

# What Banks Don't Tell You...

**...AND where to get money for your own business!**

It is a fact. You need money to make money. You can't start a business without it.

It is also a fact that it is virtually impossible to get a loan from a commercial bank to start a business - doesn't matter how brilliant your business plan is.

Your bank manager WILL NOT give you a loan unless you have enough real assets (like gold and silver) to secure a personal loan.

If you are in this position, then your dreams could be dead in the water ...**until now!**

## **Without a loan you have three options:**

**Option 1.** Start a partnership – also called a Personal Liability Company (**Inc**) with partners who has enough cash to invest in the business.

**Option 2.** Register a Private Company [(**Pty**) **Ltd**] with partners (directors and shareholders) who share your ideas and who has money to invest in your venture in return for a slice of your profits.

**Option 3.** Start (register) a Public Company (**LTD**) and issue shares to the public for a share of the profits and payment in dividends.

This all sounds *hunky-dory*, and to be honest, it is actually relatively easy to do – you can do it in 90 minutes, BUT in the real world, there is something else you need to do **FIRST** - long before you get to make one of the options above.



It is this “secret” that I am about to share with you. It is a secret bank managers don’t talk about anymore - until today!

**Listen Carefully:** BEFORE you make your choice to follow option, one, two or three above - you FIRST need to STOP and take a step back and ask yourself: Where is the money going to come from ...where (or who) is my cash-cow?

Before you do anything else you need to “find the money” first – and you can do this in a special and smart way known as Crowd- Funding. Or as some people like to call it: “cash-cow hunting” or “money-getting”.

Let me explain: BEFORE you register a company you need to find “RICH” partners or shareholders [this can also be a company] that likes your business ideas so much that they want to invest in your business venture.



## **It is easier than you may think. Let me show you how to the get CASH...**

**Step 1** - Do your homework first and write your business plan. [I will give you a brilliant template to use in a minute.]

**Step 2** - Set-up a private “cash-cow” [Crowd-Funding] platform and start to invite interest parties to look at your business plan and ideas.

Give them the opportunity to indicate an amount they are willing to invest in your company. [Read on to see how this cash cow (Crowd- Funding) platform works]

**Step 3** - Once you have enough interest in your business venture your next step would be to get all the interested parties together for a presentation. [We call it the fact-finding meeting].

Here you will present your business ideas and plans, answer questions and get your already interested parties excited to invest in your company. [If you plan to start a BIG corporation you may even want to use this opportunity to select individuals willing to play a more active role in your corporation]

**Step 4** - Now that you have the commitment of enough investors you will simply draw up your final MOI (Memorandum of Incorporation) and then you make your choice:

- Are you going to register a Partnership (**Inc**) or a Private Company [(**Pty Ltd**)] or a Public Company (**LTD**)?]

If this sounds a bit scary, don't worry; your partners and your shareholders will let you know the format they will feel most comfortable with. And the company act also stipulates certain do's and don'ts - all you have to do is stay within the rules.

**Step 5** - Your the last step! Open a bank account for your new company and give the account details to your new partners and shareholder to make their deposits [Invest]

**1-2-3-4-5: "Easy Peasy"** and you have your money!

But look...I get it, some entrepreneurs may find this just too much of a hassle and difficult - but I can promise you this - it is far easier that you may think, especially if you have someone like me to help you.

## **You need to know this before I move on...**

Contrary to popular beliefs, "money-getting" [finding investors] is not the problem.

There are thousands and thousands of investors - locally and internationally - looking for good investments on a daily basis.

They just sit and wait with their wallets wide open...waiting for someone like you to ask them for money. If you find it hard to believe, ask yourself this question? *What do you think the stock markets do all day long?*

Trust me when I say that the true problem is not the availability of cash. **No Sir – No Madam!**

*"The problem today is good ideas and good people to run with those ideas".*

Are you still with me? Good...

If you have a dream, I want you to hold onto that dream and read the following carefully!

## **Here is the deal...**

The SA-Chamber of Entrepreneurs (**SACE**) is about to help a small group of 50 people [individuals or small companies] in Southern Africa to make their dreams come true.

**YOU** are hereby invited to apply for your own “money-getting” (**Crowd-Funding**) system right now!

**INTERESTED?**

**YES?** Fantastic because SACE is about to set-up the 50 private online (cloud based) **Crowd-Funding** platforms exactly as we will explain in a minute.

We want to give one of these Crowd-Funding platforms to you so that you can start to invite interest individuals and companies to invest in your dreams and in your business.

## **Just think about it for a second...**

Can you imagine you suddenly have all the money you need to start the business you always wanted?

**“Money Is Power”** - I know that, and I think you know it too. But here is the thing:

Money can also create something magical.

