



INSIDE THIS WEEK

"Funding success doesn't start when you submit an application. It starts when you build a business that gives funders confidence to invest."



THE GROWTH BRIEF

What Does It Mean to Be Funding Ready?

Being funding ready means having the systems, strategy, and leadership required to effectively manage and deploy capital. Funders want to know:

- Is the business financially disciplined?
- Does the leadership team have the capability to execute?
- Is there evidence of traction and growth potential?
- Can the business clearly articulate its value proposition?
- Will the funding generate measurable impact and returns?

Businesses that can answer these questions confidently are significantly more likely to secure funding.

BECOMING A BANKABLE BUSINESS

Funding readiness extends beyond accessing capital. It is about becoming a bankable business; one that stakeholders trust to deliver sustainable growth and create long-term value.

Businesses that invest in strong governance, financial management, market positioning, and strategic planning place themselves in a stronger position not only to secure funding but also to attract customers, partners, and future investors.





THE GROWTH BRIEF

FROM VISION TO INVESTMENT: WHAT SISANDA NDAMASE'S FUNDING SUCCESS TEACHES ENTREPRENEURS ABOUT BEING FUNDING READY

Securing funding is often viewed as the defining moment in a business journey. However, successful entrepreneurs understand that funding is not simply awarded to good ideas; it is awarded to businesses that are prepared for growth.

A recent example is entrepreneur Sisanda Ndamase, whose funding success demonstrates the importance of building a business that is investment-ready long before approaching funders.

While many business owners focus on finding the right investor, Sisanda's journey highlights a different reality: investors and funders are looking for businesses that have already laid the foundations for sustainable growth. Behind many funding success stories is an ecosystem of support that helps founders strengthen their businesses, access opportunities, and prepare for investment conversations. This is where ie360 plays a vital role.

As an entrepreneurial growth and enablement platform, ie360 is designed to help businesses move beyond simply seeking funding to becoming funding ready. Through business support, market access opportunities, strategic networks, learning experiences, and growth-focused programmes, entrepreneurs are equipped with the tools needed to build resilient and investment-ready businesses.

THE GROWTH BRIEF

ie360: Enabling Funding Readiness and Access to Capital

As an entrepreneur enablement platform, ie360 is committed to helping businesses become funding ready by connecting entrepreneurs with the knowledge, networks, and opportunities they need to grow. Rather than focusing solely on access to funding, ie360 equips entrepreneurs with the tools and insights required to position themselves as investable and bankable businesses.

THE ie360 ECOSYSTEM

A key benefit of the ie360 ecosystem is that entrepreneurs are able to identify areas for improvement within their businesses before approaching funders. Whether it is strengthening financial management, improving governance structures, refining business strategies, or demonstrating market traction, entrepreneurs gain a clearer understanding of what is required to become investment ready.



Successful Industry Engagements with funders and investors

By creating opportunities for meaningful engagement with funding partners, ie360 helps entrepreneurs:

- Understand funding requirements and expectations
- Assess their level of funding readiness
- Identify business gaps that may impact funding outcomes
- Build relationships with potential funders and investors
- Improve their ability to present compelling investment opportunities
- Develop stronger, more sustainable businesses

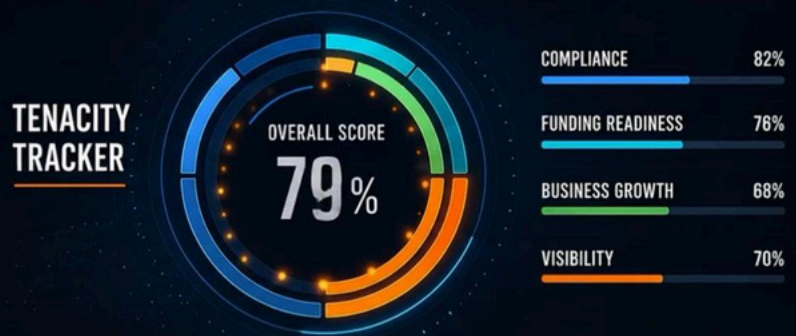
THE GROWTH BRIEF

Tenacity: Why We Measure the Inside Out-

Behind every successful entrepreneur is a set of qualities that cannot always be captured in traditional business metrics. Qualities such as resilience, determination, adaptability, grit, and the ability to persevere through uncertainty.

Through the ie360 we believe that lasting business success starts from the inside out. That's why we measure tenacity; not just performance. We seek to understand the characteristics that drive entrepreneurs to keep moving forward, even when faced with setbacks, challenges, and changing market conditions.

11 THE TENACITY TRACKER



Looking Beyond the Numbers

Financial statements, revenue figures, and growth metrics are important indicators of business performance, but they only tell us what has happened. They do not tell us how an entrepreneur responds when faced with adversity, uncertainty, or change.

The true measure of entrepreneurial potential often lies beneath the surface.

An entrepreneur may experience setbacks, lose a key client, face funding challenges, or navigate difficult market conditions. While these situations may impact short-term performance, they also reveal something far more valuable: the individual's ability to adapt, learn, persevere, and continue moving forward. This is why measuring tenacity matters.

By looking beyond the numbers, we gain insight into the behaviours and mindsets that influence long-term success. We begin to understand how entrepreneurs make decisions under pressure, how they recover from setbacks, and how they maintain momentum when the path forward is not always clear.