

Incubator and start-up services

This service is aimed at the entrepreneur with a concept for a new business, but who does not have the experience to translate that concept into a viable and sustainable operation. Broadly speaking it involves two phases: the first resulting in the ability to secure funding; and the second operational assistance in setting up the business.

Auxilium Africa offers a full support service to the inexperienced entrepreneur, covering:

Understanding the business environment

- Economic overview per Southern African country
- Trend analysis
- Business and market analysis
- Scenario planning

This exercise addresses the following considerations for the chosen location:

- What risks does the business environment pose and how acceptable are those risks?
- What is the competitive environment and what future direction will the competition take?
- What are the specific needs of customers?
- How will this business gain competitive advantage and traction?

Developing business plans

- Analysis of the industry
- Sources of competitive advantage
- Analysis of existing and potential competitors
- Assessment of competitive position (advantages and disadvantages)
- Vision of the long term future
- Strategic excellence positions (Where to excel at to be competitive)
- Product and market and financial objectives
- Strategies for business functions and culture
- Resource Planning over time (sequence, timing and cost)
- Risk Analysis
- Actions to progress

This exercise will result in a full and comprehensive set of documents from which funding decisions can be made and which can be presented to potential funders. The process will involve the drawing up of NDAs, MOUs and shareholder agreements.

Auxilium will utilise its network of potential funding institutions and angel investors to make the necessary first stage investments to launching a new business.

Incubation

Once funding has been secured and regulatory matters attended to, Auxilium Africa offers operational first-stage incubation services including:

- Financial, sales and administrative support
- Providing premises and IT set up and support
- Auxilium Africa's business network and contacts to facilitate business development

This service is available to businesses with first stage funding in order to assist in launching the business.

Business expansion into the Southern African region

Auxilium Africa will help establish a business in any of the Southern African countries. Extensive experience and expertise has been gained in Mozambique, Botswana, Zimbabwe, Zambia and Namibia with in-depth knowledge of the economic, business and regulatory environment in these countries. This covers but is not limited to the following:

- Advise on the economic outlook
- Obtain business grants from the local development agencies
- Gain access to the Free Trade Zones
- Obtain trading permits
- Register plant and equipment
- Remitting profits
- Find established service providers such as lawyers, auditors, catering.
- Link to established businesses in the country

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About Auxilium Africa

Auxilium Africa was formed to provide incubation and start up services; consulting on business expansion into Southern Africa; and specialist advice on all aspects of mergers and acquisitions.

The company brings to bear in-depth experience from a team of specialist consultants across a diverse range of disciplines, including finance, strategy development, operations and logistics, information technology, marketing and communications, and organisational development.

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