There is nothing in this world that is more exciting than walking into your new office, on your first day as CEO, with more money in the bank than you will even need.



You can believe me when I say this - I know what I am talking about.

**My point is:**

- You know your business ideas are great and solid ...right?
- You know you will succeed because you already did your homework, you are a good leader, and you know what you are doing.
- You may even already have a registered patent, trademark or “system” in place as a “bargaining chip” to give your company the edge.

- All you need today is the capital to get your business off the ground ...right?

I hope so because then we are on the same page.

You need to understand that taking money from investors is a win-win for both parties. It has nothing to do with “charity” as some *would-be* entrepreneur sometimes think. This is pure business: it is about profit and profit only.

Remember: It is your business ideas and your skills and your commitment that is going to make millions ...maybe billions for you and for your shareholders & partners.

You will be the boss, and that is why investors will give YOU their money. This happens every single day – thousands of times a day - across the globe. Today is your turn!

## **Are you ready?**

All that stands between you and your dreams is the CASH you need to open your business doors. And the KEY to open these doors is your ability to convince a few people to invest in your business ideas.

Yes, there are many different ways to get this “KEY”, but nothing comes close to a private **Crowd-Funding** platform.

A Crowd-Funding platform will show potential investors exactly how serious you are about your business and how they (investors) will benefit when they invest in your business plans.



Here are 5 tips to remember:

- Being honest and direct is the secret.
- THAT is why investors invest in good ideas, good people, and good companies.
- THAT is why a successful company become even MORE successful because the shareholders help insure it.
- THAT is why the rich become richer, and
- THAT is why the capitalist system works so well.

Let me help you take the first step – and when you do, the rest will automatically follow.

## **First Things First: Let me show you what a private Crowd-Funding platform looks like!**

Below is a “URL” link that will take you to an example of how a private cloud based Crowd-Funding platform works and how it looks like.

<http://CranBerryProperties.co.za>

Did you see it?

Here is a little background so that it is easier for you to follow the process.

- In the above example (DEMO) the company in question are looking for individuals [or companies] to invest in a new specialized PROPERTY FLIPPING company that is about to be formed in South Africa.
- The new company [The CranBerry Property Investment Group] will buy residential real estate in South Africa on the open market, upgrade it and then sell it again for profit to a selected (growing) database of local and international buyers.
- The company wants to secure 25 million Rand in cash before they start operations and before they register a public company with the Department of Trade & Industry. The company is willing to issue 25 million shares at R1 each.

*Are you still with me on this...?*

Okay good, moving on; as you can see on the demo platform *The CranBerry Property Group*, at the time of writing this, already have 15 people who showed an interest to invest about 13.5 million Rand in the corporation.

In the back-office [you will need a password to see this] is the names and contact details of every interested investor as well as other information they volunteered to give or questions they asked.

Remember: Because this is a cloud-based system, you can set it up so that investors from anywhere in the world can see it.

That means you are not limited to local investors but can get investors from around the globe.

As you probably know, many international companies [and many individuals in foreign countries] are constantly looking for investment opportunities in Southern Africa.

Our weak South African currency [Rand] and your good ideas make for an excellent investment for Europeans and Americans. Never forget that.

If you are ready to move on, your new private Crowd-Funding platform can be up and running in the next few days to “showcase” your business plans to the entire world!

## **To RE-CAP:**

The SA Chamber of Entrepreneurs (**SACE**), who is registered in South Africa as an NPO [**Non-Profit Organization**], is about to help a small group of people in Southern Africa to set-up a Crowd-Funding platform to help them start a new business [or expand their existing businesses].

You are invited to order one of these Crowd-Funding platforms for yourself today.

They will be issued on a first-come-first-serve basis.

- On receipt of your application form, we will within 7-10 working days, give you a cloud-based Crowd-Funding platform exactly as the one you have seen in the example below.

<http://CranBerryProperties.co.za>

- This is a secure, clean and crisp platform where potential investors will be able to see what your offer is, then take their time to study it, to make an informed decision.
- Your Crowd-Funding platform also gives them a perfect place to ask questions and show their interest [without any commitment on their part] by indicating the amount of money they plan to invest in your business. It's brilliant.
- This is an extremely flexible platform and you will also receive all the step-by-step guides to show you exactly how to do and edit everything. This guide will also show you how the back-office of your platform works and much more.
- Obviously, you will need to replace the demo business plan and company information on the example platform with your own business plan and ideas. [This is very easy to do, and we will give you a blank business plan template to guide you through the process].

- You will also receive a few easy to follow self-study courses to help you prepare yourself for what is about to be the most exciting time of your life.

