



Unlock your potential with the FNB MasterUp Programme

Terms and conditions apply.

First National Bank A division of FirstRand Bank Limited. An Authorised Financial Services Provider (NCRCP20)



The **FNB MasterUp Programme** is an enterprise and supplier development initiative born from a collaboration between **FNB and**



This 10-month business development programme is specifically designed for small to medium enterprise owners, with the **primary aim of helping accelerate business growth and successfully increase investment potential.**

Presented on a dynamic online platform, the programme provides business owners with an array of business development modules and immersive virtual masterclasses, empowering them to grow their businesses strategically and effectively.

The programme key objectives are as follows

Funding readiness

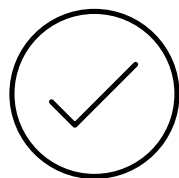
How can enterprises improve their investability? We will help business owners with compiling effective business plans, financial projections, and pitch assets to improve their investability and funding access to unlock opportunities to enable scaling.

Growth acceleration

How can enterprises improve their operations to reduce the failure rate and improve sustainability? We will help to improve business capabilities through automation and innovation, while also improving the valuation of the business and access to markets.

Operational and business support systems transformation

Which systems and platforms can improve operational efficiency? We will help business owners with technology-enabled systems to drive impact on cost reduction, efficiency improvements and customer satisfaction.



Who can apply for this programme?

This programme is targeted towards Qualifying Small Enterprises (QSEs) with at least 51% black ownership as determined by the broad-based black economic empowerment definitions, with a turnover between R10m and R50m.

We're looking for ambitious entrepreneurs and visionary business leaders of a SME who show promising potential for growth and innovation. Entrepreneurs must be open to leveraging cutting-edge technology and innovative growth strategies and willing to invest their time in the programme.

Programme selection criteria

- Turnover of between **R10m and R50m**
- At least **51% black ownership** in accordance with broad-based black economic empowerment definitions
- **Business-to-business** operating model
- Must be **tax-compliant**
- **Not a participant** in another business development programme



Programme costs

The programme is at no cost to the 60 qualifying business owners

How to apply

Simply complete the application form and business diagnostic to be considered for entry into the programme. You can find all the details and steps here

FNBMasterUp.co.za



What to expect from the programme

The blended programme approach will encompass the following key interventions

- **Enterprise diagnostics** and **benchmarking reports** to ascertain business strengths, weaknesses, and gaps
- **Online modular learning** customised to address gaps in each business, aligned with growth acceleration in six key areas
- **Virtual masterclasses** covering an array of business-related topics, aimed at strengthening your business and fostering connections with fellow business owners
- **Investability screening report** and **virtual** funding readiness sessions aimed at enhancing investability
- **Provision of specialist support**, including accounting services and website development assistance
- **Allocation of management platform licences** for accessing other specialised support
- **Ongoing monthly mentorship** to support online modular learning and business maturity consulting
- Additional **mentorship** provided by a **part-time CFO**





Key focus areas

To accomplish these objectives, the programme will offer support to businesses across six key areas as outlined below

- **Advanced diagnostics**

A fully automated survey is used to analyse the business, develop a strategy, and formulate a development plan

- **Aspirations**

Your vision for the business

- **Where to play**

The markets and strategy you choose for your business

- **How to win**

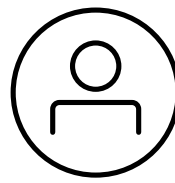
The business activities that will ensure the success of your business

- **Capabilities**

The businesses ability to execute on strategy

- **Systems**

Systems automation for success and growth



What do we expect from you?

- Commitment
- Engagement
- 2 to 3 hours per month working on your business with us

Applications open in **October**.
Applications close 31 October 2023.

To apply for the programme go to

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