

Concept Document for:



One way to improve grant-funding success is to use grant facilitation. This is a service that would be provided by a new online utility called "MyDonor", which would be developed and managed by a subsidiary of AniCap Venture Partners called Blink.

MyDonor would be available to SMMEs directly and to all third-party investigators to help with grant preparation, editing, and formatting, as well as to ensure both that the proposal is organized so that ideas are logically developed and that it adheres to agency guidelines.

By using MyDonor, SMMEs will avoid the hassle of going from donor to donor dealing with tedious and repetitive paperwork and not knowing if it is getting the best kind of development assistance or access to the widest range of available support options.

With MyDonor, a development assistance consultant will be able to advise as to the most appropriate grant and subsidy options to suit an SMME's individual needs and source comprehensive technical assistance support from all the major donors and social investors. MyDonor will handle the bulk of the application process on behalf of the SMME and development assistance coordinators.

MyDonor is designed to facilitate and build upon existing state and non-state development programs, to grow emerging companies and to provide donors with improved access to SMME beneficiaries.

Benefits of MyDonor

MyDonor is one crucial component for the future organisation of SMME capacity development in the field of grant and subsidy application facilitation, bringing together donor Members and recipient SMMEs.

This mechanism is charged with ensuring that recipient needs are matched with donors, that potential gaps are filled, that transparency, coherence and where necessary co-ordination takes place between donors and recipients, and that assistance is directed, among other things, to implementing National Government's economic development strategy in this field.

MyDonor features several benefits to associated donors and social investors like SEDA/TEO:

- Better outreach to SMMEs; improved market access to donor support
- Better geographical coverage and access to capable service providers
- A bottom-up approach to service delivery, addressing present gaps between the needs of entrepreneurs and the types of services offered



- Improved coordination and communication within and between support networks
- Focus on developing financial markets and SMME access to finance
- Develops private sector SMME support institutions in a more sustainable fashion
- Improved beneficiary selection criteria for more sustainable SMMEs
- A private sector approach to sustainable SMME development and supply chain development

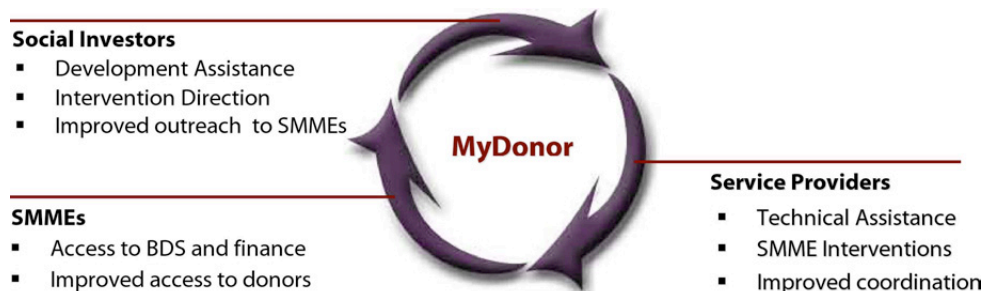
Also, service providers and SMMEs alike will appreciate how MyDonor improves access to the donor community and their development assistance programmes. All stakeholders will appreciate MyDonor's one-stop service.

MyDonor Business Model

Overview

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Operational Model



Gap in Market: SMMEs fail to access donor assistance

Limited impact of govt programmes

Government assistance programmes are difficult to access. There are many incentives available to registered businesses but red tape prevents access, application process is too cumbersome, and decision-making process is protracted. Moreover, large buyers, non-government training organizations and service providers to BEE SMMEs are confused about how to "join together" government support programmes and how they are adding value. This is due in part to the general lack of awareness of government initiatives to support entrepreneurs

because of insufficient promotion of initiatives and programmes.

Confusion and duplication

There is a need for new mechanisms that help to coordinate and integrate diverse social investors that currently support SMMEs independently. Social Investors should review the institutional arrangements currently in place to manage and coordinate grantmaking activities in the sector to ensure that all stakeholder needs and expectations are addressed.

Underemployed private sector



Moreover, there is a growing recognition among donor and development agencies that the private sector best understands the needs of SMME development and can best provide in those needs. Donors and development agencies find private sector entities more responsive partners to work with than government, especially in an area such as SMME business development support where quick decision-making is crucial.

SMME Markets are opaque

There is a need to contribute to SMME market transparency and quality. Benchmarking is difficult and firms expensive to identify and engage. Access to information is an often-cited barrier to accessing SMMEs, especially BEE SMMEs. This makes it difficult for either the public or private sectors to develop satisfactory assistance programmes to develop them.

