



Fund Mobilisation & Creating Access to Markets for Entrepreneurs
Jenine Zachar – Standard Bank Enterprise Development

**Africa is our home
we drive her growth**

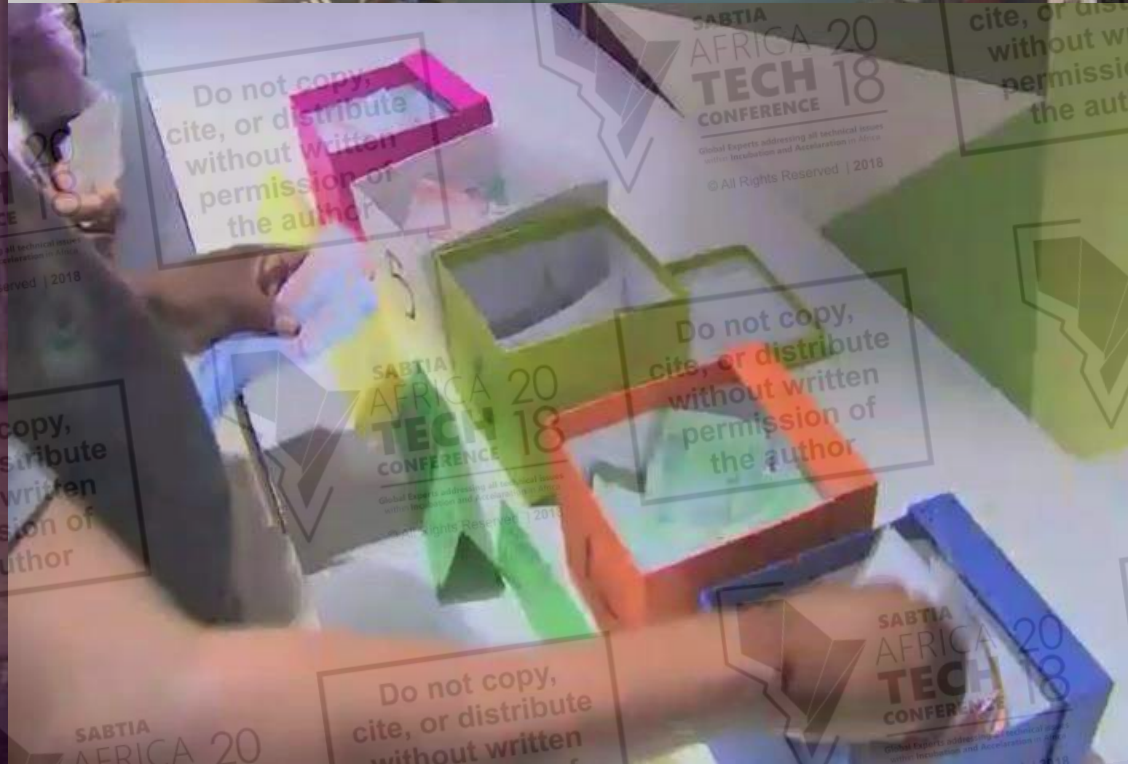
#futureproofAfrica

#StandardBank



Access to Market
With development
Then funding

**WHEN WAS THE LAST TIME
YOU DID SOMETHING
FOR THE FIRST TIME?**



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How to Help me Help YOU

1. Know the problem you are solving for / the gap... and the future
2. Know your customer – you're never too big, or too small, to engage in customer testing

**Based on my experiences funding SME's – data point of 1*

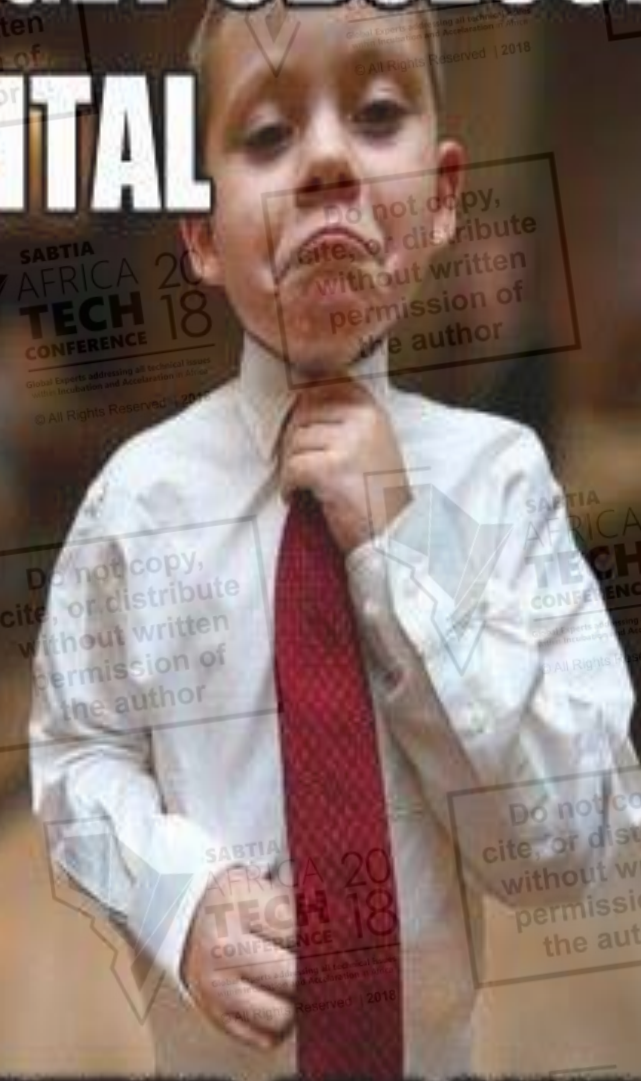
3. Know how to “ask”

- Tone
- Numbers
- Make it easy to digest...

4. Safeguard your position, but be gracious about suggestion and input..

And then ask your customer..

**LET'S NOT GET OBSESSED
WITH CAPITAL**



I'M MUCH BETTER AT LOWERCASE

Thank You
@jeninezachar

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