



# IBIS

Integrated Business Intelligence System

UNLOCK

# SME POTENTIAL

**Business Management & Intelligence**  
LAUNCHING 31 JULY 2024!

**Provisional Valuation:**  
R2.4m (DCF method)

## Introduction and Overview

Welcome to IBIS (Integrated Business Intelligence System), the ultimate business management and intelligence web app designed to revolutionise how SMEs see their businesses and thrive.

Our app provides a comprehensive suite of features that simplify complex processes, enhance accountability, and offer a complete 360-degree view of business operations.

By addressing key challenges faced by early-stage companies and their investors alike, IBIS is positioned to empower a thriving SME economy marked by reduced risk and leveraged opportunities.

*Imagine a world where every small business, regardless of its size, has the power to see beyond the immediate challenges and envision a future of growth and prosperity. This is the world IBIS is creating. By harnessing the power of comprehensive business intelligence and a supportive entrepreneurial community, IBIS transforms not just businesses, but lives. Entrepreneurs like Sarah, who once struggled to balance her passion for craft baking with the demands of managing her bakery, can now thrive with clear insights, strategic actions, and a network of supportive peers. Join us in this journey, where every small step in business management translates into giant leaps for economic empowerment and societal growth.*

# Features & Benefits

IBIS offers a wide range of features designed to address the specific needs of SMEs. These are just some of its key features:

- **Strategic Action Module:**  
Proactively suggests actions to drive business growth
- **Client and Lead Management:**  
Comprehensive tools for managing clients and leads
- **Invoicing, Quotations, and Job Management:**  
Streamlined processes for financial transactions and job tracking, including automated communications
- **Complete Supplier-to-Product Management:**  
Integrated supply chain management
- **Comprehensive Accounting System:**  
All features offered by leading accounting software suites, and a few extra
- **Payroll, Performance, and Capacity Management:**  
Tools for managing human resources and performance metrics
- **Intelligence Centre:**  
Advanced reporting and analytics
- **Intervention Section:**  
Business turnaround tools
- **Advanced/Basic Toggle:**  
Switch between advanced and basic views for menu options and features to match user comfort levels
- **Reminders and Early Warning System:**  
Stay on track with tasks and reduce blind spots
- **Exclusive IBIS Global Community:**  
Monthly networking, group coaching, and training opportunities, organised by our support network

*Picture a day in the life of an SME owner using IBIS. As dawn breaks, Maria, the owner of a small but ambitious eco-friendly cleaning company, begins her day with a clear, data-driven strategy. Her dashboard lights up with actionable insights: a new lead from yesterday's networking event, a reminder to follow up on a pending invoice, and a suggestion to optimise her supply chain. Maria feels a sense of control and empowerment, knowing that IBIS is not just a tool but a partner in her journey. She logs into the IBIS community forum, where she connects with other entrepreneurs, sharing experiences and gaining valuable advice. The monthly group coaching session provides her with fresh ideas and renewed motivation. With IBIS, Maria's business flourishes, and so does her confidence.*

# Impact & Problems Solved

IBIS addresses major challenges faced by SMEs:

- **Overwhelming Complexity:**  
Simplifies complex business processes that usually cause resistance to similar software
- **Streamlined data integration:**  
Reduces redundant manual data entry and cross-platform integrations
- **Lack of Accountability Tools for Investors:**  
Provides transparency and early warning signs to both users and funders
- **Disparate Systems:**  
Combines multiple business functions into one platform, with intelligent integration and analytics

**Long-term Vision:** Our goal is to become the globally recognised all-in-one go-to solution for SMEs and a repository of opportunities that investors prioritise. We want to establish an entrepreneurial community that shifts the culture of business towards an integrated and collectively empowered force for positive societal change.

