



MICROFRANCHISING LAUNCH:

TRADE SHOW AND WORKSHOPS

AN INVITATION TO BUILD PROSPERITY IN THE TOWNSHIPS...

- MicroFranchising combines the most powerful business system ever devised with the most helpful financial technology ever developed for the poor: microfinance
- MicroFranchising finds successful micro-businesses and applies franchising principles to them – a potential “DRAGON’S DEN” opportunity for investors
- MicroFranchising is the process of systematizing, branding and replicating a successful small business that is profitable to both the microfranchisor and the microfranchisee and costs about the same amount as a microloan
- MicroFranchising is all about getting better stuff cheaper
- Cellphone technology increases the efficiency of micro-businesses – making it possible to bank, re-stock, receive mentoring and training, seek efficient markets and transfer payments, amongst other activities
- MicroFranchising Launch aims to find a new set of microfranchises annually and to

support the best with skills and finances so that they can become job creation engines

WHAT IS THE MICROFRANCHISING LAUNCH?

- The Annual MicroFranchising Launch: Trade Show and Workshops has three components:
- (i) Annual National Competitions to find the best microfranchises or microfranchise-able businesses in each of seven life-transforming sectors: light/energy; water/sanitation; cooking/ovens; food production/agriculture; health/wellbeing; education/training. To be held March – June.
- (ii) Annual Trade Show and Workshops for competition winners and other microfranchisors; the trade show (first day) will attract investors looking for the latest, best microfranchise to invest in; the workshops (second and third days) will give each winner a half-day workshop focused on his/her business to develop a customized business plan. To be held 31 August – 2 September.
- (iii) Annual Internship Program for graduate students, both national and international, to have the opportunity to work with MicroFranchise Competition Winners to implement their Workshop plans – September, 2011 – February, 2012

HOW TO FIND MICROFRANCHISES AND MICROFRANCHISE-ABLE BUSINESSES?

The first component of the Annual MicroFranchising Launch: Trade Show and Workshops is an annual national competition to find the best microfranchises or microfranchiseable businesses. This competition will

be advertised nationally on radio, television, through social and print media. The winners (up to 5 in each category) will be funded to attend the Trade Show and Workshops. To be eligible to enter, the business must: (i) be profitable; (ii) have a unique system, an attractive brand, and deliver a product or service that is cheaper and better than its competitors; (iii) benefit the previously disadvantaged, either by being pitched at them to buy, or being pitched at them to operate, preferably both.

WHY SOUTH AFRICA?

- South Africa has the most developed franchising industry in Africa
- South Africa has mandated enterprise development spending, but many corporations are unsure of the most effective way to spend this money
- South Africa has a large sector of unemployed and under-employed workers who want a job, but cannot find one, and must therefore find some other way to survive
- South Africa has a microfinance sector which has experience making enterprise development loans; these loans can be used by borrowers to purchase a microfranchise and start on a path to skills development and wealth creation

WHY A TRADE SHOW?

The Trade Show will showcase existing viable microfranchises as well as winners of the MicroFranchising Competitions. Some existing microfranchises may fund their own attendance; some may require subsidization. The key is to get them together, regularly, in one place to examine what already works and what needs adjustment, and to expose them to the resources they need to succeed. This assembly should

attract the business community in South Africa, including franchisors, financial and corporate executives, and others who are looking for opportunities to introduce to their communities.

WHY WORKSHOPS?

Microfranchises will be pitched at the previously disadvantaged either to purchase a microfranchise to operate, or to purchase the product or service the business is offering, or both. In all cases, success will depend on the integration of a wide variety of skills. This means involving those who live in these communities, those who understand the business principles of franchising, those who invest social economic development and enterprise development funds for corporations, and those who are interested in investing in Bottom of the Pyramid businesses for profit, amongst others. Each MicroFranchise Competition Winner will be featured at a morning or afternoon “round table” where all these skill-sets will participate in building a unique plan for each winner.

WHY INTERNSHIPS?

Graduate students, at home and abroad, understand that some of the largest business opportunities exist in developing markets at the bottom of the economic pyramid. There is widespread interest in finding internships that give “on the ground experience” in developing businesses pitched at this market. Charter members will have the opportunity to see the very best of national and international students proving their talents before they are headhunted by their competitors!

WE NEED YOU TO BECOME A CHARTER MEMBER!

- We need the help of the South African business community to build this new MicroFranchising Community
- We need people with vision and commitment

- We need people to turn ideas into action and to put financing behind those efforts
- We need people with business skills
- We need you to join us at the inception of this new approach to poverty alleviation in South Africa: Become a charter member! Contact Jayshree Padayatchey for details.

WHO IS BEHIND THIS INITIATIVE?

Martha Deacon, Founder and CEO, The Townships Project, a Canadian registered charity supporting microfinance in South Africa since 1999, Toronto, marthadeacon@thetownshipsproject.org

Dr. Mike Herrington, Director of the UCT Centre for Innovation and Entrepreneurship at the UCT Graduate School of Business, Cape Town, mike.herrington@gsb.uct.ac.za

David Martin, Director, Comart Foundation and The Townships Project, London, dwmartin94@hotmail.co.uk

Lillian Masebenza, an Ashoka Fellow, Founder of Mhani Gingi, Cape Town, nlrestio@telkomsa.net

Sebastian Mathews, Principal, Navigant, community development professionals, Johannesburg, smathews11@gmail.com

George Mathuse, Chair of Greater Rustenburg Community Foundation, Rustenburg, george@grcf.co.za

Peter Moyanga, Franchise Consultant to the African Development Bank, Past Chair of the Franchise Association of Southern Africa, McDonald's Franchisee, Johannesburg, moyanga@mweb.co.za

Jayshree Padayatchey, Intern for MicroFranchising Launch, Pretoria, padayatcheyj@telkomsa.net

Yvonne Radinku, Founder and CEO of Tetla Financial Solutions, Cape Town, onicar@mweb.co.za

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THE Townships PROJECT

MICROFRANCHISING LAUNCH: TRADE SHOW AND WORKSHOPS

31 August – 2 September, 2011
O.R. Tambo Recreation Centre
Khayelitsha, Cape Town
South Africa

