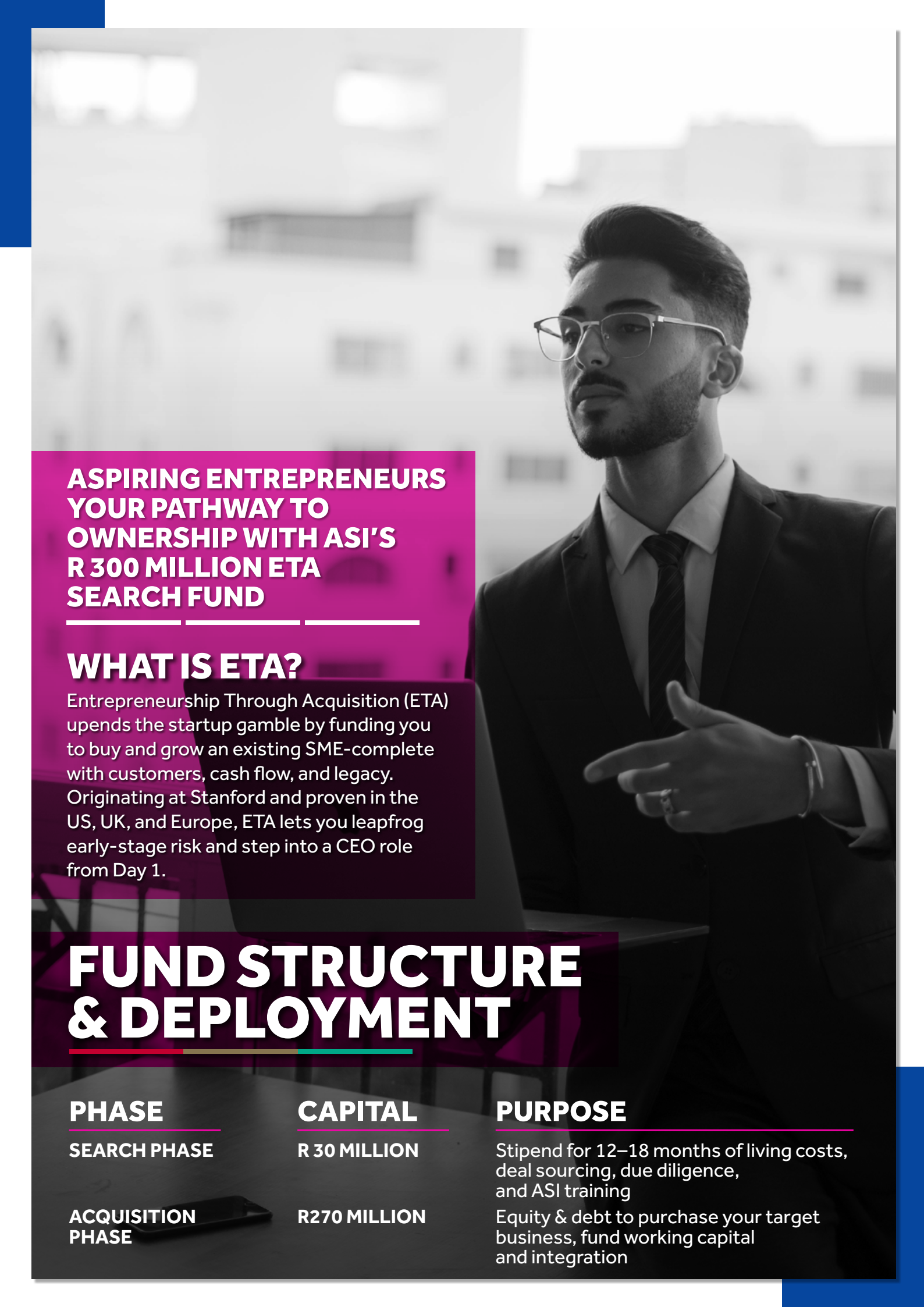


ETA

**ENTREPRENEURSHIP
THROUGH-ACQUISITION**



ASPIRING ENTREPRENEURS YOUR PATHWAY TO OWNERSHIP WITH ASI'S R 300 MILLION ETA SEARCH FUND

WHAT IS ETA?

Entrepreneurship Through Acquisition (ETA) upends the startup gamble by funding you to buy and grow an existing SME-complete with customers, cash flow, and legacy. Originating at Stanford and proven in the US, UK, and Europe, ETA lets you leapfrog early-stage risk and step into a CEO role from Day 1.

FUND STRUCTURE & DEPLOYMENT

PHASE

SEARCH PHASE

CAPITAL

R 30 MILLION

PURPOSE

Stipend for 12–18 months of living costs, deal sourcing, due diligence, and ASI training

**ACQUISITION
PHASE**

R270 MILLION

Equity & debt to purchase your target business, fund working capital and integration

ARE YOU THE RIGHT FIT?



EXPERIENCE:

MBA, CA(SA), engineering or equivalent + 5+ years in P&L leadership roles



COMMITMENT

12–18 months searching;
5–10 years' operating & scaling
the acquired business



MINDSET

Entrepreneurial drive,
resilience, high EQ,
strategic thinking



VALUES:

Passion for preserving founder
legacies, uplifting communities,
and generating sustainable growth

TARGET BUSINESS CRITERIA



VERTICALS:

Financial Services (Employee Benefits),
Property Management,
ICT & Connectivity



STABILITY

Clear governance,
recurring revenues, defensible
market niche



SIZE:

≥ ZAR 35 million in annual revenue;
EBITDA ≥ ZAR 5 million; 10+ years
in operation



FOUNDER PROFILE:

Owner aged 55+ seeking a
structured, values-aligned exit

ASI'S COMPREHENSIVE SUPPORT



1. SHARED SERVICES

- Sales & Marketing, R&D, Events
- Legal & compliance (FAIS, FSCA, POPIA)
- Finance, HR, payroll, benefits administration
- Risk management & business intelligence dashboards



2. DIGITAL PLATFORMS

- Unified CRM for end-to-end growth management
- Marketing automation (email, SMS, social, ABM) and web tracking
- AI-driven tech



3. MENTORSHIP & NETWORKS

- One-on-one coaching with ASI executives and industry experts
- Access to ASI's 7,300+ corporate clients for cross-sell partnerships
- Peer community of searchers for shared learnings

YOUR ETA ROADMAP

3



1. EXPRESS INTEREST

Complete the online form with your background and motivations.



2. SCREENING & INTERVIEWS:

ASI assesses fit, experience, and values alignment.



3. SEARCH KICK-OFF

Receive your stipend, training, and dedicated support.



4. DEAL SOURCING & DUE DILIGENCE:

Identify targets; conduct financial, legal, and operational reviews.



5. ACQUISITION & INTEGRATION:

Close the SPV transaction; implement our 100-day playbook; activate shared services.



6. SCALE & EXIT:

Grow the business, leverage follow-on capital, and plan your eventual exit with ASI's support.

READY TO OWN A PROVEN BUSINESS AND DRIVE AFRICA'S NEXT CHAPTER?

Apply now at: asi.co.za/eta-searchfund

