

## Business Accelerator information pack

This information pack has been created to give you all the details you need before deciding whether to apply to the Accelerator. It responds to the following questions:

1. What is the Accelerator?
2. Who should apply?
3. FAQs
4. Success stories and testimonials from previous participants

The Accelerator is funded by eThekweni Municipality through the KwaZulu-Natal Clothing and Textile Cluster and is facilitated by BMA.

The objective of the Accelerator is to identify and develop high potential SMEs as strategic suppliers to industrial lead enterprises through market access, standards upgrading, and capital investment interventions.

# DO YOU HAVE WHAT IT TAKES?

*Are you a black-owned SME that has potential to become the next supplier to these leading clothing retailers?*



**APPLY TO BE PART OF THE 2022  
KWAZULU-NATAL CLOTHING & TEXTILE  
CLUSTER ACCELERATOR, TODAY!**

Qualifying businesses will have unique access to pitch to a panel of large customers eager to find high-potential local suppliers.

**PLUS** successful applicants will have opportunities to:

- Receive expert coaching to scale your business
- Obtain ongoing support to unlock commercial opportunities with customers
- AND STAND A CHANCE TO WIN YOUR SHARE OF CASH PRIZES!

**APPLICATIONS CLOSE**

**28 FEBRUARY 2023**



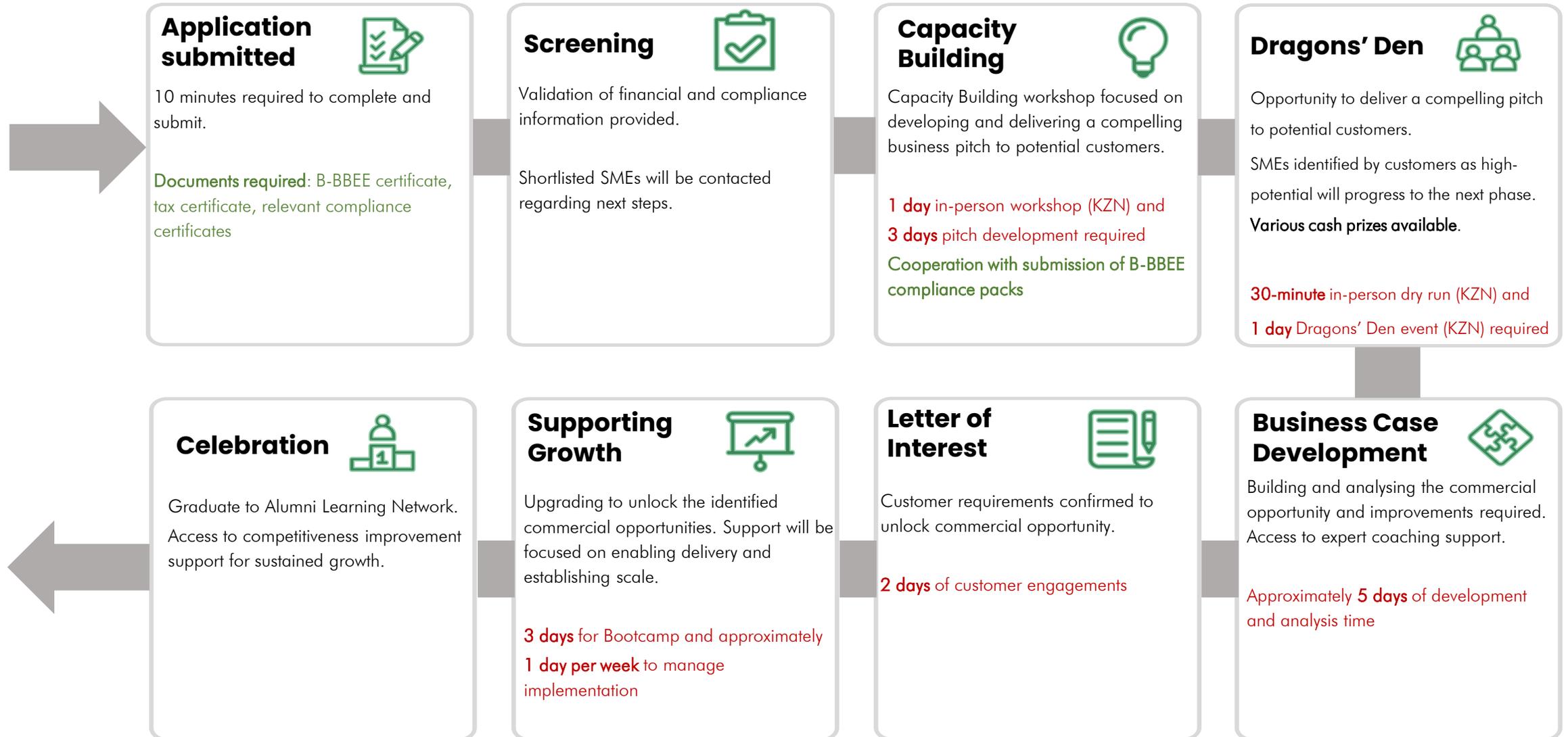
*Apply now!*



**NO ENTRY FEE.  
NO FINE PRINT.**

For more information,  
please download  
this **info pack**.

