ASI

BUILDING WEALTH,
CHANGING LIVES

ETA

ENTREPRENEURSHIP THROUGH-ACQUISITION

INTRODUCTION & GUIDE

RETIRING FOUNDERS – SECURE YOUR LEGACY WITH ASI'S ETA SEARCH FUND

THE SUCCESSION IMPERATIVE

As Baby Boomers and Gen X founders approach retirement, 60% of private-sector assets will change hands—often without a clear successor. Africa's median age is 20, and youth unemployment is high. ETA bridges the gap, pairing seasoned owners with well-funded, values-aligned searchers who preserve your legacy and drive future growth.

FUND STRUCTURE & BENEFITS

PHASE	CAPITAL	PURPOSE
SEARCH PHASE	R 30 MILLION	ASI vets and trains searchers, ensuring cultural fit and operational capability
ACQUISITION PHASE	R270 MILLION	Provides full purchase price, working capital, and integration funding

WHY PARTNER WITH ASI?

FAIR VALUATION:

Independent, transparent appraisal using market multiples

STRUCTURED EXIT

Phased earn-outs and overlap consultancy for smooth handover

LEGACY PROTECTION:

Your brand, team, and client relationships remain intact

CONTINUED GROWTH:

Access ASI's shared services, digital platforms, and growth capital

DEAL STRUCTURE &GOVERNANCE

PHASED EARN-OUT:

Defer 20–30% of the sale over 12–24 months, tied to performance metrics.

OVERLAP CONSULTANCY:

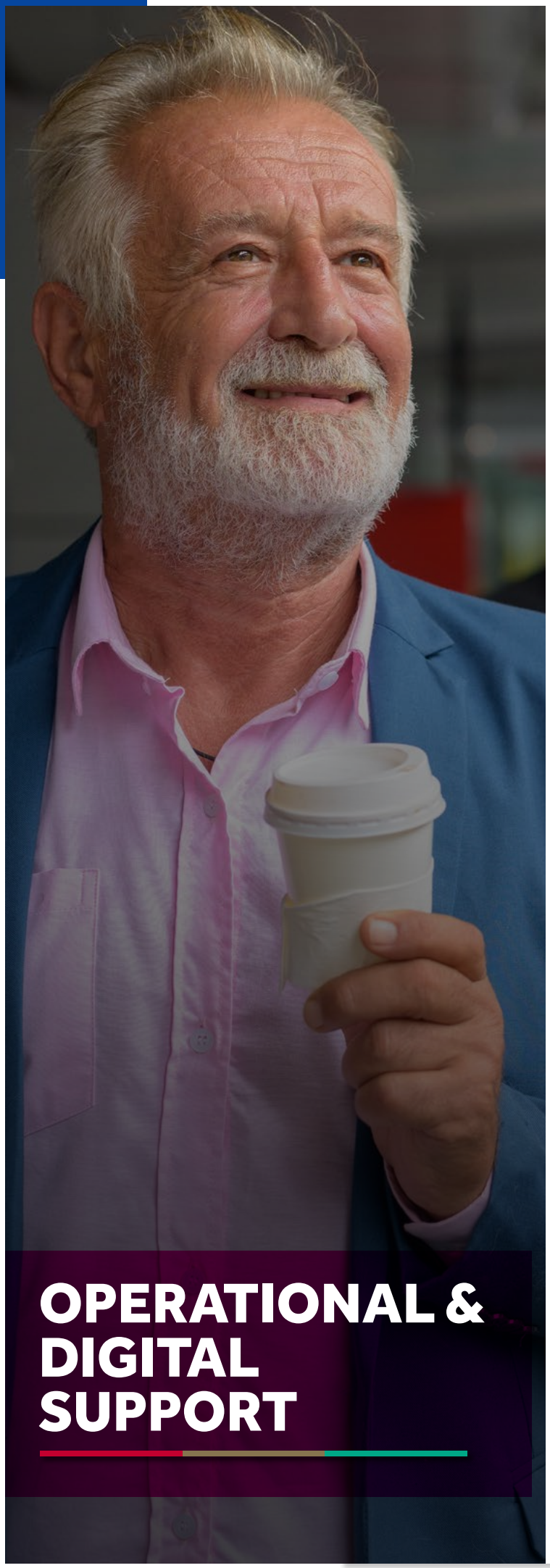
3–6 months of on-site mentorship to introduce the new owner to clients, staff, and suppliers.

SPV & SHAREHOLDER AGREEMENT:

Clear governance, veto rights, decision thresholds, and pre-agreed exit windows (3–7 years).

BALANCED NON-COMPETES:

Protect the business without unduly restricting the founder post-exit.



OPERATIONAL & DIGITAL SUPPORT

100-DAY TRANSITION PLAYBOOK:

Finance handover, CRM migration, process documentation, and client-communication plan.

AI INSIGHTS & MONITORING:

Forecasts, anomaly alerts, and real-time dashboards for performance tracking.

EMPLOYEE ENGAGEMENT:

Financial-literacy workshops and wellness initiatives to maintain morale and retention.

YOUR ETA ROADMAP

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1. CONFIDENTIAL CONSULTATION:

Book a call to discuss objectives, valuation expectations, and timing.

2. BUSINESS REVIEW & INDICATIVE OFFER:

ASI conducts a low-impact analysis and presents an initial proposal.

3. DEAL FINALIZATION:

Negotiate SPA terms, earn-out structure, and governance documents.

4. TRANSITION PLANNING:

Co-create the 100-day playbook and overlap schedule.

5. CLOSING & HANDOVER

Execute the agreements, commence consultancy, and celebrate your lasting legacy.

READY TO PRESERVE YOUR LIFE'S WORK AND EMPOWER AFRICA'S NEXT GENERATION?

Contact us at eta-searchfund@asi.co.za or +27 (0)86 1 274 377

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