

[NILE-O-TI-KA].

Inspired by the Nilotiqa Shea Butter indigenous to the Nile River of

NILOTIQA
DEEP MOISTURE HAIR CARE



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NILOTIQA EXPERIENCE IN FASCILITATING PITCHING MASTERCLASSES



“Stay Pitch Ready...
you never know
who you are going
to meet.” –
Thokozile Mangwiro



Background

“A business, built from a need, out of a garage, has now become available in Southern African Retail Stores.”

Nilotiqa was founded in 2014 and launched in 2016, after it's founder, Thokozile Mangwiro struggled with dry hair for 20 years. The business was launched as an online store. With feedback from the market, we soon realized that the products must be available to customers through retail stores. This is how our pitching journey to retail and investors began.

We have had the privileged to present our business and products to different platforms:

- The Clicks Group, Pnp and Woolworths as retailers;
- SEDA, SEFA, Shark Tank as investors;
- IDF, IDC, ABSA, Private equity investors

We have therefore had a great opportunity of sharing our pitching experiences through mentorship platforms, masterclass sessions, exhibitions, traditional and non-traditional media. The art of pitching our business to different investors and on different platforms enables us to inspire and equip other viable SMMEs with tangible knowledge of how a business needs to attract interest from potential investors.

Introduction

Nilotiqa is a proudly South African FMCG business that manufactures, markets and distributes natural beauty products to retail stores, salons and online partners. Nilotiqa Hair Care is a brand that represents and promotes ethnic hair pride. Our product quality stands superior above local and international hair care competitors.

Nilotiqa was founded in 2014 and launched in 2016 by its founder, Thokozile Mangwiro. The brand has been operating in South Africa over the 4 years through selling and distribution of products through online platforms, salons and more prominently through the Clicks Group in South Africa, Namibia, Botswana, Lesotho and Swaziland. The brand has therefore had the opportunity to gain experience in pitching the business to numerous investors in the private and public sectors, in different settings. We also have a track record of openly mentoring other businesses through sharing our entrepreneurial journey in different settings.

From our vast experience, we have the opportunity to mentor SMMEs how to Perfect their Pitches for investment purposed through various methods: varying from one-minute elevator pitches; to 2 minute conference pitching; and one minute elevator pitches. The purpose is to teach SMMEs how to clarify their Pitches so that they are Investor Fund ready.

Mission

Mentor and Coach viable SMMEs to attract the right investors in a concise manner.

Vision

Assist SMMEs to craft the right story that attracts interests and essentially make a match with the right type of investor for their business.

Assumptions

- SMMEs are fully registered and functional business
- SMMEs have been in operation for more than 12 months
- SMMEs have at least one full time staff member

Pitching & Coaching Proposal

Nilotiqha has extensive experience in pitching the business to various investment platforms and has mentored SMMEs through sharing its entrepreneurial journey and facilitating pitching workshops. The ultimate goal of our proposal is to equip other viable businesses to take the plunge and be “Pitch Ready for any investor in any environment”

Our Coaching Methodology includes 4 types of pitching methods for StartUps; which are presented to SMMEs when mentoring them. Not only do we talk about the methods, we showcase how Nilotiqha was used in all the scenarios. This enables the SMMEs to relate to the content.

“If somebody offers you an amazing opportunity but you are not sure you can do it, say yes – then learn how to do it later!” – Richard Branson



Nilotiq x VW Masterclass

A partnership with Nilotiq and Volkswagen Southern Africa, together with Lionesses of Africa enables women owned SMMEs to participate in Masterclass Sessions.

Nilotiq has had the privilege to not only share the story of Nilotiq, but to facilitate a masterclass session on how to pitch a business to potential investors on public forums.

SMMEs were taken through the Preparatory steps of creating a one-minute video. Videos had to be so concise and the goal is to stand out from 1000s of videos that are submitted to spaces such as media pitching shows, pitching events and organisations that require selection criteria for candidates.

Nilotiq was selected to pitch their business on Shark Tank in 2016, and this has propelled the business to grow through recognition on retail store shelves.



Nilotiq x VW Mentorship Facilitation

Number of SMMEs (Women in Business) in attendance - 100



Nilotiq x ABSA Mentoring

A partnership with Nilotiq and ABSA South Africa, together with Lionesses of Africa presented a session for ESD Development for businesses that are looking to enter retail, just as Nilotiq has.

