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## INTRODUCING UPRISE.AFRICA, A NEW DAWN FOR CAPITAL RAISE AND INVESTMENT OPPORTUNITIES

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### UPRISE.AFRICA THE EQUITY CROWDFUNDING PLATFORM FOR SOUTH AFRICA

"21% of UK VC Investment was raised through Equity Crowdfunding last year" *Forbes Online Magazine*

This past Friday The Money Expo 2017, at Sandton Convention Centre in Johannesburg, was home to an exciting panel discussion on Equity Crowdfunding for the South African landscape.

The panel was facilitated by Marc Ashton, and panellists included Patrick Schofield, Dr Danisa Baloyi and Randolph Jorberg. The panel discussion reviewed the role that Equity Crowdfunding could play in furthering entrepreneurship and creating a new way for South African entrepreneurs to find funding. The discussion highlighted the different ways in which the platform will assist South African entrepreneurs in building pitches and raising the capital they need. The panellists also touched on the opportunity that Equity Crowdfunding could create for Investors to invest in business and people they believe in.

Patrick Schofield is the owner of one of South Africa's leading Crowdfunding companies ThundaFund, and holds a strong belief that "doing good is good business". He is passionate about Entrepreneurship and driving growth in Africa through innovation. He is also the CEO of Backabuddy, SA leading Donation Crowdfunding platform and has invested in a number of successful social enterprises in South Africa.

Patrick lead the discussion by talking about the role that Crowdfunding plays in creating support for new businesses. "When investing in small businesses you are investing in people" Patrick explained, "When capital is raised through Equity Crowdfunding, business owners have a network of people that they are accountable to". Patrick expressed his belief in the Equity Crowdfunding model and revealed that "70% of businesses funded by Equity Crowdfunding through the small business board in Australia were still operating five years after they received their capital raised". The situation in South Africa currently contrasts with the Australian small business board's result, with 70% of new businesses failing within the first year.

Dr Danisa Baloyi, our second panellist, is the President of the Black Business Council and an Executive Director of the National Black Business Caucus. Being passionate about the development of black owned businesses, she served on the International Council for Entrepreneurship and Small Business (ICSB) for many years.

Dr Danisa Baloyi expressed her optimism around the concept of Equity Crowdfunding in South Africa by comparing it to Stokvels. "South Africans have been doing Stokvels for many years," she said,



"People do not default on Stokvels". She went on to validate the Crowdfunding model by highlighting that "Entrepreneurs would be less likely to default on their business projections when they are held accountable by their investors". Dr Danisa Baloyi also touched on the opportunity that Equity Crowdfunding could create for local South Africans "40 - 50 billion Rand is raised in South Africa annually by Stokvels, this money is mostly spent on groceries at the end of the year. There is so much opportunity for this money to be spent in a better way".

Randolf Jorberg, our third panellist, is a passionate Entrepreneur from Germany with interests in working in thrilling emerging markets. After founding and later selling one of Germany's largest online communities gulli.com, Randolf moved to Cape Town and founded the legendary Beerhouse.

During the panel discussion, Randolf expressed the importance of having an "existing network of people that believe in your business before starting a Crowdfunding campaign". Randolf will be one of Uprise.Africa's pilot projects and believes strongly in the model of Equity Crowdfunding to expand his business. He explained that he envisions a Beer revolution where " Customers will own a piece of the business, giving vital feedback and when spending money on beer they will be benefiting in the long run -putting money back into their pockets."

The facilitator of the panel discussion was Marc Ashton, of the Money Expo. He is an Entrepreneur and a Financial Journalist and has recently launched Rival Pioneers, a support system for up and coming entrepreneurs.

Marc began the discussion by expressing his interest in the Equity Crowdfunding concept and explaining the importance of "building supportive ecosystems for upcoming entrepreneurs". He engaged with the panel further by highlighting the importance of "building a new generation of entrepreneurs in South Africa."

The panel discussion concluded with the introduction of Uprise.Africa a new Equity Crowdfunding platform for South Africa. Patrick Schofield, the co-founder of Uprise.Africa explained that the platform will be launching later this year. With the Uprise.Africa platform, not only will Entrepreneurs have access to a new way of generating capital for their business, but they will also be able to grow their network and get their message to the right people. Through extensive vetting, legal and compliance, Uprise.Africa will present a space that is credible, transparent and trustworthy. Giving Entrepreneurs the support they need to present their pitches in the best light benefiting both entrepreneurs and investors alike. The platform enables trust to be built between Investors and Entrepreneurs and in doing so creates a supportive ecosystem for businesses to grow in.

Uprise.Africa is currently in the process of recruiting Entrepreneurs to be a part of their platform launch that will commence later this year. If you are an Entrepreneur looking to raise capital for your business you can get in contact with Uprise.Africa via email at [marketing@uprise.africa](mailto:marketing@uprise.africa) or register your details at [uprise.africa](http://uprise.africa).



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