



**“MAKING MILLIONAIRES”  
SME Consulting License**

**TOTAL INVESTMENT: R295 000** (Vat incl)

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

**Earn R1m+/year**  
+  
**Own Your Own Business Consulting 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.

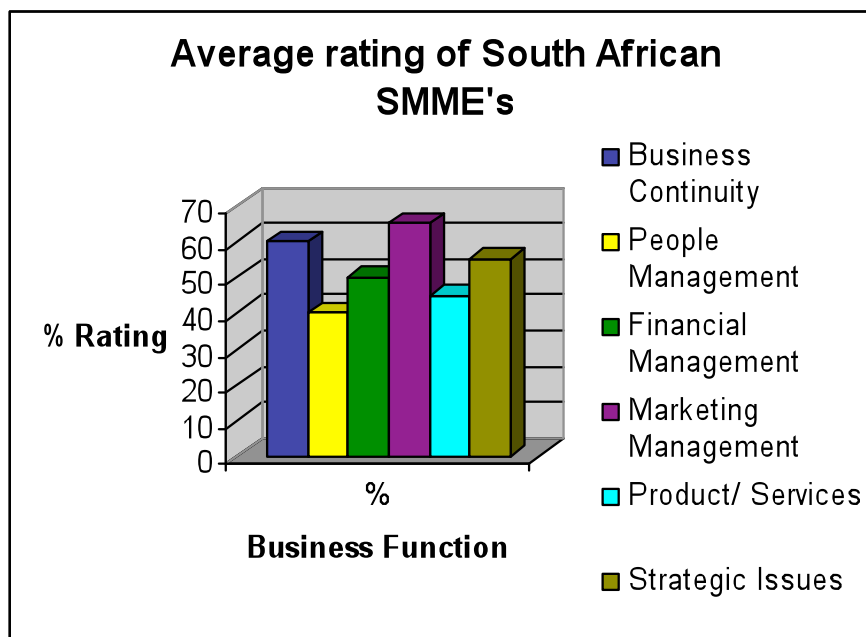
*This document acts both as a business plan and as a contract.*

<b>EXECUTIVE SUMMARY</b>	
<b>Product</b>	We will help you to standardise a profitable core-consulting offering.
<b>Method</b>	You will be coached to use our tried and tested business analysis tools and templates.
<b>Network</b>	We will provide you with our extensive database of recommend suppliers and consulting colleagues.
<b>Clients</b>	<b>We guarantee relevant and screened business leads. 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 in your first year operating as a full-time SME consultant &amp; project manager.</b>
<b>Start-up advice</b>	We will advise, guide and push you each step of the way during the business start-up phase in order to generate the momentum required.
<b>Mentorship</b>	We will provide you with business coaching and mentoring

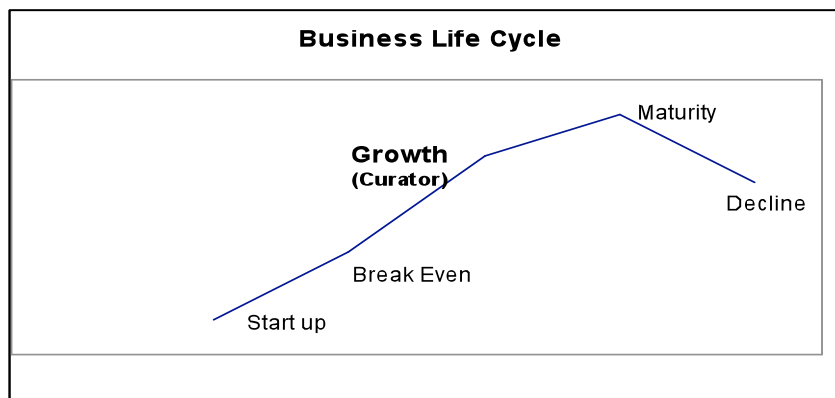
	to ensure that you both acclimatise and also gain momentum in this new phase of your professional career.
<b>Continuity</b>	We will help you to network effectively and involve you in deal participation, based on your unique skills, on an ongoing basis.
<b>Customisation</b>	We will design your consultancy around your own vision, strengths and ability to add immediate value to paying client's businesses.

