



A NEW EQUITY CROWDFUNDING PLATFORM HAS LAUNCHED IN SOUTH AFRICA

UPRISE.AFRICA HAS LAUNCHED AN ONLINE PLATFORM FOR EQUITY CROWDFUNDING IN SOUTH AFRICA

South Africa has a need for economic growth and a sustainable solution is the development of the SME sector. In the development of SMEs, sourcing funding is one of the major stumbling blocks. Most Entrepreneurs will say there is a lack of access to funding while most Investors will say there is a lack of talent and innovative projects to invest in. Uprise.Africa will build relationships between Investors and Entrepreneurs by finding the talent and providing them with an alternative way to access funding.

By linking both the online and real-world ecosystem, Uprise.Africa will create a new innovative platform for capital raising and small business investment. Investors can invest capital into South African businesses in exchange for equity shares. Uprise.Africa will profile exceptional businesses and assist Entrepreneurs in crafting their pitches in order to present a unique offering to Business Owners and Investors alike. Through the platform, Investors will have access to a detailed view into each business pitch, thus promoting better business assessments. Not only will Entrepreneurs have access to a new way of generating capital for their business, 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 create a space that is credible, transparent and trustworthy. The platform enables trust to be built between Investors and Entrepreneurs and in doing so creates a supportive business ecosystem.

Uprise.Africa believes that the South African ecosystem is ready for Equity Crowdfunding to disrupt the funding landscape. Reward and donation Crowdfunding has been extremely successful in South Africa over the past few years, helping thousands of people realise their dreams. Equity Crowdfunding is growing globally and has seen huge success in the US and UK. The Equity Crowdfunding industry in the US is growing by a 120 percent year-on-year, and in the UK the industry is reporting growth rates of 295 percent on a year-on-year basis.



As reported by the World Bank, Sub-Saharan Africa is poised for growth within the Crowdfunding category with new businesses starting on a regular basis. Uprise.Africa will be a vehicle for new businesses to find funding. The Equity Crowdfunding platform will also facilitate much needed inclusive growth in the country by enabling Entrepreneurs to acquire funding on the strength of their pitch and enabling everyday South Africans to invest in small businesses. Uprise.Africa will redefine ownership models through the transfer of skills and facilitation of the Investor and Business Owner relationship.

The platform team includes Founders Tabassum Qadir and Patrick Schofield along with Head of Partnership Development Vuyisa Qabaka and CMO Inge Prins who combined contribute a wealth of knowledge across the Crowdfunding and Entrepreneurial landscape. Their experience and expertise will be brought to life on an innovative online platform that will serve as a marketing tool for Entrepreneurs and Investors alike.

Tabassum Qadir is the CEO of Uprise.Africa. She is also the chairperson of Uprise Markets, a CFD trading brokerage based in Johannesburg, South Africa. Being a strategist, innovator and visionary leader she believes in the future of Equity Crowdfunding in South Africa. She is the former chair of Skywise Airline that she co-founded as a 100% female owned low cost airline in 2014. She believes in empowering marginalised stakeholders, especially woman. She is a dynamic female leader with a background in diversified business operations in Africa.

Patrick Schofield is the owner of one of South Africa's leading Crowdfunding companies ThundaFund and believes that "doing good is good business". His passion for Entrepreneurship and driving growth through innovation in Africa has been recognised in his selection as the winner of the 'TopBilling – Entrepreneur of the Year 2007/8' and his selection as the Ernst &Young /Schwab Foundation 'Social Entrepreneur of the Year' for South Africa &Africa 2008/09. Patrick Schofield speaks regularly on disruptive financial instruments, entrepreneurship and social enterprise. Since its launch in 2013, Thundafund has Crowdfunded a total of R14 million and has been a pioneer in launching the African Crowdfunding Association.

Vuyisa Qabaka, the founder and director of the South African Black Entrepreneurship Forum is well-known as a game changer in the South African Entrepreneurial landscape. Vuyisa Qabaka is a Founding Partner at Entrepreneur Traction, television host/presenter of Business Beat on Cape Town TV (DSTV Channel 263) and columnist at the Business Report. He prides himself as a qualified lean start-up trainer, start-up and small business advisor, investor and capital fundraiser. His rich



experience in setting up creative business strategies and innovation hubs makes him a powerful asset to Uprise Africa. Vuyisa also consults at executive committee level, with a focus on offbeat social initiatives, ecosystem development, and bringing disruptive market positioning.

Inge Prins launched her career in advertising and gained experience working with diverse teams across several local and international brands like Sanlam, Unilever and Sun International. She believes brand communication is an integral part of business success. After completing a MBA at the Graduate School of Business - UCT in 2016 she served on the Woman and Business Committee and Tschomi Programme supporting the Raymond Ackerman Foundation. She has since broadened her interest in business development through an understanding of building strong business networks and the importance of mentorship in the South African business landscape. With her wealth of experience in the marketing space she will serve as the CMO of Uprise.Africa.

Uprise.Africa are currently looking for pilot projects to launch on our platform. Over 80 Entrepreneurs and Investors have already engaged with us via our website since launch on 28 July. We have also launched a blog, crowdequity.africa which will serve to educate the public on Equity Crowdfunding and the ecosystem it operates in.

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