



accelerate  
prosperity

# BUSINESS ACCELERATION SERVICES

**Facilitating Growth through  
Tailored Advisory and Patient Capital**



It takes an entrepreneur on a 3-5 months' long journey to facilitate them to:

## Overview

One of major reasons identified by institutions working in the sector for years is the lack investment readiness of SGBs. Most SGBs even after years of operating lack a strong and effective business model, are undocumented, have weak governance, financial management and reporting systems. Moreover, despite risk-mitigating schemes, existing financial institutions are still not providing the kind of financing required for SGBs to grow and thrive in these countries, with terms that are too short (maximum 3 years), collateral that is too high (100-120% coverage), and standard, inflexible repayment terms based on predictable cash flows and short grace periods. As a result, most SGBs get stuck in a low-growth trap, limited by a lack of longer-term investment capital and customized technical assistance. In addition, there is a lack of appropriate business support platforms to effectively guide and mentor SGBs. Being investment ready is key to secure external financing for unlocking growth.

Accelerate Prosperity's Business Acceleration Services is a customized financing readiness program that prepares an entrepreneur and his/her business for growth.

- **Develop and/or improve their business model, execution plan and financial models**
- **Make their business investment ready for financing, external investments and growth**
- **Secure patient financing from Accelerate Prosperity**

It's a unique approach where participants learn from experienced trainers, mentors, subject-matter experts whose capacities are relevant to types of businesses selected for acceleration services. Select businesses get a chance to learn from their personal business coaches, experienced local and international mentors and subject matter experts. The training and advisory sessions also give a chance to the entrepreneurs to learn from their peers and broaden their local network in the market.

The programme is specifically designed for existing businesses which have significant potential for growth and impact. It is sector agnostic and does not have geographic preferences however the businesses are selected based on a criteria.



**AP helped us streamline all our business processes. We started proper record keeping after 10 years of running our business. We now do proper planning and costing of every new investment in the business and set clear goals for every new initiative**

