



**nonzero.**

**Company Profile** **Impact**

GLOBAL 2021

# Introducing NONZĒRO Africa

**NONZĒRO IS MAJORITY BLACK FEMALE OWNED AND LEVEL 2 B-BBEE COMPLIANT**

We are **passionate about the socio-economic development** of Africa and believe in the power of Small and Growing Businesses (SGBs) to reduce inequality and create jobs.

We act as **enablers for growth and build bridges** between SGBs and the available knowledge, resources and networks required for sustainable growth.



If we support **10 000 SGBs** a year with enough growth to hire just five employees each, we would have created **50 000 jobs** to semi-skilled and unskilled workers on the continent that year

# Why SGBs?

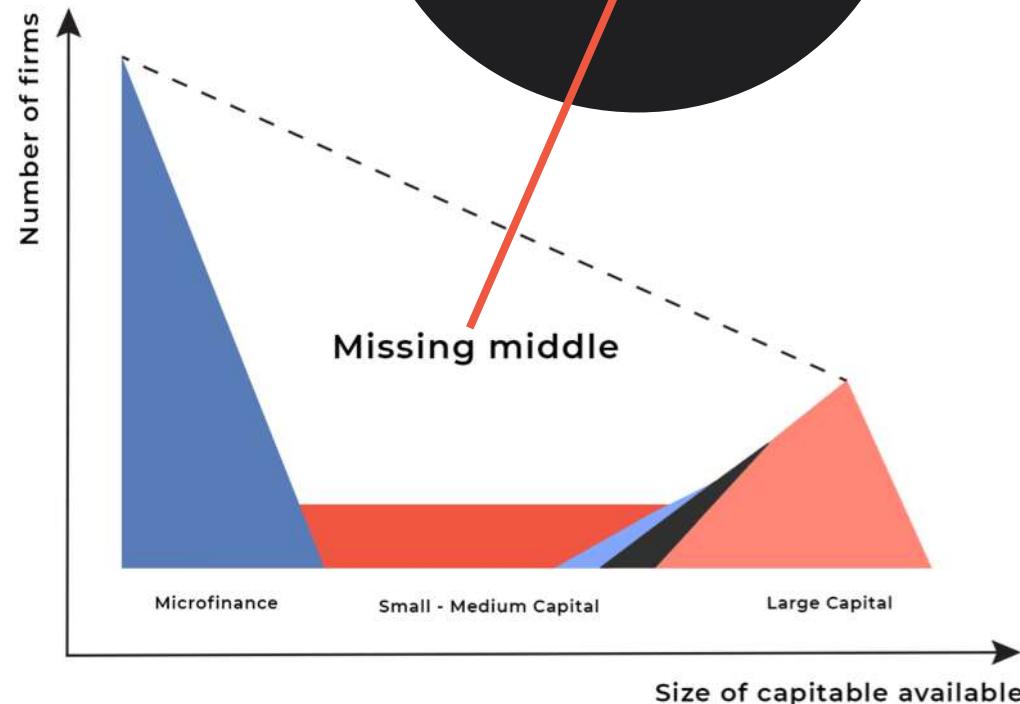
SGBs are small businesses with at least five employees that are led by management with the ambition and potential to expand rapidly.



SGBs in Africa have the potential to generate 60-80% of GDP growth by 2030 and generate 70% - 90% of new jobs.



SGBs start small and grow into medium-sized companies, these are the companies closest to the consumer and most likely to **drive rural development and market-tested innovation**



● Microfinance >0\$  
Microfinance, Loansharks  
& Personal Loans

● Small - Medium  
Capital >5000\$  
Local banks, Loansharks  
& Personal Loans

● Angel Investors  
>50 000\$

● VC's + >500 000\$  
Local banks, Subsidised  
international finance & VCs

● Large Capital > 2 million \$  
International commercial  
finance & private equity

## WHY DO WE EXIST?

**We help the  
largest creators  
of jobs in Africa to  
succeed and  
grow.**

## CHALLENGES

SGB finance gap in Sub Saharan Africa:

