ONLY IN PARTNERSHIP WE CAN PROSPER DON'T PASS CREDIT CHECKS? DON'T WORRY

GET FUNDING FOR SIMPLE DELIVERY OF GOODS NOW! NO CREDIT CHECKS! VISIT MARKETDIRECT.CO.ZA 0875373199 SALES@MARKETDIRECT.CO.ZA

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FUNDERS@MARKETDIRECT.CO.ZA

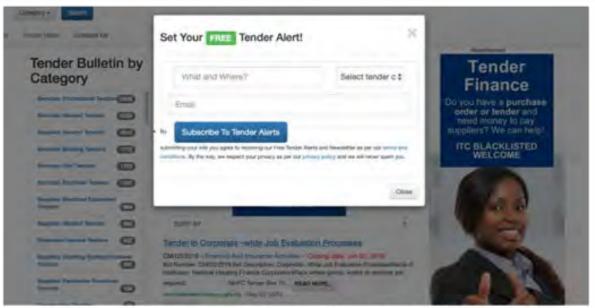
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MARKET DIRECT Tender Finance





WHOWEARE



Tender Finance Or Purchase
Order Finance
Or Purchase
Order Finance

Individual recommendation of the individual recommendation of th

www.tolatender.co.za - South Africa's only free tender alerting search engine

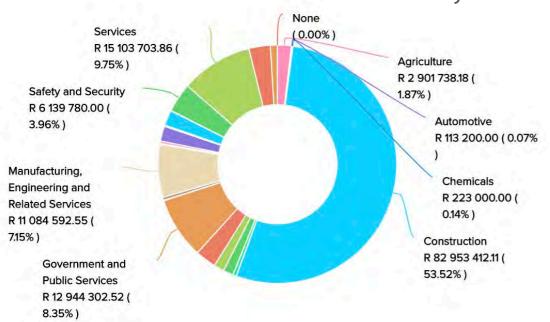
Pioneer FinTech (8+ years) funding government contracts, **raising funding privately. I 00%+ return per annum** for investor. Improves service delivery in South Africa. 35* Google 5-Star Reviews from SMEs! High repayment rate. Invest in SA's fastest-growing funding platform! **Why:**

- Proven track record: Funded 87 companies.
- High returns: 100%+ return per annum for investor or franchisee. Improves service delivery in Africa
- **Payment guarantee:** Contracts we fund are from large organisations and so payment is guaranteed
- Highly experienced project management team
- Small businesses graduate and qualify for affordable normal bank loans
- Investor security: High repayment rate.
- **Easy & rewarding:** Join the crowd & invest in SA's thriving businesses.
- Visit <u>www.marketdirect.co.za/invest</u> to invest today!



CONTRACT FINANCE EXCLUSIVE OPPORTUNITY

MarketDirect Venture Projects



The Market Size: South African government spends ZARI trillion or ~\$59.7 billion USD per year on tenders and RFQs awarded to small businesses to provide services to the communities in South Africa.

0.09% Market Share: Yearly we get on average ZAR1 billion or USD 54.6 million worth of tenders and contracts opportunities brought to us by Entrepreneurs because they lark funding to deliver. That is 0.09% market share.

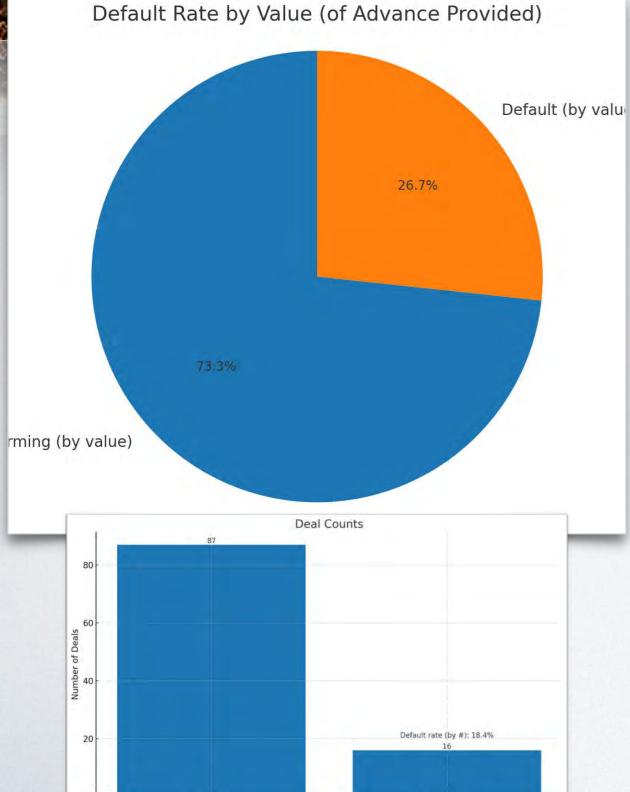
The Problem:

The problem is that most Entrepreneurs in South Africa with contracts/tenders/purchase orders don't qualify for business loans!

