



**The Silverleaf  
Business  
Accelerator  
(Pty) Ltd.**

an initiative by:



A High Impact  
Business Accelerator  
designed to identify,  
attract and build a  
continuous investable  
pipeline of the  
leading emerging  
SMEs across the  
entire South African  
Cannabis value chain.

Detailed research has shown that Accelerated companies, on average, continuously outperform non-Accelerated companies and have shown to make a quantifiable difference to the long-term success of the Accelerated Company.

The Silverleaf Business Accelerator program is designed to **match the realities** of the local Cannabis entrepreneurial ecosystem.

The key objective of the Accelerator is to create a **strong investment pipeline** for Silverleaf Investments, who are the founding investor of the Silverleaf Business Accelerator.



## Accelerator Applicant – Minimum Entry Requirements

The Company must:

- be **registered**
- be revenue generating for **more than 6 months**
- have a company valuation of at least **R2.5 Million**
- sign the **engagement letter** which sets out all the terms & conditions for participation in the Accelerator
- have founders who **work exclusively within their business** with no outside business interests
- be operating within the Silverleaf Investments **targeted focus areas** which would include businesses allied to the Cannabis industry
- be **legally compliant with relevant certifications**

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[accelerator@silverleafinvestments.co.za](mailto:accelerator@silverleafinvestments.co.za)

## The Value Chain



### 1. Cultivation

- Seeds, Breeding & Cloning
- Outdoor, Greenhouse & Indoor Growing
- Hemp for Industrial



### 2. Processing & Manufacturing

- Extraction & Processing
- Contract Manufacturing
- Finished Products & Brands



### 3. Distribution

- Wholesaling
- Warehousing
- Transport



### 4. Retail

- Go to market with:
- Retail Stores
  - Dispensaries / Pharmacies



### 5. Ancillary Services

- Testing
- Compliance – Track & Trace
- Research & Development
- Education
- Communication & Media
- Brokering
- Security
- Software & Data
- Green Economy



# The Accelerator Applicant Selection Process

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1.



## Step 1

- **Complete the Silverleaf Accelerator Application Form & Pitch Deck**  
The application form will request information for selection and participation.
- **Submit Pitch Deck & Application Form**  
The Silverleaf team will review the application form & pitch deck and provide details on the next steps.

2.



## Step 2

- **Invitation to Pitching Session**  
Successful company applicants will be invited to a pitching session.  
  
**Should the company meet the qualifying criteria they will be invited to a pitching session.**
- **Pitch Session - 1.5 hours**  
The company founders will have 1.5 hours to present their company to the Accelerator Investment Panel and answer any questions.

3.



## Step 3

- **Accelerator Investment Panel Review**  
The panel will determine the company valuation.  
  
The Accelerator Investment Panel will caucus after each facilitated session and accept by majority vote the candidates into the Accelerator Pool for final selection by the Accelerator Investment Panel into the Accelerator.

4.



## Step 4

- **Final Selection Process**  
From the final Accelerator pool of all the facilitated sessions the selection into the Accelerator will be made by majority vote by the Accelerator Investment Panel.
- **Engagement Letter**  
The Accelerator Company will sign an engagement letter with Silverleaf Business Accelerator that sets out the scope and terms & conditions for participation.

Within 4 months of successfully exiting the Accelerator, an **Investor Memorandum** will be prepared and presented to Silverleaf's Investment Committee for potential funding.

Interested in applying to become part of the Silverleaf Business Accelerator?

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# The Accelerator Applicant Package & Program

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## the Package

Silverleaf Business Accelerator will subscribe for **20%** of the Issued Share Capital of the Accelerator Company.

In return Silverleaf Investments will invest **R500 000** of which **R200 000** cash will be invested upfront and an amount of no less than **R300 000** will be provided for professional and facilitated services.

Silverleaf will be given a position on the Accelerator Company's Board as a non-executive director and will become party to the Shareholders Agreement once all the terms have been agreed.

## the Program

Silverleaf Business Accelerator will offer a **three-month facilitated program** that will include the following components:

1. **Professional legal services to review all relevant agreements** that includes Shareholders Agreement, Employment Agreements, Leases, Contracts, Distribution Agreements etc.
2. **Professional accounting services to review all governance & compliance requirements**, submissions etc. ensuring that financial records are up to date. Prepare monthly, and three-year budgets & projections.
3. **Professional business consulting services** to assist in developing the business's **strategic positioning and communications plan** to position the business in the market.
4. **Professional marketing services** to conduct a **brand review** aimed at enhancing the business's marketing, website and social media strategy.
5. **Ongoing mentorship & Management support.**
6. **Focused weekly specialised Cannabis training sessions** with Cheeba Africa Cannabis Academy.
7. **Business Plan & Business Model Review.** The culmination of the 3 month program will be the completion of a Strategic Business Plan as well as an Information Memorandum that can be used by the Accelerator Company to present to potential funders.

ADMINISTERED BY  
**GR-O-VEST**

Grovest is the largest administrator of small cap funds in South Africa, with assets under administration of R3,5 billion. Initially setup as a Section 12J VCC, SilverLeaf Investments is the first cannabis fund in South Africa.

Silverleaf Investments Limited is an Authorised Financial Services Provider FSP No. 49754



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