Nilotiq was tasked to walk through its entrepreneurial journey to 150 women owned businesses that are interested in listing their businesses into retail. The focus point was to coach the different groups, using assistance of coaches in how to pitch their business to private and public investors.

Nilotiq walked the group through the steps to consider when reaching out to retailers, what pros and cons are in that complex environment, and the types of investors that would be compatible for each case.

Nilotiq was funded through loan funding for their launch into the Clicks Group and steadily grown from this injection.

- **Nilotiq x ABSA**
- Number of SMMEs – 100 – 150 SMMEs
- 20 Funders from ABSA in attendance



Nilotiq x Environmental Affairs MasterClass

Nilotiq presented a coaching session to SMMEs for Environmental Affairs in 2019. The 4 types of pitching were presented to assist SMMEs with their mock pitching after the facilitation process.

Each SMME was given the option to pitch their business in 3 minutes, using the competition method of pitching. The SMMEs had to be as concise and descriptive with their businesses, with a goal that the judges would select them based on the criteria that:

- Their business idea was unique
- The business was relatable
- The business had the potential for high growth
- The business was investor ready

- **Nilotiq x Environmental Affairs**
- Number of SMMEs – 50
- Panel of Judges - 5



Nilotiq x Standard Bank South Africa Facilitation

Nilotiq , in partnership with Standard Bank South Africa, presented a session for ESD Development for businesses that are looking to launch their products into retail.

Nilotiq was tasked to facilitate a coaching session with 100 women owned businesses that are interested in listing their businesses into retail, in how to pitch their business to private and public investors.

Nilotiq walked the group through the process of investor pitches, the types of investors that are available to SMMEs, what it takes to get investors interested and most importantly, which platforms investors can be reached on.

The banking sector was the focus of the day. Three SMMEs had the opportunity to do Mock-Pitches using the 3 minutes to pitch their business ideas. The judging panel were able to give positive and negative feedback instantly, which was beneficial to the businesses on the day.

- **Nilotiq x Standard Bank**
- Number of SMMEs – 100

- **Further Mentorship and Coaching Experience**

- She by Spark
- Tony Elumelu Foundation
- Global Citizens
- She Leads Africa
- Facebook
- Cherie Blair Foundation
- Awethu Project



Pitching Methodology

4 Types of Pitching methods

- Twitter Pitch
- Elevator Pitch
- Competition Pitch
- Investor Pitch



Methodology

4 Types of Pitching methods

1. Twitter Pitch – One punch line

This summarizes your whole idea in one punchy sentence; compare your business to one successful existing one

When To Use It?

This is best for when you meet someone at an event and they have never heard of your company. A catchy, punchy line that explains in few words your company, but doesn't bore to death the listener with useless information. Only at the question, "how does that work?", you can go on and give more details.

2. Elevator Pitch – Say your pitch in a min

This is a short description of your company. The idea is that this pitch should last as long as an elevator ride, that is between 15 seconds and a couple of minutes. However, on most occasion, your elevator pitch shouldn't be longer than 30 seconds.

This has become increasingly important among startup founders, as VCs and angel investors get bombarded with startup pitches. The idea is that, once you have identified the correct investor, you get their attention in as short as 30 or 60 seconds.

When To Use It?

Use when you know that the listener is open for pitches. I personally recommend not to go on for a 30 or even worse 60 seconds pitch when you first meet someone, especially at an event

Methodology

4 Types of Pitching methods

3. Competition Pitch – SLA

This is longer than the previous two and it needs to be presented with a pitch deck. The deck you will be building is very similar to the one you would use to send to investors.

A crucial thing to understand is that in startup competition, startup founders have limited time (between 3 and 5 minutes) to explain what their startup does and its traction. In a competition pitch deck, it is crucial to replace words with images.

You will do the speaking, not your presentation.

While pitching at a competition, you might not want to get tangled in details. The pressure is high and you have a limited amount of time to catch everyone's attention. You need to make the most out of it.

4. Investor Pitch – Shark Tank or Dragons Den

As the competition pitch, you would be using a media deck to deliver your message. The investor pitch is somewhat similar to how you present your startup at a competition, however, the dynamic of the conversation is very different.