Note: The defaults recorded in the above analysis occurred primarily during the initial phase of our funding operations. These early-stage challenges provided valuable insights, leading us to implement more robust due diligence processes, enhanced debtor confirmation procedures, and proactive collection strategies. As a result, defaults have become almost **non-existent in recent years, reflecting the effectiveness of these improvements and the maturity of our operational model.**



RISK MANAGEMENT



Default Deals

SAFEST FORM OF BUSINESS FUNDING

We empower SMEs to succeed, regardless of credit score, but default judgment.

Compliant and innovative: We comply with NCR regulations while offering alternative funding solutions for SMEs facing credit challenges.

Controlled execution: We manage project delivery by funding essential supplies, ensuring project success and facilitating faster growth.

Efficient payment collection: Our innovative methods guarantee high collection rates, supporting your entrepreneurial journey.

OUR PAYMENT COLLECTION RATE IS 73.3%:

Note: The defaults recorded are being recovered with a R1 million in the recovery pipeline with the next 8 months through property sale having obtained many default judgments, the above defaults occurred primarily during the initial phase of our funding operations, 8 years ago. These **early-stage challenges provided valuable insights**, leading us to implement more robust due diligence processes, enhanced debtor confirmation procedures, and proactive collection strategies. As a result, **defaults have become almost non-existent in recent years**, reflecting the effectiveness of these improvements and the maturity of our operational model.



RISK MANAGEMENT

Continued...

Our Contract Financing Through Project Management Support



I. Onboarding:

Rigorous Due Diligence: We perform comprehensive background checks, including FICA verification and credit rating analysis, to ensure responsible financial partnerships. We do not partner with individuals with outstanding default judgments unless they have established payment plan.

2. Investment:

We specialise in corporate and public-sector contracts, with a primary focus on financing off-the-shelf finished goods. We also consider labour-intensive projects that fall outside programmes such as the NYDA—on the condition that the entrepreneur has access to a capable project management team that we provide at an added cost.

3. Verified Orders:

Meticulous Scrutiny: A contract or purchase order undergoes a rigorous verification process to guarantee its legitimacy and minimise potential risks.

4. Secure Payment Collection:

Transparent Financial Management: We employ secure payment collection methods, either through direct control of the entrepreneur's business bank account or, where feasible, negotiated direct payments from clients. This transparency ensures responsible financial management and mitigates potential risks.

5. Controlled Delivery:

End-to-End Fulfilment: We manage the entire order fulfilment process, including delivery directly to the client. This ensures that the entrepreneur remains focused on project execution while we handle secure and timely delivery.



WHOWEARE

Continued...

Logistical Support

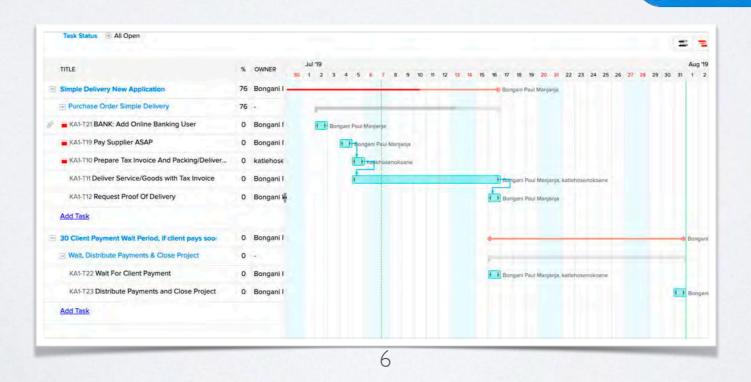
Supply Chain Practitioners

EX-CFO who understands government processes and liaison

MarketDirect PO Funding SME Support Working Capital To Execute The Purchase Order