**245 Billion USD**

SGBs in Africa face challenges due to :

- **limited bargaining power**
- **cash flow constraints**
- **significant skills gaps**
- **a taxing regulatory environment**

## WHY NOW?

Covid-19 has highlighted the vulnerability of SGBs. The need for technical assistance, access to resources (digitization) as well as funding is bigger than ever before.\*



WHAT DO WE DO

**We are venture  
builders.**

**nonzēro.**

## HOW WE OPERATE

We are on a mission to build sustainable, thriving ventures in Africa. We support SGBs in 4 ways:

1

### NONZĒRO Impact

We design, build and implement impact programs designed to grow SGBs in Africa. Our enterprise development and supplier development programs ensure SGBs have access to the necessary knowledge, resources, and networks to scale.

Too much impact work happens in silo's, hence all our programs are supported with an integrated marketing campaign.

2

### NONZĒRO Marketing

We leverage our founding team's hands-on entrepreneurial experience by designing results-driven marketing and business development strategies that aim to directly impact the bottom line of the businesses we support. Our marketing studio capabilities include:

- Market research
- Industry analysis
- Strategy development
- Digital marketing & social media
- Thought leadership
- SEO & online advertising
- Web & platform development
- Analytics & monitoring
- Business development
- Sales strategy

3

### NONZĒRO Training

Tactile workshops and masterclasses to support SGBs and entrepreneurs on their growth journey.

Our offering includes i.e. *B2B Digital Marketing, Personal Branding, Power of Partnerships* and *Ecosystem Mapping*.

4

### NONZĒRO Investment

We make direct investments into high-potential SGBs that meet our criteria and fit in our portfolio of companies.

Our investments are complemented with substantial non-financial support to ensure long-term business success.

# Founding Team



**TANIA HABIMANA**

**Co-Founder**

Head of Digital Strategy  
& Program Development



**DESIREE BROUWER**

**Co-Founder**

Head of Business Development &  
Project Management

Founded by Rwandan Tania Habimana and Dutch Desiree Brouwer, the two entrepreneurs combined their experience in Africa and expertise in strategic marketing, media and business development to give birth to NONZĒRO Africa.

## FEMALE LED & FEMALE OWNED

Part of the success of the business can be attributed to the magic that happens when women work together.



AWARDED 2019 **SMME BRAND CONTRIBUTOR OF THE YEAR**  
**nonzero.** we make things happen  
**BRAND SUMMIT** South Africa

## ENTREPRENEURIAL SPIRIT



We bring can-do mentality and a hands-on approach to every individual and organization we work with.

## MEASURABLE RESULTS



Everything we do is measured against KPI's and optimized consistently, ensuring the highest ROI for our partners & clients.

## EU – AFRICA CONNECTION



Our global mindset and experience allows us to build informed bridges between Africa and the World.

## PURPOSE DRIVEN



We're committed to support those SGBs that we anticipate to make the largest positive impact on society.

## INTEGRATED CAMPAIGNS



We enjoy an integrated media approach to all our work to ensure our message inspires far and wide and we drive exposure for our beneficiaries and partners.

# Our Approach

# Our Clients & Partners







**WHAT WE DO**

# **NONZĒRO** **Impact**

**We marry the interests of corporates, international donor & development organizations and funders with the needs of SGBs and entrepreneurs.**