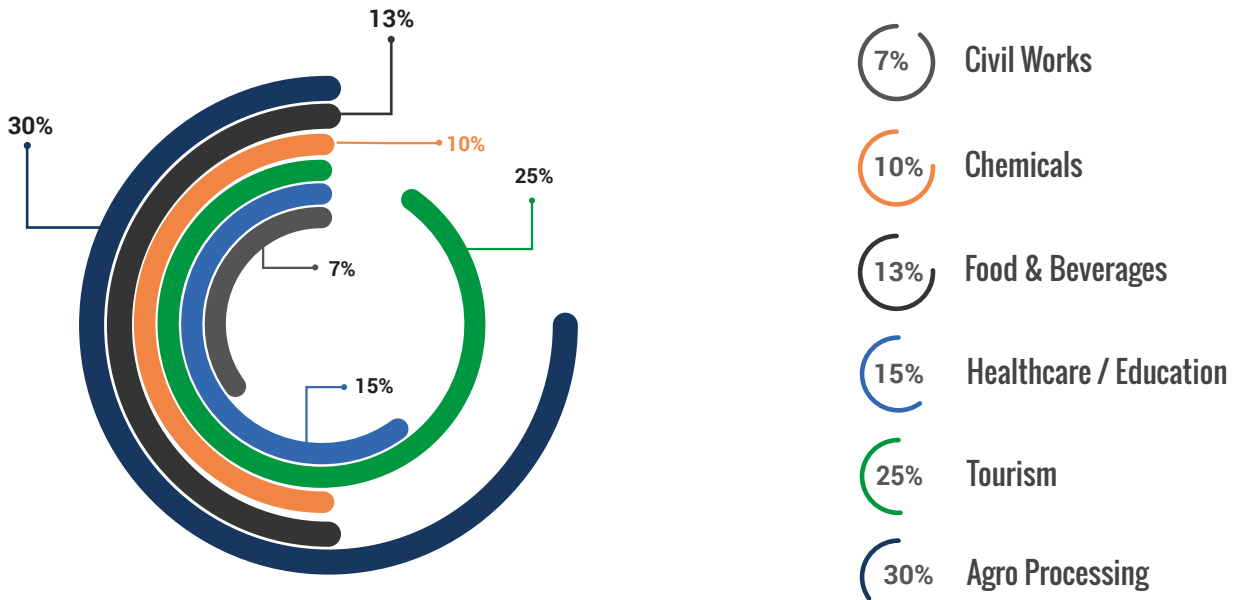


## Who is this Program for?

The program is designed for existing small and growing businesses (SGBs) across Pakistan which have revenue streams and have the potential to be high growth high impact businesses. Businesses from all sectors and value chains can apply, however, highly value adding sectors and enablers such as education, health, agroprocessing, green construction, hospitality, adventure sports, e-commerce, technology and innovation will be preferred. Youth and women led and inclusive businesses are particularly encouraged to apply.

# Participant Profile

Our participants come from a wide range of industries. Diverse groups of businesses will give an opportunity to the entrepreneurs to make linkages across various industries, learn about different market dynamics, diverse strategies and expand their network.



## Education Background of Entrepreneurs



## Representative Companies

- Vividle Bottled Water Company
- Mamu Fresh Dairy Processing
- Elysian Schools Network
- Hunza Organic Food Processing
- Indus Silage Bale Producer
- Pak Feroza Fruit Toppings
- Hope Household Cleaning Chemicals
- Hunza Organic Honey



## Participant Testimonials



“When we started we had a very ambitious plan which was not based on any feasibility. AP pushed us to rationalize our expansion plan without taking undue risk and it helped us to take a holistic approach which enabled us to realize weaknesses in our processes and also guided us to opportunities relevant to us.”



“In addition to financing AP educated and trained us to run our business professionally. It helped us make linkages with other businesses across Gilgit Baltistan (GB) and international investors. Being part of AP's cycle has increased our visibility across GB and we have received demands from different parts of GB with the help of our connections made during AP's trainings and networking events.”



“AP is not only about financing. Before AP we had plans which were practically impossible. It helped us realize that it's easy to think of great ideas but implementing them takes realistic and smart planning, time, investment and hard work and it also trained us to manage all the processes of our business.”



“Much more than financing, our whole company, its operations, processes, financials, audits, future strategy and financial model was streamlined as a result of AP's acceleration services”



# The Entrepreneur's Journey

AP's Acceleration Cycle consists of one on one training and advisory, regulatory and compliance guidance and patient financing to help businesses grow and scale. The whole process is highly experiential, mentorship driven and results- oriented designed to facilitate entrepreneurs to grow a commercially viable business. The entrepreneurs go through an initial one on one advisory on business modelling, financial modeling, business plan development and pitch making. In the second phase, the entrepreneurs are assisted in developing financial models and information memorandums of their companies. Finally, the entrepreneurs are given an opportunity to pitch their businesses to AP and its institutional partners for securing patient financing and investments



# Industry Examples

Innovation is the oxygen and blood of any company especially in today's rapidly changing markets. AP is specifically interested to work with businesses which are looking to introduce and/or scale up technology and innovation in their operations or as a part of their service to customers.



## Education

Automate, digitize, or redesign teaching environment and learning material to improve teaching and learning.



## Healthcare

Design and offer remote consultancy to patients to reduce patient inflow load and improve customer experience/ convenience



## Food & Beverages

Connect household kitchens to customers through an online platform



## Agro-processing

Automate production and packaging to save resources and improve quality and efficiency



## Agriculture

Introduce innovative commercial farming techniques such as solar power enabled land irrigation

# Company Examples



## Vividle Bottled Water Company

Vividle was a small bottled water company. As their business grew, they could not keep up with the growing demand for their products. With the help of AP, they have been able to acquire new production unit (Sujo) and automate their packaging process to tap into growing demand and reduce their costs.