**\*Average rating of South African SME's:**

*(Based on 3000+ BHI's (Business Health Index Questionnaire) 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 20 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 network of over 100 professionals in South Africa, Australia, Singapore and elsewhere, sharing our passion to help entrepreneurs SURVIVE & THRIVE in their own businesses.

Many of us aim for and reach an annual **STRETCH TARGET OF R1Million+** in professional fees – with very low overheads and often with equity share opportunities with selected clients.

Jan has this far (October 2012), assisted 80 independent SME consultants and project managers in the start up phase 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)
- Winning or participating in tenders
- 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 more local branches/shops/outlets
- Create and generate e-commerce and mobile commerce revenue
- Help to recruit, train and/or strengthen sales staff

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

- Assist in equity deals,
- Facilitate BEE 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 business set-up and get-up
- Orientation and induction into the process of SME Consulting
- Standardize important documentation around your core product/service
- Develop and implement your marketing strategy
- Targeted networking
- **Sign up your first client (on a best efforts basis)!!!**
- Get this 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 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

## **“MAKING MILLIONAIRE’S”: Intellectual property acquired**

**Hard stuff.....**

**We focus on solving business problems where clients are prepared to budget around R300 000 - R1 000 000 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 wholesaler or factory
- Set up an importing and/or exporting division for a client
- Becoming BEE relevant in order to win tenders and/or get bigger deals
- International expansion strategy & execution

**Soft stuff.....**

**We will also help you to get the hang of:-**

- How to prospect for profitable SME clients
- How to cross-sell services effectively
- How to build a “brains trust” & professional network
- How to stop ‘selling time’ and start ‘selling PRODUCT-BASED CONSULTING services’ on an outcomes basis and at a premium fee

**Note: Exact fees depend on circumstances**

**Note: We are project managers (NOT consultants or quasi- lawyers, -brokers, -bankers or -accountants!!)**

## Guarantees\*

**Pro rata refund** calculated relative to R1m invoiced using the CURATOR GROUP's intellectual property within the first year and on condition that 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) and do 10 approved Business Health Index's ("BHI's") per month (with proof per client visit reports)
- You must be a fully committed fulltime SME Consultant

**We encourage you to remember that we are your coach to use as a resource. You are the player who has the new philosophy: 'if its to be, its up to me!'**

**\* 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.

## Continuity

On completion of the training program, the following continuity measurements are in place to assist you every step of the way:

- Regular networking opportunities
- Opportunity to participate on bigger projects
- Invitation to form part of high impact project teams (based on opportunities matching your skills)

## References & Endorsements

Clients	: On application and depending on your area of interest
Approved Suppliers	: Otto Krause (Lawyer) (083 273 6151) : Charles Erasmus (Branding) (083 601 4389) : Riaan Liebenberg (IT) (082 443 9265)
International liaisons	: Paul Booyens (USA) paulbooyens@sbcglobal.net : Andre Mouton(Singapore) andre@sa2asia.com

## Conclusion

This Licence Contract is flexible & open to negotiation as to total cost, the nature of support you would need, the nature of the consultancy you want to build, as well as any other suggestions.

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 not 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 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 clients, lack of contacts, or simply lack of 'know how' in the SME 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 situation!

**Adv Jan Grobler**

<b>Acceptance of terms and conditions:</b>	
Signed at ..... on .....	
<b>Pick a starting month!</b> : .....	
Signature coach:	Signature MAKING MILLIONAIRE's candidate:
.....	.....
Johannes Petrus Grobler	Full name: .....
	ID: .....
	Contact No: .....