Auditors that understand MFMA and PFMA and Treasury regulations

Project Managers





OPERATIONS

-	Tender Finance Or Purchase	0.147	D 1 0 1	
	Order Finance	Get A Tender or Purchase Order Finance Quote Now!		
	BEAUTHIS PLEASE PILE THE FORM RELOW OR SKINT SIDEL	Company Details		
	Do you have a tender or purchase order from a large company or government	Company Details		
	for simple delivery of goods? Do you find yourself out of money to pay suppliers and that putting you project at risk to deliver on the tender or	Company name		
	purchase order? Failing to deliver to your client may prevent you getting future business.	Company registration number	Vat registration number	
	The problem is that most entrepreneurs with purchase orders don't qualify for	Select industry sector	R Company turnover past	
	business loans! Our purchase order financing solution is for you to help to always deliver on time, and delivering on time is the secret to getting more	Purchase Order Deta	Purchase Order Details	
	business and grow your business very fast!	Purchase order amount:*	Your supplier quote amount:	
		R Purchase Order Amoun	R Money you need? Eg R	
		Your client name:*	Delivery date:*	
		Your client(s) name?	yyyy/mm/dd	
		Number of days your client pa	ys after delivery?*	
		Payment term (days)?		
ار مندو		Number of days your supplier for delivery after you pay then Supplier (days)?		
		Items being supplied**		
		Items being supplied by your	company to your client.	
		Contact Details (duly authorised per		
		First name	Surname	
		Job title	ID of duly authorised person	
		Telephone or landline	Möbile number	
		Email address		
(A)		Select province		
		Yes, I'd like to be first to hear about MarketDirect.co.za news, savings tips and deals. GET FREE QUOTE NOW!		
		By submitting your info you agree to the following terms and conditions. By the way, we respect your privacy as per our privacy policy and we will never spam you.		

Our Custom CRM also Integrated to Commercial CRM

MarketDirect Contract Finance has made significant investments in its proprietary technologies and the development of the industry. Mr. Bongani Manjanja, our Product Developer, Software Engineer, and Chief Technology Officer, has already delivered the following key operational capabilities for our FinTech services:

- Enterprise CRM: We implemented state of the art custom Customer Relationship Management system integrated to a commercial CRM, allowing us to be dynamic in managing complex purchase order delivery requirements, communicate and support the Entrepreneurs or "clients".
- Project Management: Delivering on time ensures best reputation and repeat business. Each contract or purchase order goes through a project management business step to ensure the business processes are followed the same way each and every time to deliver goods.



SMETESTIMONIALS













BONISIWE AND ASSOCIATES

is woman-led small business, you can see Bonisiwe up there on the picture preparing this large delivery to Eskom herself, and they have just delivered yesterday a large consignment of custom-designed Bird deterrents to prevent birds from sitting on Eskom power lines, as that can also cause electricity power outage!

The supply and delivery was kind of tricky because a large amount of manufactured goods needed, plus since we are entering the festive, BONISIWE AND ASSOCIATES had to deliver exactly by 15 December 2021-and they delivered ON-TIME!



THETEAM



Mr. Bongani Manjanja, The Founder, CEO, COO, and Product Manager, BSc. ITM, UNISA, pending.

Altruism lies at the heart of my professional journey. I believe in leveraging technology to create accessible solutions that address societal challenges and empower individuals. My experience spans developing mass-scale products from mobile subscription services to pioneering FinTech solutions. I'm driven by a desire to build the infrastructure for a thriving 4.0 industry in Africa, focusing on areas like telecommunications, branding, climate change solutions, and financial inclusion for small businesses.



THANKYOU



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53 Devonshire Avenue| Bryanston | 2191 | Gauteng | South Africa





Launch a MarketDirect.co.za Franchise -**Government Wants NON-BANK Emerging** FinTech Entrepreneurs To Fund Other SMEs!



♠ > Franchises >

Launch a MarketDirect.co.za Franchise - Government Wants NON-BANK Emerging FinTech Entrepreneurs To Fund Other SMEs!



Franchises

Launch a MarketDirect.co.za Franchise -**Government Wants NON-BANK Emerging FinTech Entrepreneurs To Fund Other SMEs!**

I'm Bongani Manjanja, CEO and Founder of MarketDirect.co.za.