# SME progression through the phases of the Accelerator



# Who should apply?

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- South African owned business
- 51% or more black ownership
- Annual turnover of R170m or less
- Registered with CIPC
- Tax compliant
- Operating for at least 1 year
- Currently or aiming to offer products or services to customers in chemicals, automotive, clothing, textiles, footwear, leather and furniture sectors



Apply here: <https://kznctc.org.za/kznctc-business-accelerator/>

# FAQS: Frequently asked questions

1

I have participated in the Accelerator before, can I apply again?

**Answer:** Yes

2

I am not based in Durban, can I apply?

**Answer:** Yes, this programme is a nationwide initiative. Most engagement is digital; however, at least two in-person events will be held in Durban, KwaZulu-Natal and the SME will be required to cover their own travel and accommodation costs.

3

I have an innovative idea/my business it at the start-up phase, can I apply?

**Answer:** Yes. Preference is given to businesses with some years of trading experience. If a relatively young business applies, it is important for the innovative idea and competitive advantage to be clear and compelling for a potential customer.

4

How long after applying can I expect a response?

**Answer:** All correspondence from the Accelerator will be two weeks after the application closing date.

5

Is it possible to only do certain phases of the Accelerator and skip others?

**Answer:** No, SMEs are required to complete all phases. The Accelerator reserves the right to remove SMEs from the programme where commitment levels are lacking.

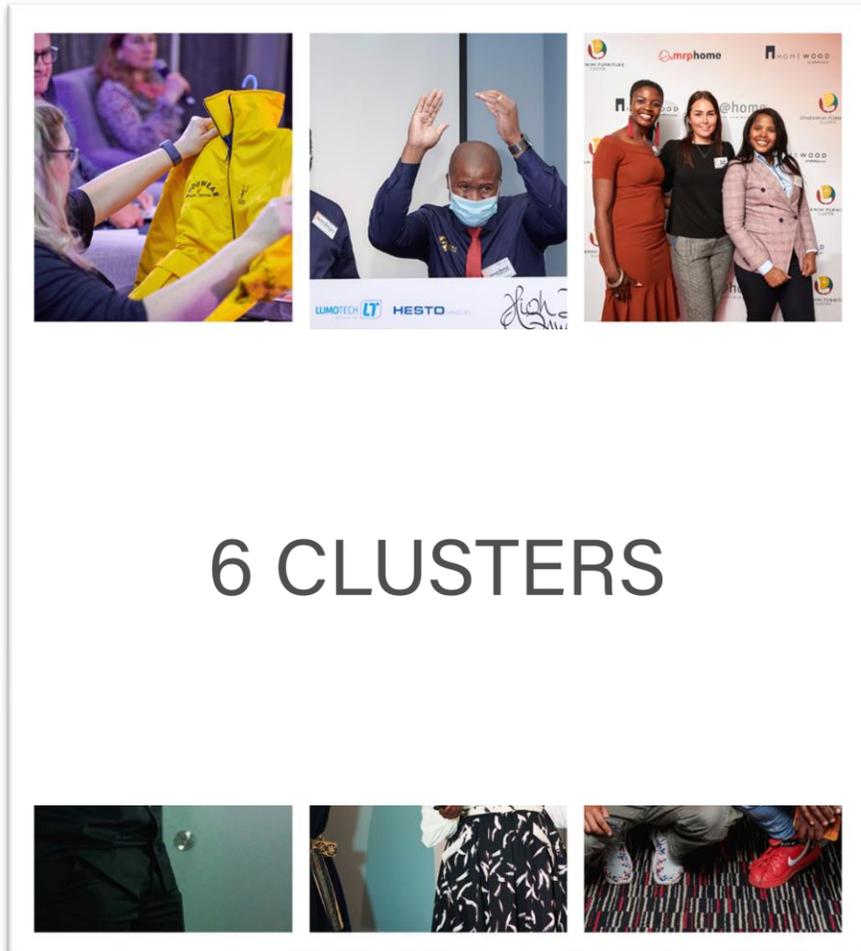
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How can I succeed in the Accelerator?

**Answer:** Carefully consider lead firms as potential customers and ensure that your business pitch/case that will be developed through the programme is aligned to customer needs.

# A view of past Accelerators and success stories

2021 Dragons' Den Highlights video:



SME success stories:



# Testimonials



**Cedric Hlongwa, BAP South Africa**

“I entered the Accelerator programme to get exposure, to grow my skills in terms of selling my business to the Dragons, to benefit from the mentorship programme and to understand what my potential customers (like the Dragons in this case) are looking for from SMMEs. I won the Best Business Case prize money of R50,000 which is going to contribute hugely into our business. It means a lot for us. I would encourage SMMEs to take opportunities like these going forward because I know it’s not easy.”



**Thuli Heshu, Woman’s Vision Primary Cooperative**

“Since being a part of the Accelerator and joining the EFC, we are committed to go the extra mile with every opportunity that we get from the EFC’s programmes. We are also fully committed to our project, Woman’s Vision Primary Cooperative, and are enjoying the trainings and support systems helping us to understand how to grow and do our best. Thank you!”



**Brian Hlophe, Silokotho Trading Primary Cooperative**

“We are glad that we were part of the Accelerator, as we would not be where we are now in terms of skills set. The business case development phase with our mentor was eye-opening because we have identified an opportunity to expand our products and have already produced a sample of school shoes.”

# Contact information

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For more information, please contact the Accelerators  
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