NONZERO IMPACT

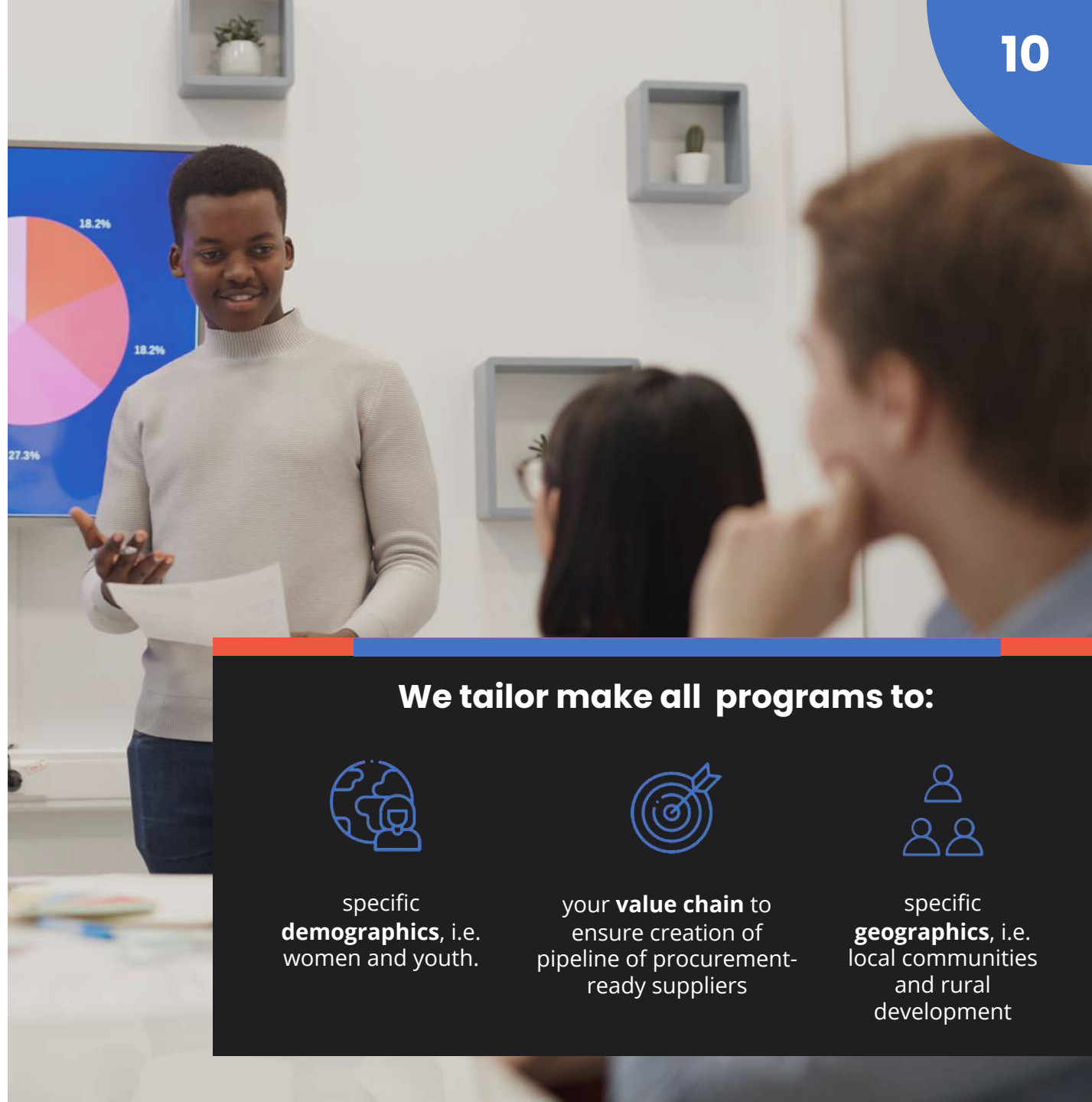
# Enterprise Development Programs



**Access to Knowledge,  
Resources, Training &  
Networks**

**We design, build and implement programs designed to grow SGBs in Africa, aligned with our corporate partners' organizational objectives and KPIs.**

From 2-day workshops to 24 month accelerator programs, we design **COVID proof** programs that can be deployed 100% online, in-person or through a combination.



**We tailor make all programs to:**



specific  
**demographics**, i.e.  
women and youth.



your **value chain** to  
ensure creation of  
pipeline of procurement-  
ready suppliers



specific  
**geographics**, i.e.  
local communities  
and rural  
development

# Our Claim to Fame

## THREADS + FASHIONTECH

**NONZERO is the founding agency of Threads - Africa's first accelerator for entrepreneurs in the business of fashion.**



Scan QR Code to view complete [Impact Report of the Threads 2017/2018 campaign](#)

The participating entrepreneurs confirmed one of the biggest benefits of Threads was access to market and obtaining the knowledge and confidence to grow their business.

