



Growth Accelerator

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APPLICATIONS CLOSE 16TH JULY, 2017

Business Linkages and Investment Readiness Accelerator

The Africa Women Innovation and Entrepreneurship Forum (AWIEF) is seeking ambitious, innovative and committed early growth stage female entrepreneurs looking for support to scale their business.

AWIEF in partnership with Mazars is hosting a growth strategy business accelerator programme for women entrepreneurs in South Africa. Access to finance is the most cited challenge to the growth of women-owned businesses in Africa. Bankability and investment readiness are major impediments to attracting business funding. This intense 6-week programme is designed to support participants with the business modelling and growth strategy required to scale their enterprises, become investment ready and develop entrepreneurial leadership. The programme will cover:

- Purpose and Values
- Target Market, Competitive Landscape and Value Proposition
- Marketing, Sales and Distribution
- Financial Modelling
- Growth Strategy
- Pitch Training

The AWIEF Accelerator is implemented as a build-up programme that culminates at the 3rd AWIEF Conference and Exhibition in Cape Town on 5 - 6 October 2017, where participating entrepreneurs will pitch their business to an audience of investors, business service companies and other entrepreneurs. The three best ventures stand to win further market access and business development support over a period of 12 months by our partner and sponsor Mazars.

Programme details are as follows:

- Dates: Starts in mid-August and culminates on 5-6 October 2017
- Location: Cape Town
- Participation Fee: Free

Eligibility criteria:

- Must be an existing business (post-revenue and not idea stage)
- Scalable and innovative venture
- Operating for not less than 1 year (ideally 3 - 5 years)
- Owned or led by ambitious and committed entrepreneur(s)
- Is or will be seeking investments or financing to grow

If you are interested in participating, click [here](#) to apply. Applications close on 16 July 2017. The event is hosted by [AWIEF](#) and sponsored by [Mazars](#).



The Africa Women Innovation & Entrepreneurship Forum (AWIEF) is Africa's premier women's economic empowerment organisation and network dedicated to promoting and supporting female innovation, technology and entrepreneurship across Africa.



Mazars is an international, integrated and independent organisation, specialising in audit, accountancy, advisory, tax and legal services. Mazars brings together 18 000 professionals in 79 countries. In South Africa, Mazars employs over 1000 staff in 12 offices nationally. Mazars has positioned itself to support Female Entrepreneurs through various empowerment initiatives aimed at impacting women in business and playing an active part in their growth and sustainability.