*In a bustling city, a young entrepreneur named Raj struggles to keep his tech startup afloat. The myriad of business management tools he uses leaves him feeling overwhelmed and disconnected. Enter IBIS. Raj discovers a single, integrated platform that not only simplifies his operations but also connects him with a vibrant community of like-minded individuals. The transparency and detailed analytics provided by IBIS give his investors confidence, resulting in increased funding and support. Raj's story is not unique; it's a testament to the transformative power of IBIS. Our vision extends beyond business success; we aim to cultivate a thriving ecosystem where entrepreneurs are empowered, communities are strengthened, and societal change is driven by collective effort and innovation.*

# Market Opportunity and Financial Overview

## Market Opportunity:

### Target Market:

Our market share comprises South African SMEs receiving VC or government funding, with an estimated market size of over 2000 companies annually. Newly funded companies arise every year while between 70% to 80% of small businesses fail within the first five years of operation (many despite receiving financial aid). This illustrates the extensive opportunity in this market.

### Competitive Advantage:

Focusing on SMEs as opposed to big corporates and financial firms allows us to offer simplicity, all-in-one features, gamification, community, intelligent user and user role management, and a rich collective data pool leveraged for client success.

## Financial Overview:

- **Revenue Model:**
  - **Licenses:**
    - 6-month licenses:  $300 \times R2,700 = R810,000$
    - 3-month licenses:  $200 \times R1,500 = R300,000$
    - Annual licenses:  $50 \times R4,500 = R225,000$
    - Lifetime licenses:  $10 \times R13,500 = R135,000$
  - **Coaching Sessions:** 70 sessions  $\times R100 = R7,000$
  - **Manage My Business:** 50 months  $\times R5,000 = R250,000$
- **Total Revenue (First Year):** R1,727,000

## • Minimum Running Expenses Summary:

- **Operational Costs:**
  - Hosting: R12,000
  - Support: R200,000
  - Marketing: R50,000
  - Maintenance and Updates: R300,000
  - Fixed Costs: R26,400
- **Total Costs:** R588,400

## • Additional Unallocated Reinvestment: R265,200

**Profit (First Year):** R323,600

*The numbers tell a compelling story of growth and opportunity. For entrepreneurs like Ayanda, who runs a boutique fashion label, the financial overview of IBIS represents not just revenue and profit but the possibility of what seemed out of reach. The competitive advantage of IBIS lies in its unique focus on SMEs, providing them with the simplicity and support they need to thrive. For investors, this is not just a financial opportunity; it's a chance to be part of a transformative movement that empowers entrepreneurs, fosters innovation, and drives economic growth. Imagine being the catalyst that helps hundreds of small businesses, like Ayanda's, turn their aspirations into reality.*

# Marketing, Risk Mitigation, & Success Factors

## **Marketing Strategy:**

- **Leverage Existing Networks:**  
Established connections and word-of-mouth referrals
- **Targeted Online Campaigns:**  
Focused digital marketing to reach potential users

## **Risk Mitigation:**

- **User Feedback:**  
Continuous feedback collection and integration
- **AI-Assisted Support:**  
Enhance customer support with AI technology
- **Community Engagement:**  
Foster a strong user community through events and networking opportunities
- **Security and Privacy:**  
Our app will implement robust encryption protocols, secure user authentication, and regular security audits to protect our users' data.
- **Technology Risk:**  
Quarterly audits will be conducted to assess scalability and technology-related risks.

## **Key Challenges:**

- **Initial Market Traction:**  
We will establish agreements with various role-players in the SME funding and investing ecosystem.
- **User Satisfaction:**  
We will implement robust support and timely improvements, engaging across multiple user touch points through our value-rich community.