## Mamu Fresh Dairy Products

Mamu Dairy's main growth challenge was to grow its production and sales as they were operating in a small manual set up with only few workers. With the help of AP's acceleration services, they were able to automate both processing and packaging of the dairy products which has enabled them to improve production and increase their market share.



## Elysian Schools Network

Elysian Schools Network, one of the famous private schools network in Gilgit Baltistan, witnessed a growing demand for ECD services but they lacked the required capital and a feasible expansion plan. AP's services helped Elysian to integrate ECD model within their existing setup and expand the scope of their services.



## Hunza Healthy Honey

Hunza Healthy Honey was struggling to meet the growing demand for raw and natural honey from Northern Pakistan. With the help of AP's acceleration services, it was able to increase its production and tap into increasing demand.



# Program Modules

## Business Modeling

- Business model canvas: a tool for describing, analyzing and designing business models;
- Business model patterns: unbundling business models;
- Techniques: for designing an effective business model;
- Strategy: Re-strategizing through business model lens;
- Process: to design innovative business models, tying together all the concepts.

## Marketing and Market Analysis

- B2C market segmentation
- B2B market segmentation
- Quantitative data about customers
- Qualitative data about customers
- Competitors analysis
- Positioning
- Pricing
- Distribution channels
- Communication

## Developing an Information Memorandum

- Develop a comprehensive (yet concise) and effective Information Memorandum for the shareholders, business management and investors, providing all the information about the company and demonstrating its growth potential.
- Coordinate with various departments, shareholders and resources in the process of writing an information memorandum.
- Present an information memorandum document.

## Developing a Financial Model

- Develop a comprehensive (yet concise) Financial Model of the business, primarily for the shareholders and potential investors
- Coordinate with various departments, shareholders and resources in the process of developing a financial model.
- Translate business model of the firm into sound numbers and projections of the company.

## Pitch Deck

- Prepare a winning pitch which appeals to the audience as in this case investment institutions and individual investors

# Acceleration Advisors and Facilitators

## Business Coaches

These constitute AP's Investment Team who will provide one to one and group advisory to entrepreneurs on the module content as well as using some of the investment readiness tools. AP Investment Team consists of analysts who have certified financial analysis capacities and experience in business and financial modeling, valuation, investment due diligence and structuring in national and international institutions.

## Business Mentors

These include successful entrepreneurs and investors (local, national and international) with experience in creating, growing and investing in successful business ventures in Pakistan and globally.



# The Learning Experience



The select entrepreneurs will go through one on one advisory by their assigned business coaches where they learn the key concepts of business modeling, financial model, information memorandum and pitch deck. The entrepreneurs will have weekly sessions with their business coaches where they will refine their business model, operations, marketing strategy, financial model and information memorandum. At the end of the advisory period, the entrepreneurs will get an opportunity to pitch their businesses to AP, other institutional investors and partners.

Our program is designed to meet the individual learning needs of different businesses where they are provided with specific advice and guidance through discussions, templates and assignments following the sessions.

## Keeping it Convenient

The weekly advisory sessions are largely conducted remotely which saves the hustle of travelling to another place and all material, assignments and templates are shared via email and or other convenient modes. In case of no connectivity, the templates and other material can be picked up in print from the business coach.

## Output driven

- Practical application of the concept learned during the sessions.
- Customized advisory content for the particular business
- Assignments are designed to prepare the business to secure financing at the end of the cycle

## Program Requirements

- An existing business with good revenue streams
- An innovative business with high growth and high impact potential
- Open minded and coachable team
- Commitment to growth and innovation



Contact us

© 0348-0004752

✉ [start@accelerateprosperity.org](mailto:start@accelerateprosperity.org)

🌐 [pk.accelerateprosperity.org](http://pk.accelerateprosperity.org)

