



Business

Opportunity Marketplace

Information Pack



Welcome

Firstly, thank you for joining the equation at <http://www.jointherequation.com>

We built the Business Opportunity Marketplace to support entrepreneurs and businesses to find new opportunities and grow market share. The only one reason we built the Business Opportunity Marketplace is to help you find opportunities and grow your business.

Think of it as a “dating site for businesses” that matches businesses of all kinds and sizes to the right opportunities, in order to help increase their market share.

Here’s to the heroes of the 21st century - entrepreneurs and businesses - struggling and growing.

Here’s to all of you!

What is the Business Opportunity Marketplace?

The Business Opportunity Marketplace is a platform where businesses are matched with real business opportunities. It is a convergence of real entrepreneurs with real business opportunities and trade. It is a central, online marketplace where business opportunities are presented to businesses. It is a global business-to-business platform and entrepreneurship opportunity pipeline and network.

The Business Opportunity Marketplace puts your business, service and product in front of the right person for the right opportunity, at the right time, creating instant business opportunities.

Think of this as a connecting site for businesses. We match your company with opportunities to create more business for you.

What does it do?

The business opportunity market place helps businesses find more clients and therefore grow the businesses. This is a B2B and not B2C platform

How does it do this?

By focusing on what a company does (services and products) and matching it to opportunities listed.

For example, a restaurant chain is opening 3 new restaurants and needs 100 original tables and 400 chairs. The marketplace allows the restaurant chain to identify all the potential suppliers, from the usual suspects (interior decorators, international suppliers) to the lesser known suppliers (small artisan in a township who does amazing work but few people outside of the township have heard of).

How does the Business Opportunity Marketplace make money?

We believe in being fully transparent – so that you know where we are coming from and what our agenda is.

The core of the Business Opportunity Marketplace is free to use and will always be free. As we grow, we will add additional features for which we will charge a license fee to create a sustainable enterprise.

The Business Opportunity Marketplace was designed out of our passion to help companies grow. For now please enjoy the Business Opportunity Marketplace on us.

The only request we would have is that if you come across businesses that would also like to find new clients that you kindly point them to this marketplace. Of course assuming you are enjoying our little effort and find it of value.

Who is the Business Opportunity Marketplace for?

The Business Opportunity Marketplace is for every business looking for new trade opportunities – big and small, start-ups to multinationals, to the little family owned corner-store. The Business Opportunity Marketplace is created to make the world of business a smaller place and create more business opportunities for everyone; as they say “a rising tide lifts all boats.”

The organisations that will benefit from the Business Opportunity Marketplace include:

- Corporates – from 300 employees and above or \$15m turnover and above
- SMEs – Small and medium sized businesses – under 300 employees and less than \$15m turnover.

- Intermediaries – Facilitators of businesses between corporates and SMEs, for example, accounting firms, financing houses, funds, incubators, etc
- Sole trading organisations
- Start-ups that already have a solution (at implementation phase rather than just idea phase even though your idea could be the solution that a larger organisation is looking for)

The Business Opportunity Marketplace is essentially for anyone who wants to grow their business by getting new clients and expanding into new markets.

www.JoinTheEquation.com

$$B = Mp + O^2$$

(Business = Marketplace + Opportunities²)

The Equation

In order for business to thrive, sellers need buyers, solution providers need those seeking solutions. In other words, businesses need to be matched with opportunities. The Business Opportunity Marketplace is your central platform for connecting businesses with opportunities.

Problem statement

The business ecosystem in developing economies is fragmented and mostly inaccessible. These markets provide plenty of business opportunities for companies of all sizes and from all over the world. Currently there is no centralised marketplace where businesses can find each other to trade products and services. This leads to missed business opportunities.

- Businesses see only a highly fragmented business landscape resulting in limited visibility of the products and services available in the greater market.
- Businesses have difficulties in identifying new business partners and suppliers, especially in new markets.
- Have limited visibility and understanding of the business ecosystem and its specific offerings and needs
- Lack of internal resources to manage the

process of identifying, vetting and on boarding business partners and suppliers.

- Opportunity pipelines are ad-hoc and based on self-created networks

What is the solution?

The solution is to find a way of bringing the opportunities and businesses in one place, cost-effectively, reliably and safely. Our solution therefore is the Business Opportunity Marketplace; a web-based central marketplace that balances the playing field for all business role-players. This marketplace matches the right business to the right opportunity, in a safe, secure and ethical business environment.

The Business Opportunity Marketplace is a platform where businesses are matched with real business trading opportunities. It is a convergence of real entrepreneurs with real business opportunities and trade. It is a central, online marketplace where business opportunities are presented to qualifying businesses. It is a global business-to-business platform and entrepreneurship opportunity pipeline and network.

The Business Opportunity Marketplace puts your business, service and product in front of the right person for the right opportunity, at the right time.



Why the Business Opportunity Marketplace?

The value added by the Business Opportunity Marketplace is:

Facilitate finding new clients (business-to-business and not business-to-consumers)!

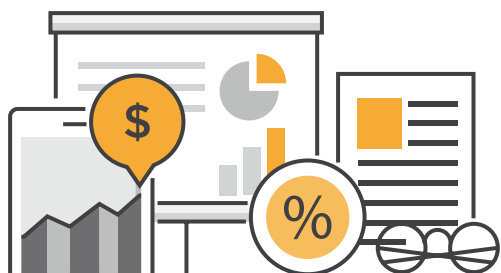
- Make your products and services visible to a large community of businesses.
- Find commercial opportunities that match your product and services offerings.
- Make it easier for you to find new business and grow your business.