Trust me when I say that getting investors to invest in your ideas and your business is one of the most powerful feelings an individual can ever experience. If you have a dream, you own this to yourself!

## **BUT THERE IS MORE!**

- With the platform we are about to deliver to you, you will be able to showcase as many different Crowd-Funding projects on it as you wish. There are no limits. We will show you exactly how to do it.
- This “extra bonus” means that you can use your new Crowd-Funding platform to help other people and entrepreneurs in South Africa to find investors for themselves and their businesses as well.

[Obviously you don't have to do this, but if you do, you can ask them an appropriate admin fee (say R1500+) for the facility you give them and the work you will do for them – you keep 100% of this fee.]

Make No Mistake: It is a great bonus and an excellent money-spinner for you. At the same time, it gives you the opportunity to build a nice business network, and you help your fellow entrepreneurs to get what they want.

- There is simply not enough space here to list all the benefits when you have a private Crowd-Funding platform like this. But I can promise you this:

**This is a chance of a lifetime.**

You will be absolutely blown away like everyone else who saw it, when you see how powerful and magical a private Crowd-Funding platform like this can be.

# **Are you ready for your own Crowd-Funding platform?**

# **Are you ready to secure all the money you need to start your own business?**

**YES?** Great then let's take the next step together.

All you need to do now is to get your application form to our offices at the SA Chamber of Entrepreneurs.



You will find the application form and all their contact details on the last page of this document.

**STOP:** The question I have not answered yet is: *How much will this cost you?*

## **AGAIN - I HAVE GREAT NEWS!**

But before I give it to you - I am sure you will agree that to set- up a cloud-based Crowd-Funding platform like this can easily cost between R25 000 to R30 000.

In fact, the going rate that consultants, lawyers, and business developers ask for something like this these days on the international market is anything between \$5000 and \$10 000.

Do your own calculations.



At *R15 to one* against the US Dollar, individuals and entrepreneurs currently pay more than R75 000 for this type of Crowd-Funding platform – AND that is at the low end of the scale.

The good news is this; you are not going to pay that today, not even close.

You see, it is important for us to make sure that we as South Africans are not left behind. We want our entrepreneurs in South Africa to stay “*on the map*” to compete internationally on the same level as everyone else.

We further believe that entrepreneurs in Southern Africa also deserve the opportunities to get access to private (and public) funding for their business ideas and business plans.

It is for this reason that we decided to make this Crowd-Funding platform available for only R13 500.

## **THIS is already the bargain of the century...but there is more!**

To further help our fellow entrepreneurs in South Africa we decided to subsidize this already low price (**for a limited time only**) with 80% - for the first 25 applications only!

Did you get that? Let’s do the calculation!

## **R13 500 minus 80% = R2 700**

With this massive **80% discount**, you have no choice – you simply **HAVE** to grab this opportunity before it is gone forever.

It is a once-off payment. You don't have to pay anything else. You pay **R2 700** and nothing more!

Invest this tiny amount and soon you will be able to invite as many investors as you like, from around the world, to look at your business ideas and proposals.

When they look, all you have to do is to ask them to study it and then show their interest to invest (without risk) in your business ideas.



WAIT: I nearly forget...there is one limit on this Crowd-Funding platform you need to know about.

This Crowd-Funding platform does not make provision for investment amounts of more than ONE BILLION RAND.

Anything less is fine. R999 999 999.99 [Nine hundred and ninety-nine million, nine hundred and ninety-nine thousand, nine hundred and ninety-nine RAND and 99 cents] is the maximum it can handle at this stage.

### ***Are you okay with that?***

The first question should however be - how much money do you need to start your own business with:

- 500 thousand?
- 50 million
- 100 million?
- 200 million?

It doesn't matter how much money you will need – you can ask for as much as you need because this is your own and private Crowd-Funding platform, no-one else's.

You make the rules. It is entirely your choice **AND** you can start with as many projects on your platform as you like.

There are no hidden fees, no fine print and no commissions payable to anyone.

Our development teams stand ready to set-up everything for you. All we need now is you go-ahead.

We strongly recommend that you send your application form to us today.

Remember that only the first 25 applications will get this Crowd-Funding platform at this very special - 80% discounted price of **R2700**.

As soon as we receive your application form, our technical teams will start immediately to set-up your Crowd-Funding system for you.

By this time next week you can be ready to start raising as many millions as you need to start your own business. It's Fantastic!

- One last thing that slipped my mind earlier but I want to mention this to make sure there is absolutely full disclosure here.

Usually, a small monthly fee will apply to keep each of these Crowd- Funding platform online and hosted "*in the cloud*" 24 hours a day 7 days a week.

