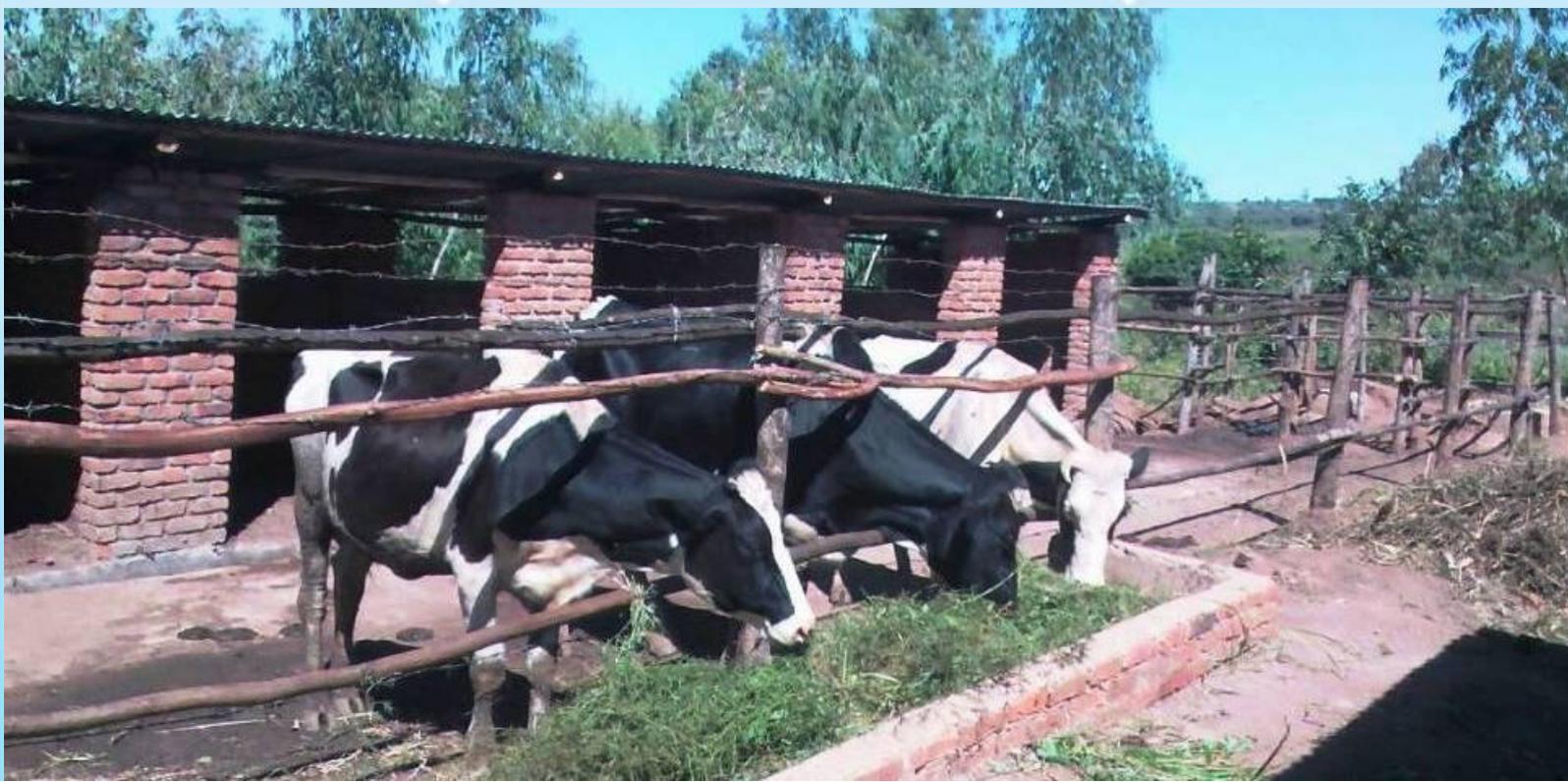


# ACCESSERAT R

Management Consultancy  
Business Development  
Finance

## Invest in a Malawian Business



**The Idea**

Malawi has plenty of people with good business ideas and great difficulties to make them work. We as Accesserator work together with these entrepreneurs to get good businesses started. We work in partnerships, both having interest in the business and sharing profits. Our Malawian partner builds a business case, provides operational management and brings in assets to his capacity, for example a piece of land. We help to make a solid (financial) business case, advise in the management of the business and bring in the asset of the needed start capital. Together we can make a case work.

**About Accesserator**

We are Accesserator, Maarten Verboven and Robert Slijk, two professionals in project and business management. We work together with Patrick Namakhoma, the director of our office in Malawi. We want to develop businesses in Malawi based on an equal relationship with local entrepreneurs. These businesses fulfil the dreams of our partners building their business and their future. And they fulfil our dream to turn our passion into our jobs.

**How do we get our cases?**

By building our network in Malawi we are able to get in touch with Malawian entrepreneurs. In fact they find us by word of mouth and looking at our website. Big cities in Malawi (as Lilongwe, Blantyre, Zomba) have a platform for entrepreneurs. During our visit in September 2017 we were in two national newspapers and we explored with these platforms how we can work together. During the monthly meetings of these platforms ('pitch nights') we can introduce ourselves. These platforms can help us with selecting the most promising business cases. Until now about 50 Malawians shared their business ideas with us.