MyDonor: a solution for SMMEs

Development Assistance Facilitation

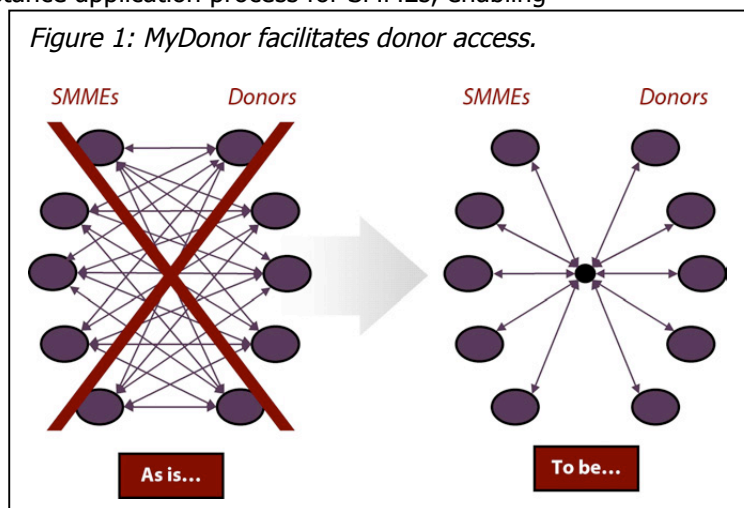
MyDonor, South Africa's first SMME grant and subsidy application facilitator, specializes in securing and managing the entire SMME development assistance process, offering speed and convenience to local SMMEs – with a particular aim to aid SMMEs owned by Historically Disadvantaged Individuals (HDIs).

Our national team of highly experienced development assistance consultants is supported by the most advanced grant and technical assistance processing centre in Southern Africa. Dedicated to providing the highest standards of service to our customers, our development assistance consultants offer our clients a professional and personalised grant application experience, on behalf of our collaborating grant-makers.

One-to-Many Approach

MyDonor's proprietary grant and subsidy processing technology and paperless workflow solutions have re-engineered the donor assistance application process for SMMEs, enabling grant and subsidy applications to be submitted to multiple donors and subsidy providers simultaneously, ensuring streamlined approvals.

Having strong relationships with the country's major social investors, MyDonor offers independent advice and the widest range of choice when sourcing the best technical assistance funding support for our clients. Our experienced development assistance consultants are able to help our clients decide on the most appropriate grantmaker or social investor to suit their individual needs and provide them with personalised assistance throughout the entire technical assistance grant or subsidy application process, structuring their applications in the most effective manner so as to reduce the total cost of receiving technical assistance funding.



At MyDonor we like to emphasise the power of partnership. Our social investor partners enjoy the benefits for being able to offer SMMEs an 'in house' grant and technical assistance sourcing service through MyDonor, confident that we will deliver exceptional service when closing the deal.



Paperless, Online Tool

The MyDonor website is the first multiple grant application website in South Africa, capable of online submission to several social investors. Our unique, easy to use generic application form and powerful decision support tools enable SMMEs to source competitive grant and technical assistance funding support and choose the most appropriate intervention support options online.

Closing technical assistance applications quickly, with a high level of customer service is what business development support grant and subsidy origination is all about. MyDonor will deliver on its service promise by providing innovative and tailored solutions for all our clients' business development support and related finance requirements. Our service culture and the calibre of our people will ensure that every customer of ours benefits from the MyDonor experience.

MyDonor: a Solution for Social Investors

MyDonor features several benefits to associated donors and social investors:

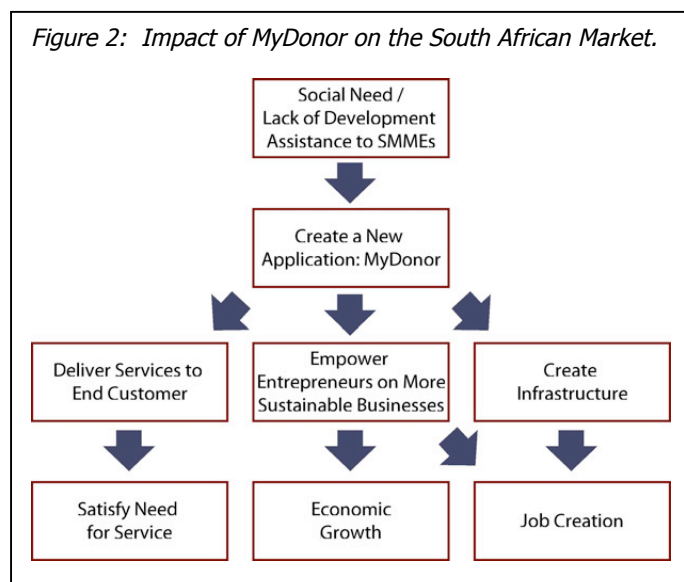
- Better outreach to SMMEs; improved market access to donor support
- Better geographical coverage and access to capable service providers
- A bottom-up approach to service delivery, addressing present gaps between the needs of entrepreneurs and the types of services offered
- Improved coordination and communication within and between support networks
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Prospect Screening Services

