

JACQUES DU BRUYN ENTRY FORM - THURSDAY, APRIL 30, 2015 16:13:43

Application Details

Name	: Jacques	Surname	: Du Bruyn
Designation	: Managing Director	Email	: jacques@flume.co.za
		Address	
Cellphone	: 0823815068	Telephone	:
Birth Date	: Tuesday, January 22, 1985	Application Date	: Thursday, April 30, 2015 16:13:43
Business Name	: Flume Communications	Registration No.	: 2012/213644/07
Tax No.	: 9095652187	BBEE Level	: 4
Type of Business	: Digital Marketing, Online Advertising, SEO, Social		
Industry	: Marketing, Communication, Public Relations and Adv	Years in Operation	: 3
Physical Address	: 2nd Floor, The Media Mills, 7 Quince Street, Milpark 2092	Postal Address	: 2nd Floor, The Media Mills, 7 Quince Street, Milpark 2092
Town / City	:	Business Number	: 0114823547
Business Twitter	: flumeza	Business Website	: www.flume.co.za

Company People

Added	Name	Surname	Birth Date	Designation
Thursday, April 30, 2015 16:13:44	Ruan	Oosthuizen	1986-06-20	CEO

Company Financials

Year	Gross Revenue	Gross Profit	Briefly Explain The Drivers of Y/Y Gross Profit Growth or Reduction in each year
2011 / R 0,00	R 0,00		We were not operational in this year
2012			
2012 / R	R		We had just started out and it was difficult to win clients, thus our gorss revenue and profits were low.
2013 550.000,00	30.000,00		
2013 / R	R		We had won clients such as Mutual & Federal, Nedbank, Old Mutual and Old Mutual Wealth UK which added to great retainers that resulted in profitability and growth
2014 3.600.000,00	300.000,00		

Company Employees

Year	Total Number of Employees	Average Employee Remuneration	Briefly Explain The Drivers of Y/Y Total Employee Growth or Reduction in each year
2011 / 0		R 0,00	We were not operational in this year
2012			
2012 / 4		R 16.500,00	We were a new business and thus rather plugged our money into growth and not salaries
2013			
2013 / 10		R 25.000,00	We grew significantly and are now a staff compliment of 10 and are able to pay salaries worthy of our workforce.
2014			

3 Select Categories

The Maverick Award for Service Innovation Excellence

We have managed in our 2.5 years of existence to win clients such as Mutual & Federal, Nedbank Wealth, Old Mutual Group, Old Mutual Wealth UK, Old Mutual Zimbabwe, Foodcorp and Alfa Romeo. We believe this to be a result of service and product excellence - have managed to keep these clients happy through strong relationship management as well.

The Maverick Award for Technology Innovation Excellence

We have managed to innovate how we drive leads for our clients online. We use tools such as remarketing not only on our clients websites but through 3rd party sites where instead of buying premium banner space we buy the opportunity to plant remarketing code. i.e. If we're selling insurance we plant remarketing code on Auto Trader's website under specific products so that when a user surfs the net we remarket to them specifically to take out insurance because of the vehicles they've viewed. This has never been done in SA before.

The Maverick Start-Up of The Year

We're 2.5 years old. Have 10 employees, currently have a turnover of R10 000 000 per/a. We've seen significant growth and service bluechip companies such as Mutual & Federal, Nedbank, Old Mutual Group, Old Mutual Wealth UK (based in Southampton which pay us a significant retainer) also winning Old Mutual Zimbabwe- we have business in 4 countries. We've done a lot in 2 years.

Questionair

Business Overview

Business Existence Validation

Describe the problem(s) or challenge(s) that your business solves.

We realise that business market with the sole purpose of winning new business/sales. We solve the problem of bringing business to our client's business by using online channels to drive leads.

Describe the extent/ magnitude to which this problem or challenge was not being addressed prior to your business entering the market.

We believe that most of the industry that we're in throw money to brand awareness and online channels that don't render value or results. Our bespoke solution drives leads and calculates the cost per leads as well. Thus we're able to drive profitability for our clients. It's the difference between paying more than what you want for a lead vs paying an amount that makes gaining that lead profitable.

Describe the size of the market that your business operates in.

The market is extremely big, every business or brand needs an online presence and online marketing strategy for driving leads.

