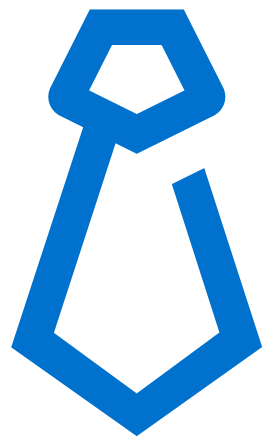


Crowdfunding Toolkit

As part of our commitment to finding innovative solutions for business growth, Standard Bank has partnered with crowdfunding platform Thundafund to offer alternative funding sources for businesses that may not have access to traditional sources of funding.

If you're an investor or entrepreneur eager to discover the exciting possibilities of crowdfunding, you can use this toolkit to get started or visit our Thundafund partner page to learn more.





1

What is crowdfunding?

Crowdfunding is a great way for small businesses to raise money through contributions from the public. Since crowdfunding is open to the public, businesses can raise funds via small investments from many sponsors rather than a single source of capital such as a traditional loan or investment.





2

How does crowdfunding **work**?

Thundafund's online crowdfunding platform allows businesses to pitch their projects to potential sponsors and offer incentives for different levels of investment. Sponsors can register and donate through the platform.





3

What are the **benefits** of crowdfunding?

Crowdfunding gives new and smaller businesses an opportunity to grow and expand or to launch new products and discover new markets. It also allows potential investors to participate in business development without requiring a significant financial commitment.



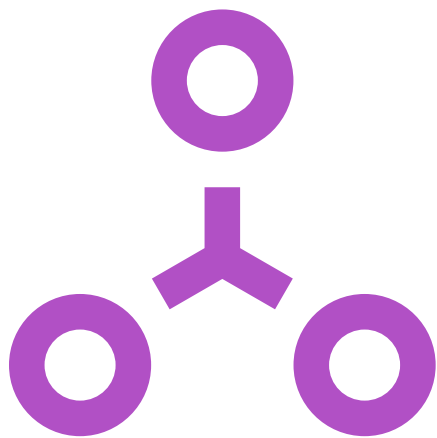


How do I **get started?**

Businesses looking to get started can fill out a registration form on the Standard Bank Thundafund partner page. Once your application has been accepted, you can proceed to register with Thundafund and set up your project.

You will need to provide a clear description of your project and objective, how much funding you are looking to raise and what it will be used for, as well as a timeline of 30 to 90 days divided into 3 funding milestones and a list of rewards and incentives offered to investors for various levels of investment.





5 A

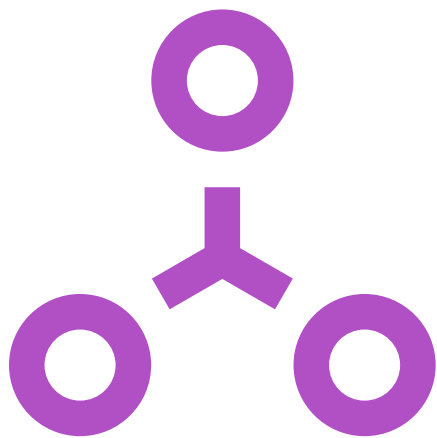
What makes a **successful** crowdfunding campaign?

While success is not guaranteed, here are some tips to consider:

Make your project engaging. You should not only provide a clear description to investors but also think of what other elements you can add to your project to get people's attention. Consider enriching your project description with images, videos and examples of work, if possible.

Harness your network. The more people are aware of your project, the more investment you have the potential to attract. Share your project using social media, email and your personal and professional networks to increase your reach.





5 B

What makes a **successful** crowdfunding campaign?

When you promote your product, make sure to include the following:

- A link to your project's Thundafund page if you're using digital channels
- A clear call to action such as 'Donate here' or 'Support now'
- A reminder of the incentives for donations

Be responsive. Engage with potential investors via social media and send out automated thank-you messaging after every donation received.

Communicate often. Send investors regular progress reports and updates, including details of milestones reached and other important information. Keeping investors engaged can generate positive word of mouth and help attract further investment.