The Prospect Screening component of the MyDonor solution provides social investors written policies and procedures to support a major prospect identification initiative, standard data extract procedures for delivery of MyDonor's files to third-party screening services, data mapping services to migrate screening results back into MyDonor, customized queries and lookups to utilize screening and other institutional data, the addition of standard "suspect" reports to the MyDonor report menu, and basic training in how to perform initial research and rating and run key queries and reports.

Prospect Tracking Facilitation

The Prospect Tracking Facilitation process is an extended consulting service designed to encourage an institution to examine, analyze, strategize, and plan for the implementation of a robust prospect management process using MyDonor. Our consultants serve as guides in moving an institution through this process. Our role is to facilitate, mediate, and negotiate the discussion and resolution of key issues vital to the implementation of a sound prospect management process at your institution. Each institution will participate in in-depth discussions about: your prospect management and tracking models, MyDonor prospect





tracking functionality, policy and procedure implications, data management and conversion implications, security and data access issues, reporting needs, and training plans.

Summary

In short, one way to improve grant-funding success is to use grant facilitation. This is a service provided by the MyDonor application to SMMEs directly and to all third-party investigators to help with grant preparation, editing, and formatting, as well as to ensure both that the proposal is organized so that ideas are logically developed and that it adheres to agency guidelines.

Frequently Asked Questions

1) What are the benefits of using MyDonor?

By using our services, you avoid the hassle of going from donor to donor dealing with tedious and repetitive paperwork and not knowing if you are getting the best kind of development assistance. With MyDonor, your development assistance consultant is able to advise as to the most appropriate grant and subsidy options to suit your individual needs and source comprehensive technical assistance support from all the major donors and social investors. We handle the entire application process on your behalf.

2) What type of development assistance may supported by MyDonor?

SMME support interventions can include:

- Business Planning
- Corporate Governance Training
- Strategic Investments
- Export promotion projects
- Staff training
- Private placement support
- Strategic alliance support
- Systems and Process consulting
- Access to Technologies
- Product Development Assistance
- Development of QMS
- Access to Markets
- Marketing Strategies
- Supplier Information & Chains
- Access to Finance
- Financial Management
- Record Keeping
- Export Development

There may be many other categories of support that are enabled by different types of social investors/donors through different subsidy programmes.

3) What type of donors can support MyDonor?

Institutions that may subsidise or provide this support can range from social investors like:

- Government - e.g., DTI's Enterprise Organisation, SEDA/Ntsika, Umsobomvu, Local Business Service Centers
- Non-Government Organisations - e.g., Mine Worker's Development Agency, Marung Financial Services, FEBDEV
- Bi-laterals and multilateral organizations - e.g., APDF, DFID, USAID
- Private Sector: Banking Institutions/SMME Desks - e.g., DBSA, Citibank Foundation, FNB, Standard Bank, ABSA
- Private Sector: Corporate Social Investors - e.g., Vodacom Foundation, Edcon, Toyota, Masonite Africa, Thebe Investment Corporation

4) Is there any obligation to accept development assistance sourced by MyDonor?

No, there is no obligation to accept any approved grant or subsidy support that we have sourced on your behalf.



5) How is MyDonor different to other development assistance brokers?

MyDonor is the only full-service origination company in South Africa, capable of handling the entire grant and subsidy application process, with a national infrastructure and proprietary software able to automate the application transaction making grant and subsidy approval as convenient as possible.

6) How will I be able to track my application status?

Your dedicated development assistance consultant will keep you informed throughout the entire process and will be available at your convenience should you have any questions.

7) Who will see my application?

Only those parties involved in processing your grant or subsidy application will see your application details.

8) Are there any hidden fees?

In some instances, there are no costs for using our service, as the grantmakers pay MyDonor an outsourcing fee to complete the application process. When outsourcing fees are not an option given a particular donor's networking policies, MyDonor will take a portion of the proceeds provided by the development assistance organisation.

9) Will I get the same level of technical assistance support as if I applied through the donor directly?

Yes, amongst other things, your credit profile, use-of-proceeds, need for technical assistance, determine whether or not and the level of development assistance you are qualified to receive. All these details are captured into the grantmaker's credit scoring models and your development assistance is calculated. Whether you apply through MyDonor or through the donor directly, the same credit-scoring model is used to determine the extent to which you may qualify for development assistance. However, our experienced development assistance consultants are able to motivate further on your behalf.