**Why Malawi?**

Malawi as a country has political stability and is in peace with other countries. The people we know are positive about their country and looking for opportunities. We see possibilities that some of them are willing to make a step and start a business. And we see possibilities to extend our network in Malawi.



**Robert** is a business analyst and serial entrepreneur. As founder of Dutch start-up Remiqz, he experienced multiple pitfalls and moments of joy. Robert gets energized by ambitious plans and solving corresponding complex problems to make it happen.

**Patrick** is an agricultural specialist and multiple project implementer in Malawi. Rooted in Malawian culture and business environment he enjoys most pushing our partners one step further towards their dream.

**Maarten** is an experienced project manager on water, environmental and spatial issues. Most of all he designs plans of action and collaborations. Making those work together with all people involved makes his day.

## Screening of cases

All subjects can be suitable as a business case, but in Malawi most cases are about agriculture (agri-business). For example, our first case is a small scaled cow farm for milk production. We screen business cases on three aspects: *finance, person, impact*. It goes like this: a Malawian entrepreneur sends his ideas to us by email, we read it and respond with our reflection and if it's a potential feasible case with a few first questions. If we get excited about the idea, we soon have a 'meeting' by Skype. So financial feasibility and getting a personal impression of our partner are the first step of the screening. From this point we work out our screening more in detail.

### 1. Screening on Finance

How does Accesserator make an investment profitable? We really take share in the local business. We don't just provide loans and chase refunds; because we are not a bank. We've developed a method that by having a share of the profit (dividend) and selling back shares to our partner (exit strategy) for all parties the business will be profitable. Key is the valuation of the business and thereby its shares. As this is done on the actual annual profit, we never ask our partner to pay more than he has. We create time the first year to get a business working. We believe in a country with as much challenges as Malawi this start-up year is crucial. After the first year we reduce our involvement step by step with the ultimate goal our Malawian partner becomes completely independent and the sole owner of the business.

We agree on a partnership for 5 years and the investments will be profitable in that period of time. We only invest in a case if we believe annual profit is at least 60% of the start capital. Investments in these cases are with some uncertainties; Expected revenues, in amounts or time, are not reached. The exchange rate drops. Or extreme drought makes it hard to run the company. On the other side, the profits can also exceed the expectations. We try to prevent and spread those uncertainties by investing in different industries and cross-checking of all assumptions made in the business plans and financial forecasts.

### 2. Screening on Person

Most important in our screening is that the initiative for starting the business comes from our Malawian partner. They have to see that local business opportunity. For Accesserator this is a way of working demand-driven. At first, we don't work with any formats or rules, we really want to see what our Malawian counterparts come up with themselves. Also important is we need to 'know' our Malawian partner is capable of running the business (operational management). Can he deal with his workers? Does he really understand his business and market? Is he able to make the necessary financial reports? Does he understand legal and environmental issue?

These issues are all addressed in the business plan. More important, we have several meetings with our partners to get to know each other and have mutual trust growing in becoming partners. Our Malawian partners are mostly highly educated according to Malawian standards. We discuss their educational knowledge of business administration and of the topic of their business (maize, pigs, chicken). Their English is fluent and they are able to communicate by Email, WhatsApp and Skype. Meetings are by Skype or, if possible, live during a visit to Malawi. We intend to visit Malawi 3 times a year and we have an office in Malawi.

### 3. Screening on Impact

We only do business with partners who consider their environmental and social impact on their surroundings.

Business cases always include a plan how to deal with:

- fit or embedding in local community
- environmental impact and how to reduce it to a minimum
- animal welfare, if dealing with animals

We have no blueprint or standards how to deal with these issues. Of course all operations have to be legal and depend on local context and circumstances. Accesserator stimulates (and demands) to think these issues through, but understands that just starting a small business is already difficult in itself. Starting a business has a local impact in creating some jobs. This we consider really positive and shapes conditions for economic growth, the heart of Accesserators mission. Working conditions and wages have to be good and have to fit in the local context. We trust our partner in this, because it is him who decides on dealing with employees.

**How to participate**

If you are interested in working with Accesserator to make a business case work, that is possible. We are looking for investors for these business cases. Investing in our cases means giving Malawian entrepreneurs a chance to reach their desired future. Your money will have an impact on a local community in terms of jobs and the prospect Malawians really can start a local business themselves.

At this moment we are looking for loans to make our next step by realising new partnerships in small scaled businesses. You commit yourself to our cases for 5 years and we agree on a scheme to pay back the loan with interest. Growing bigger we think of letting investors really participate in our cases. Participation in a case means you take share in a business. You do so by buying certificates in Accesserator. By selling back your certificates to Accesserator you get your return on investment.

**Pay back scheme**

- Your loan will start from the first month of January or July after signing an agreement.
- You can either choose to have an interest of 3% every year, meaning we will pay back the loan yearly from year 2 onwards. Because we don't sell our shares or receive dividend in a case the first year, we start our pay back scheme also in the second year. Or you can choose to have an interest of 12,5% to be paid after five years together with the pay back of the loan.
- Financial reports of all our businesses are available on demand.

**Be part of Accesserator and give these people a great start**