Let me show you innovative ways to fund SMEs without the burden of credit checks, and how to tap into government loan opportunities to launch and grow businesses right in our Townships and Rural communities - creating jobs and unlocking real economic impact.

"I just brokered through this franchise a R1.18 Billion deal between between two contractors last Friday, creating more jobs for South Africa and injecting that amount into the economy, and guess what? I didn't even fund anyone ... Business Finance is really really Easy, you simply give an SME money, I have no idea why they make it so complicated?! No questions asked and definately NO credit checks!! That's my franchise in South Africa " - Mr. Bongani Manjanja, CEO, COO and Founder

Why Franchise with MarketDirect.co.za in your Township or Rural Area Or Region?

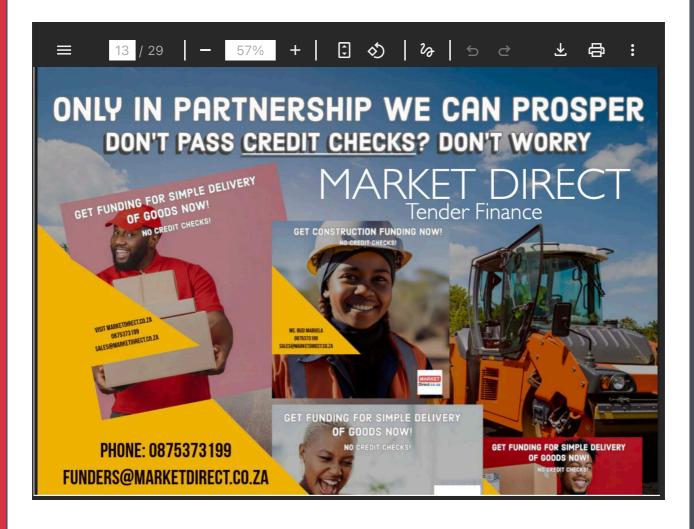
MarketDirect.co.za isn't just another FinTech – we're the proven game-changer with an 8 year track record government wants, a FinTech business funding franchise designed to unlock funding for more SMEs and yet safe for the funder – with no credit checks required! Limited Franchises Wanted!

We've already funded 87+ SMEs, unlocking more than 100 million rands into the South African economy with a potential R1 Billion in our sales pipeline to inject into the South African economy, keeping small businesses alive, growing, and creating much-needed jobs.

What makes us different?

- **V** NCR-approved highly-profitable funding model than interest loans
- Low-credit-score tolerant we look at the contract, not the credit history
- Focused on corporate & government POs, tenders, and invoices

✓ 96% debt collection rate because of our innovative business step



FRANCHISE - Launch a MarketDirect.co.za Franchise - Government Wants NON-BANK Emerging
FinTech Entrepreneurs To Fund Other SMEs! - MarketDirect.co.za Blog

Download

Our franchise model allows entrepreneurs to:

- 1. **Operate under our NCR-licensed structure** removing the regulatory burden.
- 2. **Access our technology stack** including CRM, project management, and proven payment collection systems.
- 3. Leverage our experience to get government funding or loan opportunities

 we teach you how to apply for government funding as a non-bank financial service provider so you can fund township and rural SMEs through our proven model.
- 4. **Get a 60% funding fee share** franchisees benefit from SME deal flows, **2,943+ youth** youth agent referrals, and built-in repayment structures.

What You Get as a Franchisee

- ✓ NCR compliance & license umbrella
- Access to our CRM & tech platform
- Deal origination pipeline via our 2,943+ youth agents and 14 000+ SMEs in our database we send newsletters.
- ▼ Full training & onboarding
- We support you in applying for **government-backed SME fund allocations** using our experience of funding SMEs.
- Use our **87+ Customer References & Testimonials** from real SMEs we've funded

Franchise Cost & Earnings

Based on financial franchising norms in South Africa (microfinance & alternative credit):

- Franchise Fee: R150,000 R250,000 (once-off license & training)
- Operational Float Requirement: Start with a minimum float of R1 million to fund SME contracts under our highly profitable, proven management model. Don't have the capital? No problem we'll show you exactly how to access South African government funding at highly favourable rates, so you can participate in this impactful work that grows SMEs, creates jobs, and strengthens the South African economy!
- Monthly Tech & Support Fee: R15,000
- Estimated Earnings: 100%+ returns per annum on deployed capital (as per MarketDirect returns)
 - Example: With a float of R1 million, a franchisee could earn R500,000 R1,000,000 per year, while growing local SME capacity.

