



SUPREME RESOURCES

TRADE AND INVESTMENT
PROMOTION

Investment Ready Programme

About Meganathan Reddy

Meganathan has been a successful entrepreneur in the Information and Communications Technology (ICT) sector since 1999. He is passionate about realising the African Renaissance. From 2004, he became involved in networking, matchmaking and deal-making in Africa.

Whilst engaging with the three groups namely, the Africans in the Diaspora, Africans on the continent and other nations, he has promoted Africa as a trade and investment destination.

He is currently the Country Manager (South Africa) for the Africa Business Portal



About Supreme Resources

Supreme Resources is a platform for networking, empowering, matchmaking and deal-making towards the promotion of trade and investment.



Access by SMEs to finance is constrained by demand-side weaknesses.

Most businesses are not investment ready.

Their owners are unwilling to seek external equity finance and those who are willing do not understand what equity investors are looking for or how to “sell” themselves and their businesses to potential investors



Investment Readiness

Investment Readiness Is Generally Used In The Context Of Raising External Equity Finance.

There Are Three Dimensions Of Investment Readiness:

- Equity Aversion;
- Investability;
- And Presentational Failings.

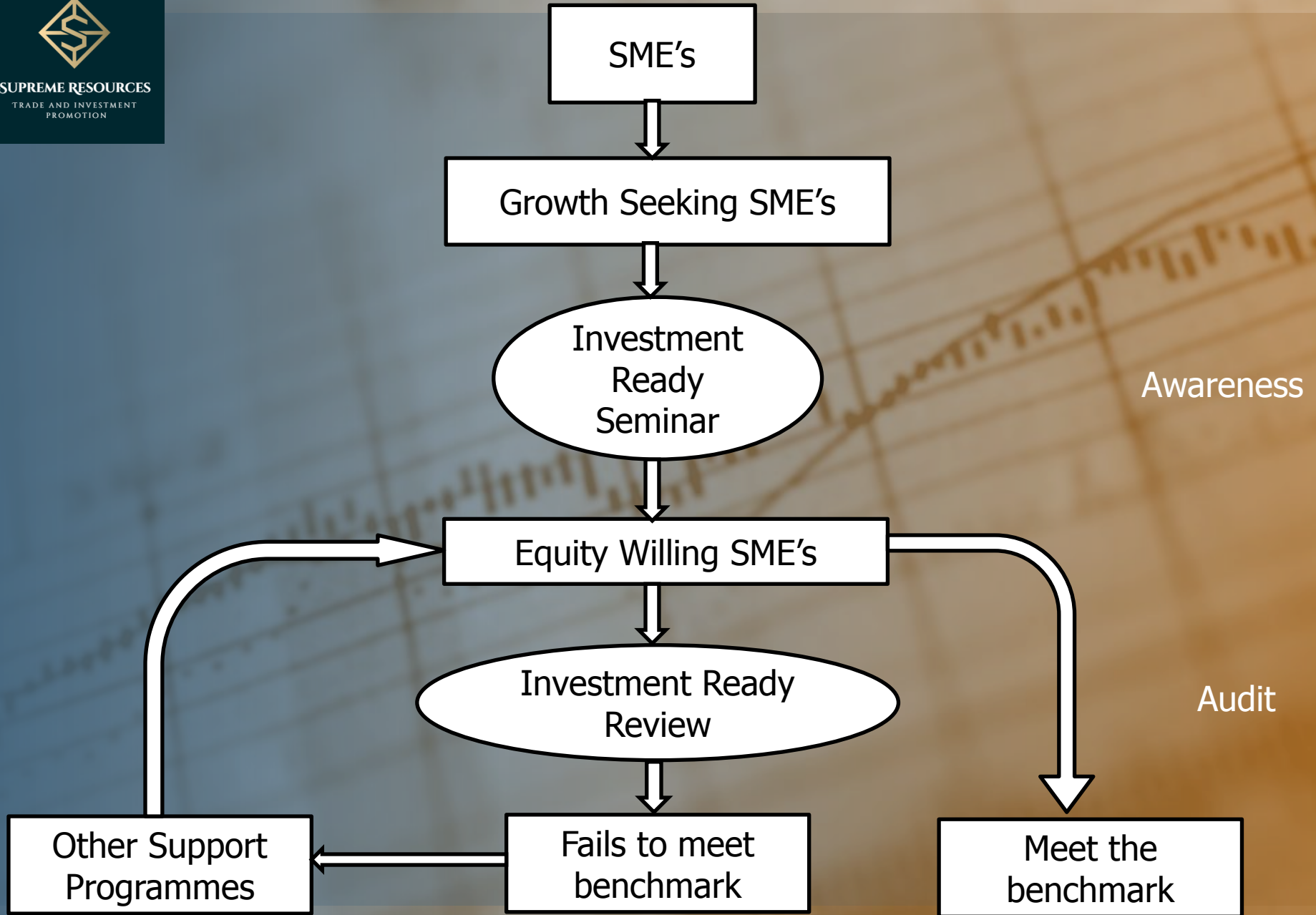


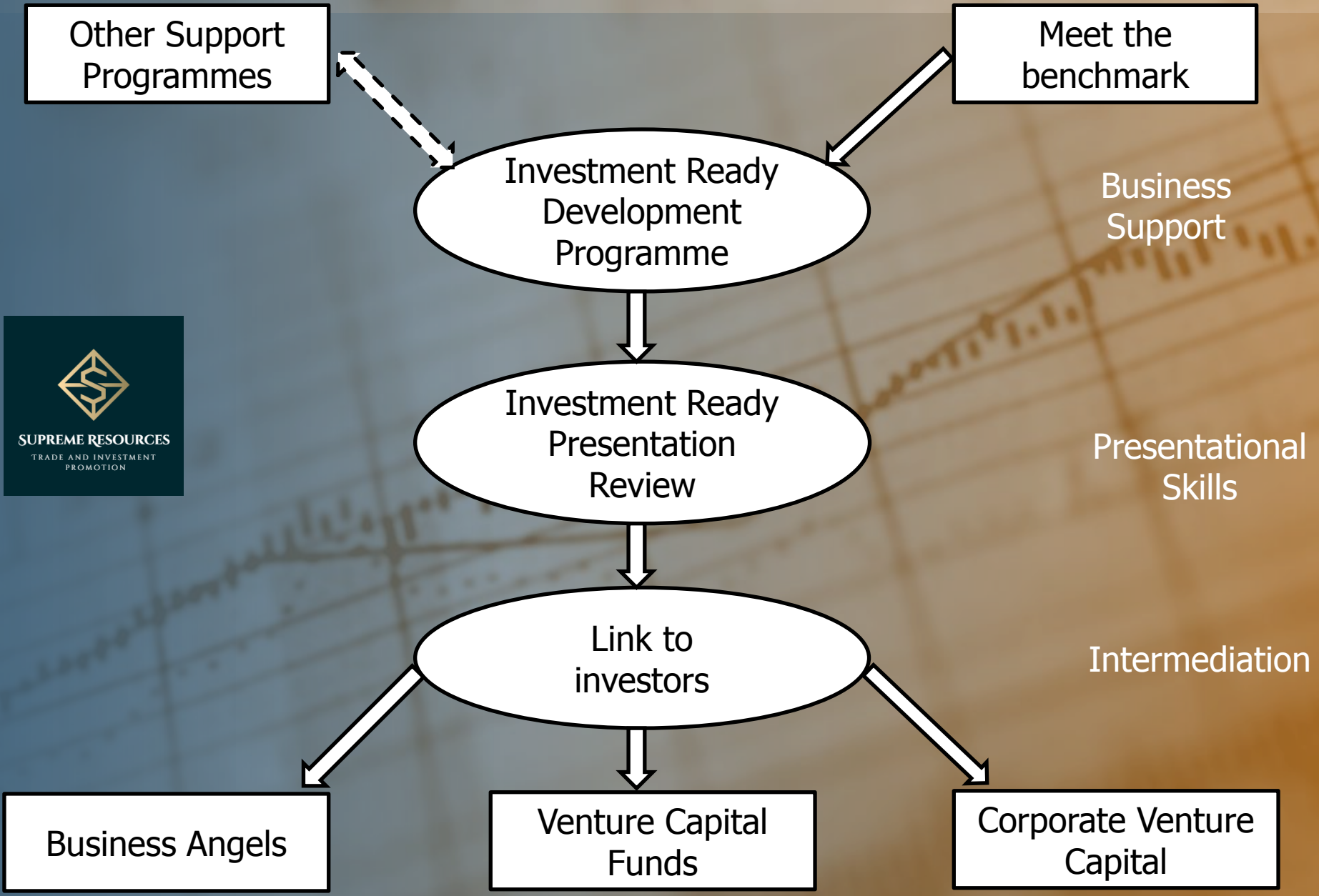
Investment Readiness Elements