I don't want you to worry about it. As part of this special offer, SACE will also pay 100% of your cloud hosting fees – which is for the next 6 months. No strings attached - No fine print.

We believe 6 months will give you enough time to get your business plan ready, set up everything else and start getting investors to commit to invest in your business.



Yes, 6 months from now you will probably be the CEO of your own business and on *easy street*.

BUT if you, for whatever reason, have not managed to get at least 60% of your targeted amount of commitments from investors, by the time we reach the 6-month mark, we will extend your subsidize for another 3 months.

In other words; you will only become liable to pay the full cloud hosting fee [currently R89 per month] in 9(nine) months from the day we deliver your Crowd-Funding platform.

I also want you to know that there are no long-term contracts to sign here.

You can give us a 30-day courtesy notice to take your platform down or take it off-line if you made your funding target earlier. No fees - ZERO!

### ***Is that fair enough?***

In any rate, chances are that in 9-months from now you could already have ALL the money you will need for your own business.

## **Wow...wouldn't that be great?**

Here is a quick rundown of what will follow as soon as we receive your application form:

1. You will get an email within an hour or two to confirm that we received your application form.
2. Within 24 hours you will get an email where we will ask your assistance to help us choose a name (URL) for your new Crowd-Funding platform. You can choose any name you like, and we will give you a few ideas and a list of "smart generic" names to help you decide.
3. Our technical team will start immediately to get your platform online so that it can be delivered to you within 7-10 working days.
4. On the delivery date, you will also receive all the help guides we promised. This will also include the training and coaching material to help you manage your Crowd-Funding platform.
5. If you follow the step-by-step guides, including the business plan templates we will give you, you will be able to edit everything on your platform within one or two days.
6. Once the editing is done, you will be ready to invite investors to look at your proposal and business ideas. It is here, at this point, where you will get your investors' commitment to invest.
7. This commitment is followed by the registration of your business as explained on page one of this letter.

I can guarantee you this: **R2 700** is the bargain of the century for a private Crowd-Funding platform like this. When you say **YES**; you invest in your own dreams. [How often do we get the opportunity to do this?]

Did you know that most people never get it! You are about to unlock the most exciting time of your life – please do not miss it!

Ask any successful entrepreneur about this moment in his life and he will tell you exactly what I am telling you now. Doing this gives you a purpose in ways that you probably can't imagine yet. Trust me, you are going to love it!

**Please print and complete the application form on the next page right now.**

If you have any questions, do not hesitate to email or phone our office. Our telephone number (Telkom) is: **0861-101-841**

**Thank You!**

# Application Form for a Private CROWD-FUNDING Platform

**YES**, I want to order my own Private Crowd-Funding Platform as explained in the information documents I received and as per the DEMO I saw at <http://www.CranBerryProperties.co.za>. I order this package with the understanding that my Crowd-Funding platform will be 100% active and functional as shown in the DEMO when I receive it. I will also be able to *tailor make* my Crowd-Funding platform in any way I wish as explained in the training guides and material I will receive.

I order this package (on this special offer) with the understanding that I only need to pay a once-off fee of **R2 700** for the entire platform and that any cloud hosting fees for the next 6-months [or 9-months; depending on the investments commitments I will receives at that date] will be subsidized by **SACE** at a rate of 100%. I further understand that I will however be required to pay the small cloud hosting fee [currently R89 p/m] from month nine onwards. Details on this will be communicated with me on a later date.

**My details and payment options are marked below.**

Name: \_\_\_\_\_ Postal Address: \_\_\_\_\_

Postal Code: \_\_\_\_\_ Tel: \_\_\_\_\_ E-mail: \_\_\_\_\_

Direct deposit: **R2700 - Standard Bank** Account No: **414-416-791**  
Branch Code: **011- 545,**  
**\*Boulevard Entrepreneurs**



Charge my credit card with **R2700**: Straight \_\_ 6-Months Budget \_\_ 12-Months Budget \_\_ 24- Months Budget

Card No.

Expiry date \_\_\_\_ / \_\_\_\_ 3-digit code on back of card

\_\_\_\_\_  
Signature: Cardholder

\*Boulevard Entrepreneurs (Pty) Ltd, Registration No.1996/014833/07  
SACE c/o PO Box 4147, George-East, RSA, 6539

**Phone: 0861 101 841 or +27 44 695 1462**

**Fax this order form to: 0861 101 869 or scan and e-mail to:**  
**[sake@sa-chamber.co.za](mailto:sake@sa-chamber.co.za)**

\*This is a Joint Venture project between Boulevard, SACE, and other international organizations with the same aim as SACE.

\*For orders outside the **RSA** please contact us on **+27 44 695 1462**  
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