Facilitate finding more suppliers!

- Allow you to post projects on the platform to find the best companies to tackle those projects.
- Reduce the time you spend on finding suppliers or business partners, especially in new markets.

Facilitate/encourage expansion to new markets

- Assist you in identifying potential partners for new markets that already have a local presence.
- Identify potential synergies with complementary products/services providers and see if you can achieve economies of scale in terms of expanding market share.



Benefits

Entrepreneurship is driven by competition and fuelled by collaboration. The Business Opportunity Marketplace encourages this, by offering different benefits across different businesses.

- Brings together a highly fragmented business landscape
- Exposes products and services available in the greater market
- Identifies new business partners and suppliers in new markets
- Broadens understanding of the business ecosystem of developing markets and their specific offerings and needs
- Mitigates the cost of accessing new markets and customers
- It provides resources to manage the process of identifying, vetting and on-boarding business clients, partners and suppliers
- Creates opportunity pipelines and helps growing businesses and economies
- It mitigates companies' costs of doing business in new markets

SMEs will be able to;

- Find new clients
- Make products and services easily visible to a wide potential client base
- Finding strategic partners
- Increase market exposure

Corporates will be able to;

- Find new partners and expand supplier base
- Fulfill CSI mandates and other SME-related regulations
- Source some products and services in local economies
- Reduces costs of doing business in new markets
- Hire local

Incubators, business accelerators and funding organisations will be able to;

- Expose SMEs and entrepreneurs to new opportunities
- Open new markets for SMEs and entrepreneurs
- Help SMEs grow their businesses
- Assist SMEs, even the ones incubators can't take on
- Finding new SMEs for the programmes

NGOs & Public Private Partnerships can also;

- Find the right collaboration partners
- Locate local resources
- Support economic growth at a macro and micro level

Government & Supranational organisations

- Institutional way to support SMEs and entrepreneurs
- Strengthening the SME and Entrepreneurial ecosystem



Driving principle

We are driven by 3 pillars:

Targeted business matchmaking

- Creating business opportunities and market access
- Matching the right partners to the right opportunities
- Provide a wider selection of potential business partners in different markets

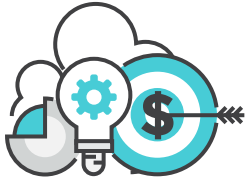
To facilitate business opportunities

- Facilitate business relationships and resulting real trade taking place

To offer usable knowledge and business Intelligence about developing markets

- Increased transparency about the business eco-system in developing economies
- Increased useable knowledge about market segments
- Greater understanding about the markets and business interactions

We built the Business Opportunity



Passion for collaboration

Marketplace to support entrepreneurs and businesses to find new business opportunities and grow their businesses.

Business Opportunity Marketplace is created because of our passion for collaboration. We believe that by working together we can achieve more. Too much effort is spent on looking for solutions, reinventing the wheel and lack of economies of scale and searching for “the right person” to speak to.

The team behind the portal includes pharma industry professionals, ex-bankers, technology specialists and serial entrepreneurs. We have collectively worked in 17 countries around the world with over 43 years of experience.

Our long term vision is to build the world’s largest marketplace of business opportunities dedicated to supporting entrepreneurs to grow their businesses and contribute to overall economic growth.

About us



There are a number of people involved in this amazing project to help Entrepreneurs, but as with all projects, it started with a few people. We are including some of their profile here to help you get a better feel of where this passion for supporting entrepreneurs comes from.



YORK ZUCCHI

York Zucchi is a Swiss investor and entrepreneur in Africa. He quit Goldman Sachs in 2007 to move to South Africa to be involved in the primary healthcare sector where he is working on numerous initiatives, including writing the world's first book about the business of primary healthcare. He is passionate about the potential that a marriage between primary healthcare and entrepreneurship can have to the sustainability of healthcare and the continuity of accessible and affordable non premium private care. He recently did a the world's first TEDx talk on the opportunity that is primary healthcare in Africa, and he has been published in several magazines on healthcare topics and Africa including "African Business Magazine," eHealthNews, and Entrepreneurship Magazine. He has been featured in the Wall Street Journal, Financial Times, etc and is a regular on radio shows but doubts anyone actually understands his accent.

LinkedIn <http://za.linkedin.com/in/yorkzucchi> and Twitter

<https://twitter.com/YZP>

Instagram <https://instagram.com/york.zucchi/>



ANKE SCHAFFRANEK

Anke Schaffranek is originally from Germany and has worked for Roche Diagnostics across a number of countries in Europe, Latin America, Asia and Africa setting up various projects across the healthcare spectrum with particular emphasis on Diabetes Care. After 9 years working for Roche, she decided to start her own business, currently working as international healthcare advisor to one of the largest Swiss pharmaceutical companies, redesign the distribution chain for Sub-Saharan Africa for a certain product line and to a South African primary healthcare group that is expanding in Africa. Her heart and her passion are with business model innovation, disruptive approaches and entrepreneurship in the so-called non-premium private primary health care sector in frontier and emerging markets. Her vision is to transfer this currently untapped sector into a business area of high interest for all different market players and support its transformation into the digital age and the internet of things.

LinkedIn <https://de.linkedin.com/in/ankeschaffranek> and

Twitter <https://twitter.com/AnkeSchaffranek>

Join the Equation team.

CONTACT US

www.jointheequation.co.za
hello@jointheequation.co.za
[#JoinTheEquation](https://www.instagram.com/JoinTheEquation)



Business Opportunity Marketplace

Business Opportunity Marketplace. All copyrights reserved, 2016