The First Is Information Provision. Entrepreneurs Do Not Know About The Advantages Of Equity Finance, What Is Required To Attract Equity Investors, The Criteria That Investors Use To Assess Investment Opportunities Nor How To Sell Their Investment Proposal To Investors.

The Second Is Support - Helping Entrepreneurs To Meet These Standards. The Programme Itself Would Take The Form Of A Series Of Seminars, Workshops And One-to-one Consultancy Sessions Encompassing The Following Five Elements: An Information Seminar; An Investment Ready Review; An Investment Ready Development Programme; An Investment Ready Presentation Review; And Investment Networking







Initial

First Contact

Entrepreneurial Training

Consultations and Investment Networks

Programme Recruitment

Private Sector
(Professional services –e.g. accountants, lawyers, VCs Angels)

Media

Public Sector
[Business Link, RDA, other business support]

Specialist
[Universities, tech incubators]

Introductory Workshop
[Financing Business]

Selection

Non-high Growth Companies | High Growth Companies

Online Resources

Info guides
Funding Database
Sources
Investment readiness
Diagnostic
Business Planning Tool

Stage 2/3/4 Workshop
[Managing Finances etc]

Investment Readiness Diagnostic ONLINE
[Followed by 1-to-1 Consultancy]

Investment Readiness Workshop
[Followed by 1-to-1 Consultancy]

Business Planning

High Growth

Non-high Growth

Presentational Coaching

Investment Support & Mentoring

VC/Angel Networks
Introductions
Mentoring



Thank you

Please contact for more info

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Source: Investment Readiness Programmes And Access
To Finance: A Critical Review Of Design Issues
Colin Mason And Jennifer Kwok