



## Start-up & Scale-Up Summit

You are invited to attend the inaugural Start-Up and Scale-Up Summit, which will be hosted at Leaderex 2022.

The country's top thought leaders will share practical insights on building a tech business in Africa, and will provide a deep dive on how to make the leap from start-up to scale-up, including the funding journey.

## Event details

**Date:** Wednesday, 14 September 2022

**Times:** 10h30 to 17h00

**Venue:** Sandton Convention Centre

**Room:** Pavilion (level 5), Room 8

**Cost:** Free of charge to invited guests

## Agenda

**10h00-10h05:** Introduction

**10h05-10h20:** The entrepreneurial mindset

**10h25-10h45:** Building a business in Africa

**10h50-11h20:** What I learnt at Uber

**11h20-11h50:** Developing your business model & strategy

**11h50-12h20:** E-store to mall

**12h20-12h30:** Africa can be tough, but worth the reward

**13h00-13h15:** Why start-ups succeed or fail

**13h20-13h50:** How to differentiate yourself

**13h50-14h20:** Making the leap from start-up to scale-up

**14h20-14h50:** 5 steps to accelerate revenue growth

**14h50-15h05:** How to build a global business in SA

**15h25-15h40:** When is the right time to raise money?

**15h45-16h15:** How to fund every stage of your business

**16h15-16h45:** Investor readiness

**16h45-17h00:** There is no shortage of funding in SA

## Who should attend

Start-ups, scale-ups and members of the entrepreneurship ecosystem.

	<b>Mushambi Mutuma</b> Accenture		<b>Bongani Sithole</b> Founders Factory Africa
	<b>Catherine Young</b> Grindstone		<b>Alon Lits</b> Panda
	<b>Melvyn Lubega</b> Go1		<b>Jacqui Gogele</b> Endeavor
	<b>Lisa Raleigh</b> Body Kind		<b>Stafford Masie</b> Body Kind
	<b>Andile Masuku</b> Founders Factory Africa		<b>Clive Butkow</b> Kalon
	<b>Jesmane Boggenpoel</b> AIH Capital		<b>Dr Sharron McPherson</b> UCT GSB
	<b>Keith Jones</b> Sw7		<b>Odette Jones</b> Sw7
	<b>Melanie de Nysschen</b> SAVCA		<b>Samuel Mokorosi</b> JSE
	<b>Christopher Ball</b> FundingHub		<b>Alexandra Fraser</b> Viridian
	<b>Vivienne Curr</b> IDF		<b>Chad Williams</b> Yoco
	<b>John Sharpe</b> Finfind		<b>Mathew Marsden</b> GetLion

## Bookings

Register online at [www.leaderex.com](http://www.leaderex.com) using **SAVCAGuest** as the invitation code.