You need to engage the listener, make him or her interested and be ready to get into details. Same as any other pitch deck, it's best not to go over 10 slides, however, in these 10 slides you will need to give as many details as possible.

When talking with investors, make sure to spend time on the problem, solution (unique technology) and, of course, traction. This is THE pitch that you need to be ready for. The people in front of you are the one that could give you money to transform your dream into reality.

Twitter Pitch

Pitch your business with one line

Example: “The Uber of xyz”

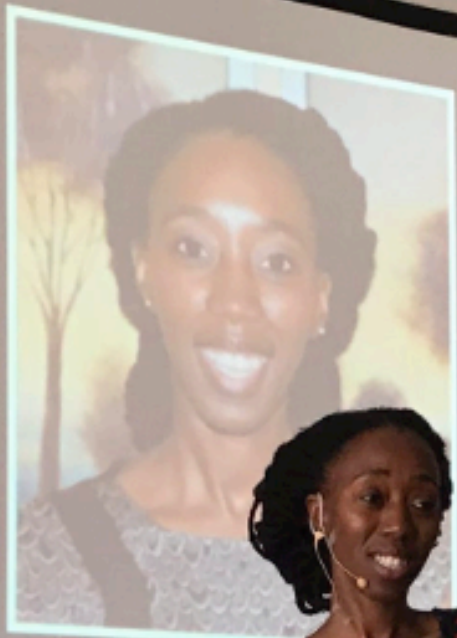
Nilotiqa is pitched on the go most of the time, as we are placed in situations that are unpredictable. Some platforms are public and some behind closed doors. The purpose is to explain your business in a single Punch line.

Recently, Nilotiqa was presented at the ambassador of Germany where different officials and investors were present. Several of us SMMEs were given the space to engage with the officials and investors.

We were also invited to the British consulate to present our business and it was vital to be concise to people that had never heard of us, not understood African Hair.

There are no time limits with the Pitch, but there is a need to be conscience with each person of interest you engage with.





THOKOZILE MANGWIRO
founder
Nilotiqa



2018

Elevator Pitch – “Say it in a min!”

Elevator pitches are done in a minute. They need structure and need to attract the person of interest within the first 15mins. Considering that venture capitalists and angel investors hear about pitches all the time, Nilotiqa made it a pint to stick out.

Our 1 min pitched were compiled on Video for the **She Leads Africa mentorship program**. The video helped the selectors and investors to select Nilotiqa as one of the businesses to present our business to them via the pitch deck platform.

Competition Pitch– “Pitch Deck”

Nilotiqha had the opportunity to present a 1 minute video and a Pitch Deck to SLA (She Leads africa).

She Leads Africa is a community that helps African women to achieve their dreams. With engaging online content and pan-African events, their vision is to become the Number 1 destination for smart and ambitious young women.

This pitch-deck presentation helped Nilotiqha streamline its problem, target markets, vision and mission and most importantly, how the business plans to grow. We analyzed our financials and their feedback enabled us to be pitch ready for funding to launch into the Clicks Group.



The Investor Pitch

Investor pitches are the most detailed and intricate of pitched and Nilotiqa has been built from constantly being presented to different types of venture capitalist and investors funding houses.

Investors in this case vary from banking institutions, to private companies that have invited us to pitch our business. The most significant of pitches for the business has been Shark Tank SA, which aired nationally and across the African continent. It was our first pitch to investors and the first real taste of how preparedness of our business was vital.

We have since pitched to over 50 platforms over the years; and have learnt that not all pitching is for money... some is strategic and some is about increasing the distribution of Nilotiqa.

This background gives us the ability to give SMME's a real encounter of how we have pitched to various platforms and how they need to present themselves to be successful in attracting the correct funders.



Pitching Templates

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Inspired by the Nilotiqa Shea Butter indigenous to the Nile River of

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DEEP MOISTURE HAIR CARE



+ Full Name: Thokozile Mangwiro |
TEEP ID Number: 468595
Name of Business: Nilotiqa (PTY) LTD
□

NILOTIQA BUSINESS AND FINANCIAL PLAN

Startup

PITCH DECK TEMPLATE

Company Name: ABX Company
Email: tcngraphicexperts@gmail.com
Web: presentationtempate.com
Cell:

Business Plan vs Pitch Deck