Who Should Apply?

- Entrepreneurs with financial/business backgrounds
- B-BBEE Level 1 entities looking to drive impact
- Township & rural business leaders who want to empower local SMEs
- Investors seeking impact-driven + high-yield returns

How to Get Started

Franchise opportunities are **limited.** To secure your region, contact:

Download our Flyer you will use when promoting in your region, press or tap here.

- How to apply? Apply now by <u>clicking or tapping here</u> or **chat with an agent on whatsapp** now <u>click or tap here</u>.
- sales@marketdirect.co.za
- **\(+27 (87) 537 3199**
- www.marketdirect.co.za/franchise

☑ Call to Action

Be part of the next generation of **Township & Rural SME funding**. Don't just run a business — empower communities, create jobs, and earn strong returns.

Township SME Cash Fund

Easy Guide to Getting Funding!

- ✓ Your black-owned business has been running for at least 1 year.
- ✓ You've done business with medium and large companies, and completed at least 3 purchase orders.
- Term Loans: Minimum of R 100,000.
- Nevolving Credit Facility: Minimum oି R 250,000
- Revolving Credit: Must be for at least 6 months.
- Soth loan types must be paid back within 12 months.



Edit

Tags: B-BBEE funding solutions

Black-owned business funding

contract finance

Earn A Good Living Programme

financial inclusion South Africa

fintech franchise South Africa

franchise opportunity

government contract finance





Wholesale Lending Products

WHOLESALE LENDING PRODUCTS

Overview

Through its wholesale lending, provides facilities (debt/equity) to intermediaries, joint venture, partnerships (Specialised Funds) and other collaborative relationships to extend sefa's reach of making funding available to small businesses across South Africa:

- I. Loans to intermediaries up to R150million
- 2. Loans through intermediaries to endusers up to R5-million

Wholesale Lending Products consists of the following:

- L. Retail Financial Intermediaries
- 2. Cooperatives
- 3. Micro-Finance Intermediaries
- 4. Credit Guarantee Scheme (BFS/S)
- 5. Land Reform Facility (RFI/BFS/ SF)
- 6. Post-Loan Business and Institutional Strengthening Support (RFI/BFS/SF)
- 7. Specialised Funds



I. RETAIL FINANCIAL INTERMEDIARIES

Overview

sefa engages with retail financial intermediaries (RFIs) who provide financing solutions to small and mediumsized businesses within specific markets and/ or sectors that are not serviced by sefa's direct lending activities.

The business loans are flexible and structured to meet the financing needs of the RFI. Various equity instruments, including selfliquidating, may be considered as part of the investment strategy into the RFI.

The transactional limit for first-time borrowers will be dependent on need up to R100-million or in line with sefa's counterparty limit. This may be increased with approval from the shareholder.

Securities for the loan may include first cession of the loan book, power of attorney over bank accounts, mortgage bond over property, guarantees from third parties, personal suretyships etc.



2. COOPERATIVES

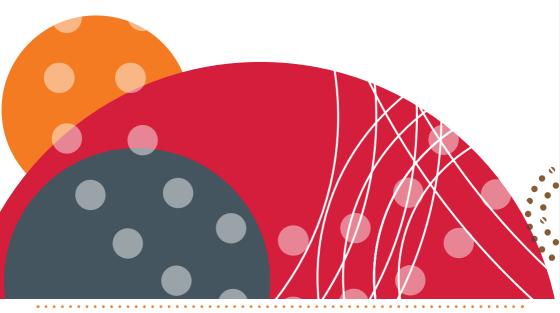
Overview

A cooperative is an autonomous association of persons united voluntarily to meet their common, social or cultural needs aspirations through a jointly-owned democratically-controlled enterprise and operated on cooperative principles.

Cooperative enterprises part of the social economy, which contribute towards job creation and creation of common

community wealth. It is on this basis that **sefa** promotes and facilitates the development of cooperative enterprises by providing accessible funding to these entities, and most importantly invest in community projects with huge social impact.

sefa provides funding mainly to two types of cooperatives: Cooperative Financial Institutions (CFIs) and enterprising cooperatives.



