



Corporate Profile

Enterprise Development Alliances (EDA) is a company built to offer sustainable enterprise development solutions to companies operating in South African. We connect **(1)** businesses looking for B-BBEE compliance and operational maximisation. through involvement in black businesses; **(2)** to black entrepreneurs looking for potential investors, opportunities for growth and capacity building.

Through years of experience operating in the Southern African markets, **EDA** has developed innovative methods for structuring alliances that improves the bottom-line performance of all alliance partners.

Our take on BEE

In theory, Black Economic Empowerment is all about putting more of the economy in black hands. It's about redressing the disenfranchisement of a considerable portion of the population. It is about economic stimulation and inclusion.

In reality, BEE has meant focussing on shareholding deals for often already wealthy individuals. It has also resulted in an unhealthy focus on employee demographics, and not enough attention being given to capacity building.

The real issue is *how* do established businesses help emerging black SMMEs, second-economy entities, or poverty alleviation projects to become sustainable whilst helping themselves?

We believe the answer lies in the alignment of business goals and objectives with a properly developed support infrastructure.



Enterprise Development expertise.

Businesses trading in South Africa are unique in that, through Code 600 of the dti's "Codes of Good Practice" (COGP), they are required to assist black businesses in becoming sustainable, growing, and ultimately employing more staff.

The most important aspect of Enterprise Development is to develop an initiative that has a direct influence on your business.

It should address a specific operational need or weakness that your business has, thereby strengthening it, making you more competitive and offering you the opportunity of return on that investment.

The challenge facing companies is not in finding a "worthy cause", but in finding black businesses to invest in that have a natural fit with the operation in question.

As a part of our interactions with companies looking to address the Enterprise Development issue, **EDA** facilitates the identification of an applicable initiative or venture.

In this way, our customers further their B-BBEE compliance in a way that enhances their businesses and does not require the sale of shareholding, or through a fundamental restructuring of the business.

For companies looking to meet BEE compliance criteria;

- we are able to analyse their business and operational requirements,
- identify relevant prospects that have a clear synergy with the company, and
- structure and implement a clear Enterprise Development strategy.

EDA offers a unique and innovative approach to Enterprise Development in that it is always centred on return on investment and profit making for all stakeholders, through the alliances it helps to create.



Developing a new approach to BEE

For us, BEE should really be about growing the country's skill base.

More importantly, it should be about growing the national economy through increased participation.

BEE should be about a holistic growing of capacity and enabling capability.

EDA was formed to do just this.

EDA addresses both of these channels by identifying and structuring alliances that directly address the BEE compliance needs of South African businesses, and the economic needs of small enterprises and communities – offering the opportunity for access to employment, income generation, and even wealth creation.

Our strength lies in our business management expertise. With more than 10 years of experience in guiding and managing businesses of varying sizes, and over 5 years of experience in BEE consulting; **EDA** has formidable resources to pull from when assisting start-up operations.

EDA's combined resources allow us to offer our clients a unique and insightful background from which to approach compliance requirements.



Emerging entrepreneur fostering

Emerging entrepreneurs have significant obstacles in the way of their success, and statistically a low chance of achievement; yet emerging entrepreneurs are a crucial aspect of our formal and informal economies.

They have the potential to create employment for thousands of people, offering them an opportunity to not only reach the “bread-line” but even grow beyond it. Their success is of utmost importance to the overall health of the South African economy.

EDA has a defined “*fostering strategy*” for assisting emerging black entrepreneurs, second-economy entities, and disadvantaged communities to identify and implement business opportunities and basic business skills training and operational skill improvement in tandem.

Our unique operational fostering strategy sees these small businesses having access to skilled assistance and mentoring through the crucial start-up phase – offering them a comprehensive “hand-holding” programme whilst learning the basics of good business.

Furthermore we are equipped to identify and develop appropriate alliances that will offer small enterprises development services and solutions that are truly empowering and most definitely sustainable.

We do this by calling on strategic partners to offer investment infrastructure, an extensive skill base and operational management resources to disadvantaged communities, second economy entrepreneurs, emerging black businesses and small enterprises.



Enterprise development projects

EDA takes pride in its ability to enter disadvantaged communities, identify business opportunities through existing and undiscovered initiatives, and enable emerging entrepreneurs.

We identify commercial needs in the formal sector and match those needs commercially viable and sustainable projects. We help to structure commercial agreements that benefit investors and that assist emerging enterprises to access reliable markets.

The combination of infrastructure and support, coupled with a responsibility to make a contribution to the bottom line, offers the emerging enterprises the best opportunity for independence, growth and sustainability.

Target projects

All projects must make good business sense for investors and entrepreneurs alike.

The goal is always for the investor and the entrepreneur to realise return on investment and profit.

Specifically our projects include one or more of the following elements:

- Consulting to companies on their implementation and compliance against the Enterprise Development element of the COGP.
- Constructing incubator projects for start-up enterprises, with permanent access to structured operational support.
- Entrepreneur access to relevant skills development programmes that include specific business management elements.
- Identifying structuring and deploying community-based enterprise development opportunities.



- Identifying and securing strategic project partners.
- Assistance in creating funding vehicles for start-up enterprises.
- Creating investment opportunities for special purpose funds.

Our target market

EDA's operational focus is in three main arenas, namely:

- **Investment vehicles or investors.**

Our Enterprise Development Expertise is aimed at South African businesses requiring assistance with Broad Based BEE compliance.

We are also well structured to assist in creating investment funds for entities looking to invest in emerging business – venture capitalists.

- **Capacity building.**

Facilitating capacity building in emerging entrepreneurs and enterprises requiring assistance in becoming sustainable.

- **Entrepreneur projects.**

Identifying, developing and implementing social upliftment projects in underprivileged areas.



Contact us

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