurs, that raising funds is the most common concern. The survey showed that 70% of respondents say they require funding to grow their businesses, 83% of start-ups are self-funded and only 3% fund their businesses from the vehicles formally established to support them. There is a tremendous demand for funding and substantial funding available but the entrepreneurs have a knowledge gap. This practical guide aims to show entrepreneurs how much support is available and how to go about applying for it."

The Essential Guide to Funding in South Africa has been written as a resource for early stage micro, small and medium size businesses to secure funding for their businesses. As an e-book, it will become more comprehensive over time, as funders and users add to the content. There are funding options for all types of entrepreneurs including women, those involved in green projects, mining, manufacturing, technology even businesses in distress are catered for. Download free at [The Essential Guide to Funding in SA](#).

Speed-dating event

"To celebrate the launch of resource, Seed Academy has set up funding speed dating." This will take place on Thursday 17 September at the Leaderex conference at the Sandton Convention Centre.

"The idea is to connect entrepreneurs and private and government sector funders. Each entrepreneur will be able to pitch his or her business to a range of potential funders. As a result, entrepreneurs will better understand the funding requirements of DFIs, banks, angel investors and venture capitalists. Funders will be able to grow their deal pipeline and be exposed to innovative businesses."

Practical training

South Africa is striving to create sustainable businesses and job creation and focus needs to centre on building an integrated entrepreneurial ecosystem. Seed Academy does this by offering entrepreneurs practical training, incubation and

support targeted at their specific business idea.

Its flagship 10-week training programme focuses on personal and leadership development, coupled with sound business processes to equip entrepreneurs at all levels with the skills and knowledge that they need to launch their businesses successfully. It goes into some detail about funding and pitching for funding.

Entrepreneurs run this course for entrepreneurs. It takes place once a week after hours in Cape Town and Johannesburg. Courses run all the time and entrepreneurs can apply for a sponsored place at www.seedacademy.co.za. Mentoring and incubation support is also offered.

For more, visit: <https://www.bizcommunity.com>