



## DISCLOSURE DOCUMENT

### SME Project Management Franchise

**TOTAL INVESTMENT: R255 000** (Vat excl)

*Our SME Project Management Franchise has been designed & tested to help you:*

**Add R1m+/year to your Earnings**  
+  
**Own Your Own SME Project Management Practice**

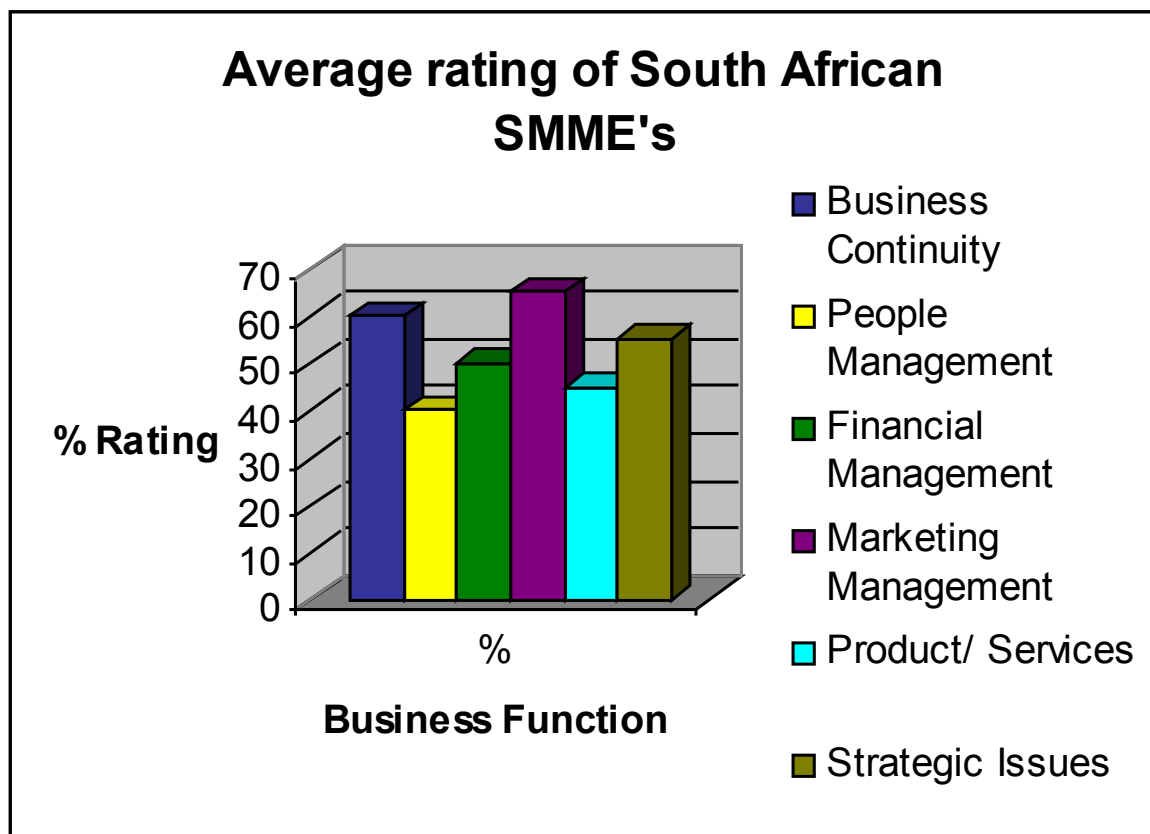
We help you create, manage and grow your own SME Consultancy that focuses on your strengths and we make sure it is financially viable and enjoyable.

EXECUTIVE SUMMARY	
<b>Product</b>	We will help you to standardise a profitable Core-Offering.
<b>Method</b>	You will be coached to use our tried and tested business analysis tools, develop SLA's and execute profitable SME Project Management Interventions.
<b>Clients</b>	We guarantee relevant and screened business leads in YEAR ONE. We will also help and guide you to market your business to attract clients. If the Curator methodology is followed this will generate R1m+ turnover per year, operating as a full-time SME Consultant & Project Manager.