Cooperative Financial Institutions

Cooperative Financial Institutions (CFIs) are deposit-taking cooperatives owned by a minimum of 200 or more members. They comprise cooperative banks registered in terms of the Cooperatives Banks Act and financial cooperatives regulated through an Exemption Notice issued in terms of the Banks Act. The financial cooperatives are regulated by the Cooperatives Development Agency (CBDA), while the cooperative banks are regulated by the South African Reserve Bank (SARB).

Visit sefa website for more information on Cooperative Financial Institutions qualifying criteria.

Enterprising cooperatives

These are non-deposit taking cooperatives owned by a minimum of five (5) individual members. These types of cooperatives offer its members various services, except for savings and loans.

Visit sefa website for more information on the Enterprising Cooperatives qualifying criteria.



3. MICRO-FINANCE INTERMEDIARIES

Overview

sefa provides facilities to microfinance intermediaries (MFI) to on-lend to micro and survivalist businesses requiring funding of up to R50 000 for the purpose of growing their income and asset base. Under special circumstances, and based on proper credit vetting and investment policy procedures, the amount may be up to R250 000 per single business/owner(s).

These transactions occur exceptional cases and determined and assessed at the time. of application. Prior approval will be required through the appropriate credit processes.

The business loans will be flexible and structured to meet the financing needs of MFI. Various equity instruments will be considered as part of the investment strategy into the MFI



Eligibility criteria

To qualify for **sefa** funding, the MFI must be/have:

- A minimum of two years in operation, with the demonstration of microfinance lending
- Early growth and established intermediary (start-up by exception) who display the 2. potential to meet microenterprise needs and expectations in line with sefa's mandate
- The institution's ability to meet basic criteria and the extent of risk sharing with sefa 3.
- Alignment of the institution's operations to sefa's developmental objectives 4.
- 5. Must be registered and operate within South Africa and comply with all the laws that apply to legal entities in the Republic
- 6. Must comply with relevant statutory and regulatory requirements in terms of governance and compliance including a board, regulatory compliance, risk management policies, reviewers and all other governance requirements as per Companies Act. Institutional strengthening support will be provided where gaps have been identified
- 7. Lending to be in line with the National Credit Act with relevant and up-to-date registration
- Key personnel (eg. senior and executive management) must have the relevant investment and development finance credentials and no less than five years proven working experience as SMME investment analysts and/or microfinance specialists
- 9. Loan methodology including policies and systems to be able to assess, disburse, monitor and collect on loans
- 10. Financial systems ability and appropriateness
- 11. A 5% to 10% own contribution as a percentage of the loan amount or capital commitment may be required
- 12. Must comply with B-BBEE codes of good practice
- 13. Must be prepared to accept **sefa** interventions and business institutional support services.



4. CREDIT GUARANTEE SCHEME (BFS/S)

Overview

The scheme issues a range of credit guarantee products to lenders (commercial banks and other financial institutions) for SMME borrowers whose access to finance is impeded by the fact that they do not have collateral required by the lenders.

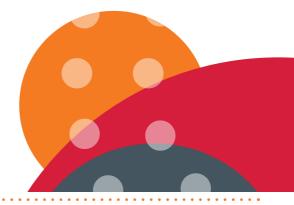
SMMEs would normally require finance in order to establish, expand or purchase existing businesses. The three broad categories of indemnities available are individual, portfolio and institutional indemnities.

The financial institution will assess the business plan and loan application in terms of its lending criteria. sefa will set certain guidelines for the assessing and monitoring of the loan process on which the indemnity will be enforced. Once the application has been approved, the financial institution will approach sefa for indemnity cover and a mentor may be appointed to help with the implementation of the business plan, setting up of operational systems and general business management. The financial institution manages the loan and collects payments for the duration of the loan. The full repayment of the loan remains the responsibility of the applicant.

Eligibility criteria for the Banks and Financial Sector (BFS)

To qualify for **sefa** funding, BFSs must:

- L. Be commercial banks, which are automatically eligible to participate in the scheme by virtue of being professional money lenders, registered, regulated and monitored by the Financial Services Board and overseen by the South African Reserve Bank, Other lenders will be incorporated into the scheme provided they meet the legislative conditions
- 2. Agree to the terms and conditions of the scheme, as they would appear in the Indemnity Agreement, and thereafter sign the agreement
- sefa will have the right to review their credit lending policies and procedures to the SMME market.



5. LAND REFORM FACILITY (RFI/BFS/SF)

Overview

The Land Reform Empowerment Facility (LREF) is a Broad-Based Black Economic Empowerment Fund capitalised by the Department of Rural Development and Land Reform and supported by the European Union.