*Our marketing strategy goes beyond conventional methods; it taps into the power of community and shared experiences. Picture a bustling online forum where SME owners share their success stories, exchange tips, and referring others to the IBIS platform. This organic, community-driven growth is complemented by targeted online campaigns that reach the right audience at the right time. We understand the importance of security and privacy, and our robust protocols ensure that user data is always protected. For investors, this means peace of mind knowing that their investment is not only safe but also poised for growth through a well-rounded risk mitigation strategy. Investing in IBIS is investing in a future where SMEs are equipped to succeed, supported by a community, and safeguarded against risks.*

# Why Us?

## Expertise and Experience:

- Founded by an experienced web app developer with 14 years experience with working on large community-centred applications and 9 years experience in business management.
- The founder owns a 5-year-old IT company, Legacy Live. IBIS has the full support of this experienced and well-oiled team that specialises in large community-based mobile and web apps (with an average of one new community-centred application being built per year), UX (the manager of the design department ranked in the top 40 for UX in South Africa), client journey architecture, and innovative community management.
- Available and involved support network comprising seasoned business coaches, business trainers, analysts, business consultants, community managers, and other business owners.

## Proof of Commitment:

- Over R600k and 1000+ development hours have been personally invested in IBIS by the owner over the past 14 months, over and above hours contributed by his team.

## Milestones Achieved:

- **Market Research:** Detailed analysis of SME needs and market gaps.
- **UI Development:** UI designed and built.
- **Client Interest:** Gained interest from potential clients and client referrer partners.
- **Database Development:** Completed the database infrastructure for MVP 1 and 2.
- **App Functionality:** Developed 70% of the server-side (back end) functionality for IBIS.



**Ryan Mayne**  
*Founder, CEO*



**Arthurnacious Monethi**  
*Head of Development*



**Adelé van Wyk**  
*Head of Communities*



**JJ Reynders**  
*Head of Design*

# Call to Action and Contact Information

We invite you to join us in revolutionising SME management. We are seeking to raise R150k-R200k in exchange for 50% equity. Your investment will help us finalise development, cover operational costs, and launch IBIS successfully. We are closing this opportunity at the end of June 2024.

## INVESTMENT REWARDS

### **R3,000: First Equity**

1% Equity + Lifetime Access (one company, infinite users)

### **R5,000: Equity and Influence:**

The same as *First Equity* but with Early Feature Access and option to join our Board.

### **R10,000: Second Equity:**

The same as *Equity and Influence* but with 2% Equity and VIP Support

### **R25,000: Fifth Equity:**

The same as *Second Equity* but with 5% Equity, Lifetime Access for three companies and one year of free marketing at all online networking events, group coaching events, and training events that all IBIS users/clients will have exclusive access to (twelve or more such events are planned per year).

## LET'S FURTHER REDUCE THE RISK FOR YOU

We are confident in our product so decided to reduce your investment risk even further to ensure good returns:

- **All Lifetime Licenses are transferable:** This means that you can resell your license(s), transfer them to other businesses that you own, or even transfer them to your life successors should you choose to do so for any reason.
- **Equity Claw Back Clause:** If your investment does not yield at least a 10% return within 12 months, you will have the option to exchange your equity back for 150% of your initial investment.

## Contact Information:

- **Email:** [ryan@ibiswise.com](mailto:ryan@ibiswise.com)
- **Phone:** +27 71 426 7016
- **Website:** [ibiswise.com](https://ibiswise.com) (*make your pledge here*)



# What to Expect After Financial Pledge

## **After your financial pledge:**

- **Contract:** Receive a formal equity agreement detailing terms and conditions.
- **Reports:** Monthly emailed updates on development progress, financial performance, and market expansion. We will also be using the IBIS system for our own IBIS company and all investors will receive access to view key metrics on the IBIS business in real time via the IBIS application (we believe in transparency, feel what it's supposed to feel like as an investor).
- **Use of Funds:** Funds will be allocated to back-pay outstanding staff overtime payments, marketing, and further app development.
- **Activities:** Preparations for launch, marketing campaigns, feature enhancements, and user support.
- **Equity Payment:** Equity will be issued upon full investment, with an equity clawback clause ensuring a minimum 10% return within 12 months, or the option to exchange equity back for 150% of the initial investment. Equity payouts will be made at the end of each quarter.

## **Post-Investment Engagement:**

- **Quarterly Meetings:** Regular virtual meetings to discuss progress and future plans.
- **Advisory Role:** Certain investors will have opportunities to join our advisory team and contribute to strategic decisions.