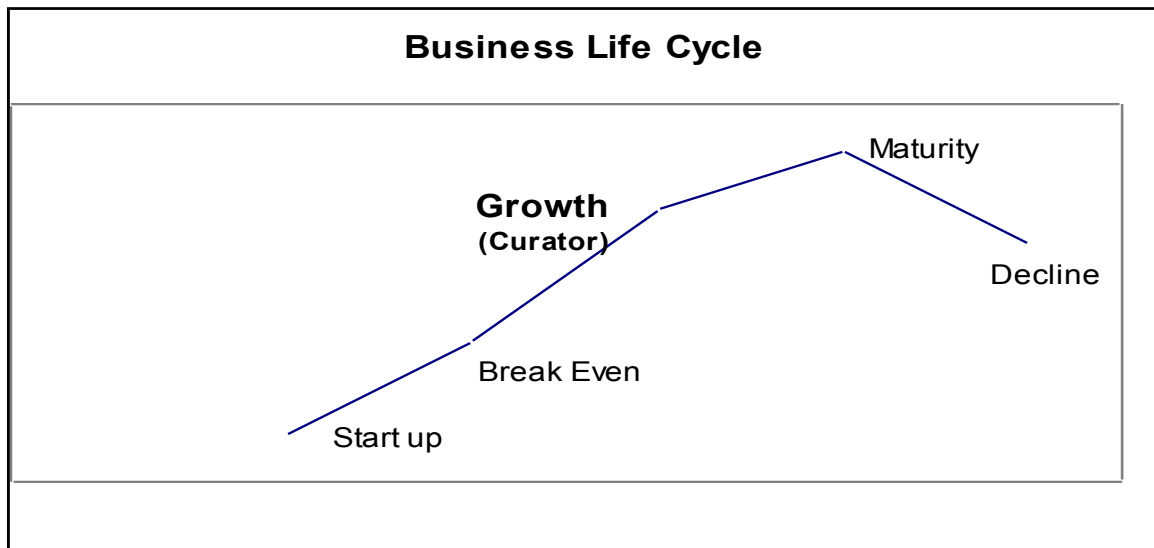
<b>Start-up Advice</b>	We will advise, guide and push you every step of the way during the business start-up phase in order to generate the momentum required to get going on your first paying projects.
<b>Mentorship</b>	We will provide you with Business Coaching to ensure that you both acclimatise and also gain momentum in this new phase of your professional career.
<b>Continuity</b>	We will help you to network effectively and involve you in deal participation, based on your unique skills, on an ongoing basis.
<b>Customisation</b>	We will design your consultancy around your own vision, strengths and ability to add immediate value to paying client's businesses.

**Average risk & compliance rating of South African SME's:**

*(Based on 1000+ BHI's (Business Health Index) completed over 20 years)*



**Where Curator Licensees are making their money:**



**Background & Track Record**



Adv Jan Grobler (BComm.LLB.MBA.CFP), Owner and CEO of the CURATOR GROUP, has 25 years experience of providing Business Consulting & Project Management Services to the SME business sector.

Under Jan's leadership, the CURATOR GROUP has grown to a business network of professionals in Southern Africa, Australia, the USA and elsewhere, sharing the passion to help entrepreneurs SURVIVE & THRIVE in their own businesses.

Many of us aim for and reach an annual **STRETCH TARGET OF R1-2m+** in professional fees – with very low overheads and often with equity share and other opportunities with selected clients.

Jan has assisted more than 80 independent SME consultants and project managers in the start-up and growth phases of their consultancies.

## Examples of projects that our consultants work on...

*Help businesses to develop more growth channels, for example:*

- **Franchising (a core Curator focus)**
- Getting involved in **Imports and Exports**, with possible value-add assistance through international business/buying trip coordination and/or opening international offices
- International Expansion Strategies
- Open, Launch & Grow more local branches/shops/outlets
- Create and generate Online Businesses

*We very often also work on general business projects like:*

- Assist in Equity Deals
- Facilitate Strategy Workshops
- Capital Raising Assistance
- Advice and Deal-Sourcing in various business sectors
- Assist and guide with Business-Broking, esp selling franchises

## The Curator 120% Game Plan

**MONTH ONE: “START-UP SUPPORT” (100% Curator effort):**

**Your Project leader: Adv Jan Grobler**

- Advice on your business set-up and get-up
- Orientation and induction into the process of SME Project Management
- Standardize important documentation around your core product/service
- Develop and implement your marketing strategy
- Targeted networking
- Get a first project going under your Project Management Leadership

**MONTH TWO, ETC: “CONTINUITY SUPPORT “:**

- Keep deal #1 on the books and build it as a Key Account
- Settle into a pattern of prospecting, drafting proposals and closing deals
- Ongoing telephonic and email support
- Participate in facilitated regular networking opportunities
- Ongoing mentoring, product development, opportunity participation