The LREF is a wholesale financing facility through which sefa lends money to commercial banks and other reputable agricultural lenders for on-lending to land reform beneficiaries.

The aim of LREF is therefore to broaden the control, management and ownership by black South African citizens in landbased, high-value, income-generating assets in the agricultural sector.

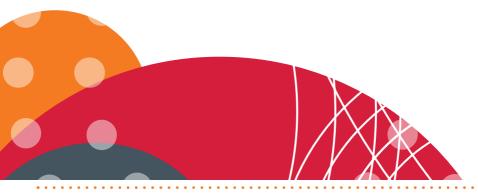
To increase the commercial success of LREF-funded projects, sefa assists these projects with training and skills development interventions by means of a training grant.



Financing facilities under LREF

- 1. Mortgage Loan Facility this is a financing facility which enables the target market to buy and own land for agricultural production purposes, under the following criteria:
 - Maximum loan value of R15million per project
 - Maximum Ioan of RI-million per Black person participating in the project
 - Loan repayment period must not exceed 12 years
- 2. Equity Share Scheme an equity share scheme is a business arrangement in which both land reform beneficiaries and private sector partners buy equity in the form of shares in a land-based agricultural enterprise:
 - Maximum loan of R1-million per person participating in the venture
 - Loan repayment period must not exceed 12 years

- 3. Production loans for the purchase of agricultural inputs such as fertiliser, seeds for land reform projects:
 - To be available for both crop and livestock enterprises
 - To be repayable within 12 to 18 months (depending on length of production cycle)
 - Maximum loan amount of R500 000 per enterprise production cycle
 - Own contribution of 10% (of total funding) may be required
- Agricultural asset finance for the purchase of agricultural machinery and equipment:
 - Lending threshold is R800 000 per farmer
 - Repayment period is within the useful lifespan of the financed asset to a max of 5 years
 - Security is a notarial bond over financed asset



6. POST-LOAN BUSINESS AND INSTITUTIONAL STRENGTHENING SUPPORT

Overview

The purpose of the post-loan business support and institutional strengthening is to provide non-financial support to SMME businesses via the RFI/BFS/SF and also directly to the intermediaries.

In the provision of these services, sefa will leverage the resources of other government agencies such as the Small Enterprise Development Agency (Seda), Productivity South Africa and others.

Post-loan business support for SMMEs

The post-loan business support programme is designed to provide business support services to enterprises during the life cycle of the business from early stage (growth/development/ compliance mentorship), as well as the decline phase (turnaround specialists). This service is only provided to small businesses that have benefitted from loan facilities provided by sefa and its financing partners.

The programme is facilitated through the Direct Lending Division and will allow the Wholesale Lending Division to access such support as and when needed. Pre-loan support will be considered if and when required using Seda.

Institutional strengthening support

The main objective of this programme is to strengthen and support the following needs of sefa funded MFI/RFI/SF:

- 1. The strategic and organisational needs of the organisation, focusing specifically on key business processes
- Open architecture: processes and systems of the organisation, focusing specifically on areas such as back office management, asset and liability management, enterprise-wide risk management, accounting and internal audit and HR systems and IT systems
- Management and leadership training and upskilling, focusing specifically on corecompetency gaps and weaknesses, such as (but not limited to) management and leadership skills, investment appraisal and risk analysis, project finance and computer literacy.

7. SPECIALISED FUNDS

Overview

These joint ventures/partnerships are the basis for **sefa**'s wholesale proposition. The synergistic partnerships of cooperation, coordination and collaboration will not only reduce the risks associated with the market, but more importantly will allow both the government and the private sector to take responsibility for addressing the challenges of enterprise development.



Godisa Supplier Development Fund

The Godisa Supplier Development Fund is an enterprise development fund created in partnership with **sefa** and Transnet. The fund focuses on promoting sustainable enterprise development; business growth and job creation among black-owned Transnet suppliers in rail manufacturing, freight logistics and related services, with a specific focus on developing women, the youth and people with disabilities.

To find out more, download the Godisa Supplier Development Fund brochure below.



Switchboard: **+27 I 2 748 9600**Central email: **helpline@sefa.org.za**

- ▼ TheRealSEFA
- f SmallEnterpriseFinanceAgency
- the-small-enterprise-finance-agency

www.sefa.org.za