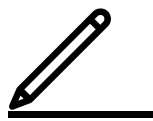


Bring Your Vision to Life

Having a great idea isn't enough for an aspiring or even a seasoned entrepreneur.

Depending at what stage your new or established business is, Black Ticket offers specialised services aimed at bringing your idea to life, through strategy, creativity and method:



1. Concept

Even the best ideas need to be tested. Black Ticket provides would-be start-ups with a few exercises and tools for creating the platform for a sustainable business, before taking the plunge.

Feasibility Study

A feasibility study allows an entrepreneur the chance to thoroughly assess the feasibility and risks of a proposed business concept prior to committing itself and expending significant resources.

Typical examples of sections within a feasibility study address factors such as:

- Demand & Market Analysis
- Supply Chain Analysis
- Revenue & Profitability Analysis
- Cost & Working Capital Analysis
- Forecasts & Scenario Analysis
- Competitor Analysis
- Risk Analysis

Concept Document

Having a concept document that presents, explains and explores the business and model to an external party is an integral part of gaining momentum before starting a new venture. Working from existing material – such as the feasibility report – a professional, visually-appealing and articulate summary of the proposed business idea or model will be developed. The concept document will ratify the model, but can also be used to gauge and attract potential stakeholder interest.



2. Start-up

Once you've validated your idea and the research is sound, you'll need a number of tools to launch your company and gain traction in the market. Black Ticket's specialist marketing arm will develop a brand, image and marketing plan that fits in with the nature and ambition of your fledgling business.



Brand Identity Development

Black Ticket will assist with the development of a professional brand identity that will serve as an asset to your business. The identity would include a brand logo, slogan, and all the necessary stationery to serve as the platform for any branding and marketing.



Brand Asset Development

While having a brand identity establishes a permanent look and feel for the brand, it's necessary to apply this to a range of tools that will be used to carry the marketing of your business. This would include the conceptualisation and strategic development of, amongst other collateral:

- Company profile
- Packaging
- Website
- Product catalogues
- Trade presenters
- Signage
- In-store branding
- Digital collateral



Marketing Strategy and Plan

Knowing how to market your new business efficiently can mean the difference between realising the potential of the start-up and watching marketing spend yield little to no effect.

Based on budget and desired reach, Black Ticket assists in the crafting of a marketing strategy or go-to-market plan for bringing the company's products or services through the design process, through media and sales channels, and to the customer in the most efficient and effective way.



3. Grind

If you're at this stage of the business cycle, you're probably enjoying the fruits of your efforts with relative growth. With growth comes unique challenges that require operational and organisational systems to control, sustain, or optimise your growth to suit your plan and ambitions.



Management Systems & Controls

Black Ticket will help determine where the greatest inefficiencies and risks in your day-to-day operations lie – and then, conceptualise and implement cost-effective and practical solutions.

Our approach looks at your business objectively, and provides an extra set of eyes (and hands) to ensure that your system works for you.



Organisational Structure Formalization

At this stage of the business, the groundwork has been done to launch your idea and you've likely seen some of the rewards of your efforts, but a solid organisational foundation is still required to reach new heights.

Black Ticket assists in the development of an organisational structure with clearly defined departments & functions, document roles, responsibilities & accountabilities for designated positions – and then implement the structure by means of communication and training sessions.



Internal Reporting

It's easy to get caught up in the growth of your business without really knowing what it is you're using to manage and measure your growth, and understand where the business can improve – without you having to micro-manage every aspect of it.

Black Ticket's team is able to identify KPIs for each department within your company and establish internal reporting systems, and structures & processes to ensure that information flows are accurate, timeous and relevant.



4. High Growth

During this phase, demand for your service or product is rocketing, your income and profitability is high, but the need to scale is being stifled by the lack of cash flow associated with all start-ups. Black Ticket's services help you secure the type of funds or partners needed to take you even further.



Business Plan/Investor Prospectus

Based on what you require to move forward, Black Ticket will consider and create a business plan or investor prospectus that will be the key to securing much-needed capital for fueling rapid growth.

Whether it be a loan or equity financing, we would advise on the optimal source of capital, develop the business plan tailored to the financier's requirements, and even present the plan to the financier and assist with the negotiation of terms and conditions of the agreement.

Get in touch

Every start-up and business is unique in its needs, so regardless of what phase of the cycle you're in, we'd like to speak to you to get a better idea of what your vision for your company is.

Feel free to get in touch with us to set up a 'no-obligations' meeting to further explore your ambitions for your business, and how we can assist you.



BLACK TICKET

Start-Ups Bureau

Aslam Seedat
082 696 9330

BlackTicket
info@blackticket.org
031 303 1220
www.blackticket.org

Faheem Paruk
072 733 3322