## Intellectual property acquired

### Hard stuff.....

**We focus on solving business problems where clients are prepared to budget around R300 000+ for a catalytic intervention that will take their business to the next level. Examples include:-**

- Franchising a business
- Streamlining the buying/procurement function of a business
- Becoming BEE relevant in order to win tenders and/or get bigger deals
- International expansion strategy & execution

### Soft stuff.....

- How to prospect for profitable SME clients, engage them and close SLA's
- How to cross-sell services effectively
- How to build a "brains trust" & professional network
- How to stop 'selling time' and start offering PRODUCT-BASED CONSULTING services on an outcomes basis and at a premium fee

**Note: We are Project Managers - NOT Consultants. We get our hands dirty:-)**

## Guarantees, Conflict Resolution & Indemnity

**Pro rata refund of franchise fee**, calculated relative to R1m invoiced within your first year as a Curator Franchisee, using the CURATOR GROUP's Intellectual Property and on condition:

- The value of leads to be agreed upon on handover of contacts & contracts.
- It is your responsibility to satisfy client's needs & built accounts to their full potential.
- You must also do and act on (eg submit suggested SLA's to clients) 3 approved Business Health Index's ("BHI's") per month (with proof per client visit reports)
- You must be a fully committed fulltime SME Project Management Practitioner

Conflicts that can't be resolved between the parties to be adjudicated in the Magistrate Court.

You hereby fully indemnify the Curator Group and all it's officials and stakeholders from all legal consequences and claims that might arise as a result of any act or omission dealing with your clients.

## Frequently Asked Questions

**Active Curator Franchisees?** None, BUT Curator has licensed more than 80 SME Consultants over a 20 year period and decided to upgrade the business model in 2020 to full franchising.

**Franchisors Financials?** 35% Growth in Turnover and R151 234 Net Profit over the last two Financial Years.

**Solvency Statement:** There have been no significant or material changes in the franchisor's financial position since the date of the last accounting officers's certificate and the franchisor has reasonable grounds to believe that it will be able to pay its debts as and when they fall due.

## Support & Organogram

- Jan Grobler: Strategist, Project Originator and Lead Business Coach.
- Elizabeth-Ann Bischhoff: Project Execution Coordinator
- Gerhard Becker: Field Support
- Perri Grobler: Research & Development
- San-Mari Beukman: Accounting Support

## Franchisee Financial Projections, Assumptions & Royalties

Turnover	: R1 200 000
Cost of Sales	: R. 120 000
Gross Profit	: R1 080 000
Overheads	: R. 90 000
Net Profit	: R 990 000

Assumptions:

- Vat Excl
- 3-4 SME Consulting Projects Per Year
- Limited outsourcing to external consultants
- Work-from-home or small office, no support staff needed.

Royalties: R5 000 per month, entitling a franchisee to access the Curator Brand, Business Network, Methodologies, Field Support, Mentoring and ACCESS TO DEALFLOW.

## In Conclusion

This Franchise arrangement is flexible & open to negotiation as to total cost, the nature of support you would need and the style of the business practice you want to build.

It is the intention to help you to become a **HIGH-INCOME CONSULTANT and BUSINESS OWNER**, using the tried & tested methodologies used by the

**CURATOR GROUP.** This is a franchise and will operate on quite independent principles, under the management and ownership of yourself.

### **OUR VISION**

To provide creative and cost-effective solutions to SME's

### **MESSAGE FROM THE MANAGING DIRECTOR**

*We've been there and know most of the ways on how NOT to make money in this fickle industry. Let us accelerate your path to profitability. The learning curve on your own is long & expensive!*

You might have some personal or professional barriers preventing you from raising your game to the next level – this is normal! These might include: Lack of skills, lack of confidence, lack of clients, lack of contacts, or simply lack of 'know how' in the SME consulting milieu. We will help you identify and overcome these barriers so that you are then able to reach your potential.

I believe Southern Africa to be a truly phenomenal source of business opportunities, if handled inter-dependently with an established group such as CURATOR.

I am looking forward to surviving and thriving together in a win-win manner!

**Adv Jan Grobler**

#### **Acceptance of terms and conditions:**

Signed at \_\_\_\_\_ on \_\_\_\_\_

\_\_\_\_\_  
Jan Grobler, Curator, authorised

\_\_\_\_\_  
Name: \_\_\_\_\_

ID: \_\_\_\_\_