**80** Entrepreneurs experienced the Bootcamps

A huge learning experience and the opportunity to connect with like-minded entrepreneurs.

**12** Entrepreneurs participated in 18-weeks program



A Business of Fashion MBA facilitated by 50+ industry experts and international thought leaders to give the entrepreneurs access to knowledge, resources and markets.

**200** Hours of mentorship



The 12 entrepreneurs received mentorship from EOH Mentors, Guest Speakers, Threads Judges and Threads Founders.

**+ 39800**

Fans of Threads

We kept our fan base inspired and educated by engaging them in the Threads program & online resources.

**88%** weekly attendance rate

**87%** weekly report completion rate

**100%** of the entrepreneurs completed the curriculum developed by Cattolica University and submitted a Business Plan

**425** Event guests to Threads related events

Our highlight events including the Media Launch, Fashion Tech Hackathon, Fashion Tech Conference and Graduation Event served as a platform for exposure and interactions with a larger audience.



**416**

Applications of eligible candidates





# The Program

**AUGUST 2017 – JULY 2018**

**Threads is one year program, designed to immerse fashion entrepreneurs in the business side of fashion – from omni-channel distribution to eCommerce to IP protection and human resource management.**

The program was curated in partnership with the University Catholica of Milan and E4Impact and was deployed in 4 regional hubs, Johannesburg, Cape Town, Port Elisabeth and Durban simultaneously, with each hub welcoming 3 entrepreneurs.

Because too much impact work happens in silo's the campaign was supported with a strong marketing & PR campaign as well as a series of events and conferences.



**MONTH 1  
CALL TO ENTRY**



**MONTH 2 - 3  
BOOTCAMPS & MEDIA LAUNCH**



**MONTH 4 - 10  
18 WK  
ACCELERATOR PROGRAM**



**MONTH 11  
GRADUATION & WINNER ANNOUNCEMENT**



**MONTH 11  
FASHIONTech HACKATHON & CONFERENCE**



**MONTH 12  
TRADE TRIP TO AMSTERDAM, PARIS & BERLIN**

# Our Program Development Process

## A NEEDS-BASED APPROACH



### STEP 1 Identify SGB need/niche

Together with our anchor partner we define a pressing need or niche of SGBs that can be uplifted applying our methodology and approach to Enterprise Development.



### STEP 2 Ecosystem of partners

We define the resources required to build a sustainable program and tailor make an ecosystem comprising corporate, knowledge and media partners as well as industry & multilateral organizations and government.



### STEP 3 Campaign It

For each program we identify the optimal marketing mix for success, usually a combination of digital marketing, PR and events. The marketing campaign serves to both drive exposure for the campaign and its partners as well as a platform to promote the SGBs that are participating.



### STEP 4 Measure Impact

Constant Monitoring & Evaluation is essential to track value creation for all partners but more importantly to ensure we provide our entrepreneurs with the tools, resources and knowledge that truly are effective in scaling their business and/ or growing their bottom line.



# Our Program Benefits

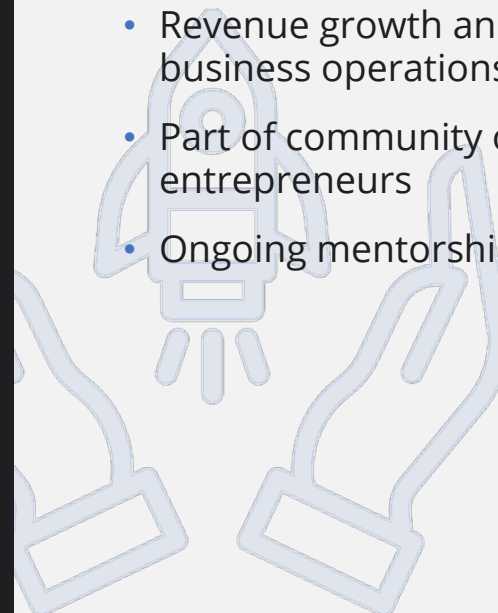
**Success means equal value creation for all stakeholders involved, specifically our corporate partners and the SGBs we support.**