Products and Services Value Proposition

Describe the products or services that you offer through your business

Our offerings includes, online strategy which helps paint a picture of how the client should exist online. We then choose the correct media buying channels and owned channels to drive the business objectives, these may be websites, social media, google adwords, Premium banners, facebook ads etc. We then track everything we do through online monitoring tools to deliver a full picture on KPI's and performance.

Describe your products or services unique selling proposition and competitive advantage.

We track and measure everything we do. We don't simply tell you that your ad went live and that you received X amount of exposure we tell you how many leads you received and how much you're paying for the lead.

Marketing and Distribution

Describe your client / customer base including at least 3 names of current customers.

Our current client base is mainly made up of financial services. Our client include Mutual & Federal, Nedbank, Old Mutual and Foodcorp.

Describe your sales strategy and distribution model.

We believe in relationship. We don't cold call but rather exercise through relationship. We'll most often offer a service that we note a client doesn't have yet i.e. online monitoring and then drive our other services through the business once we're in.

Describe your marketing activity as well as customer attraction and retention strategies.

We mainly go about our marketing through media PR- we've hired a PR agency that helps us with that. The types of clients we're after don't search for us on google, rather they hear about us in the media and word of mouth. Our retention strategy revolves around over servicing our clients with great work, proactivity and decent pricing models.

Describe how you anticipate your market/industry and customer needs will evolve in the future and your businesses plan to adapt accordingly in order to maintain an edge?

We anticipate that as the digital environment evolves we'll have to adapt as we go. The main aspect that we note is live programmatic media buying where bidding on search keywords becomes a realtime discipline. We want to be the first in SA to nail that!

Economics of the Business

Describe your business model

Our key assets are people and their IP and our products are only tangible online through results.

Describe your revenue model and the revenue drivers of your business.

Our revenue is derived through time and product. We bill for time spent creating websites, content, design etc. and bill for management fees for running media buying online.

Would you describe your business as a low, medium or high sales margin business? Briefly explain and include figures.

High Sales margin. eg my designer costs me R350 an hour and I bill them out at R700 an hour. Also we charge a 15% management fee for media buying- if we run a few R100 000 per month that translates into high margins of profit.

Would you describe your business as a low, medium or high sales volumes business? Briefly explain and include figures please.

Low sales volume because we only really need a hand full of high paying corporates to service in order to be highly profitable.

What is your projected revenue/turnover for the next 3 years?

30 000 000

What are the drivers/factors that support your projections?

That we've grown by 200% year on year and that we're currently hitting 10 000 000 a year.

What are the three main challenges that the business faces in the next three years? Include how you intend on addressing these challenges.

Hiring the right people = exercising our networks and linking up with the right recruitment partners
Managing quality control = implementing systems that work and don't cripple our creativity or turn-around times

Sustainability and Scale-Up

Is your business sustainable? If so, please describe your sustainability drivers.

Yes, we believe that business will always have a need to tell people about their services and gain leads.

Briefly describe your scalability and business growth strategy.

We have grown 200% year on year and plan on keeping this up by pitching to clients through services they don't have yet.

Business Achievements & Vision

What have your 3 main achievements been as a business over past three years?

Becoming Mutual & Federal's full service digital agency, winning business in the UK through Old Mutual Wealth UK and driving profitable leads that have changed business at Nedbank Wealth.

Briefly outline the vision for the business over the next 5 years?

We want to plant an office in London in a year's time and grow through Africa as we have clients in Zimbabwe and Malawi already.

Impact

Corporate Social Responsibility

What is your corporate social responsibility focus area and why? (Education/HIV/Entrepreneurship/Early Childhood Development/Environment)

Education because we believe that knowledge is power. I lecture at Vega the Brand Communications School and sit on their advisory council. we are working with them to develop programs to use as social responsibility.

Describe your social responsibility practices and programs you have run over the past three years.

We are currently developing these as we are only 2.5 years old.

Outline the outcomes and impact generated from your CSI program.

We are yet to calculate this.

Innovation

Innovation Culture

Is your business based on an innovation?

We have innovated a current agency business model that have proven successful over the years

What type of innovation is it? (Product/Service/Process/Other)

People management - we allow our employees to work remotely.

Briefly Describe your innovation

We allow fluidity in space and where and when our employees work.

Why do you believe that your product/service/ process is an innovation?

It allows employees to get things done, move in spaces where they can be creative and deliver. A happy employee = a great employee.

What Intellectual Property Rights do you possess over your innovation? (Patent Pending/ Patent Granted/ Trademark/Copy Right)

none.