## For Corporate Partners

- Efficient deployment of ED, SD and CSR funds
- Increased share of active black- and black female-owned SME product and service providers (Contribution to B-BBEE scorecard)
- Contributing to overall company goals and objectives (i.e. business development, value chain development)
- Brand visibility and exposure through integrated marketing campaign

## For the SGBs

- Access to market
- Become procurement-ready
- Supported by a tailored growth program
- Access to networks and industry
- Revenue growth and improved business operations
- Part of community of like-minded entrepreneurs
- Ongoing mentorship





WHAT WE DO

# Our Beneficiaries & Impact

Not all small businesses are created equal. We focus on SGBs that tick the following boxes:

✓ OWNERSHIP

Preference for female or youth majority ownership

✓ MANAGEMENT

African founders  
Hands-on executive team  
Skin in the game

✓ NEEDS

Non-financial: Marketing & Business Development  
Financial: 50 000 USD\$ – 2M USD\$

✓ GROWTH

Cash flow positive  
Scalable

✓ TANGIBLE IMPACT

Contribute to at least two of the UN SDGs

**Who are the  
companies  
we support?**





**THANK YOU!**

**nonzēro.**



# CONTACT US

Let's plan an intake and explore how we can best support you on your impact journey.

## CONNECT

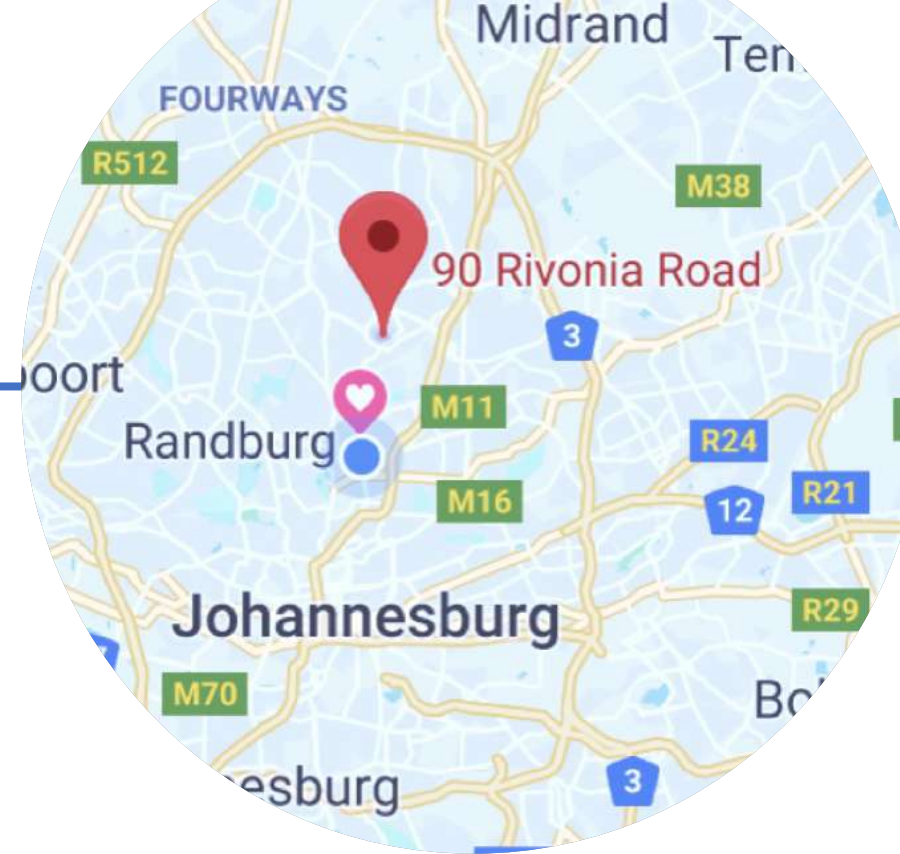
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