

**LET OUR HOPES &
NOT OUR HURTS,
SHAPE THEIR
FUTURE.**

Linkage

#RiseUpSA Linkage Initiative Background Information

This campaign is aimed at providing a platform for the road to recovery for small businesses who have suffered massive setbacks due to the recent unrest and riots experienced in the country. The objective is to provide small businesses who have been impacted with the opportunity to outline what they lost and/or how their ability to continue to operate their businesses has been impacted by the unrest.

The comprehensive list with a detailed view of the nature of the loss suffered will be shared with participating corporates who in turn will either select small businesses they can support directly or where corporates do not have internal capacity they can make a financial contribution to the campaign for Linkage to assist with the recovery of affected small businesses.


This is an initiative developed by One Linkage (Pty) Ltd, a woman owned tech company that has developed a platform called Linkage. Linkage is a cloud based digital platform designed to make it easy for corporates and SMMEs to work together.

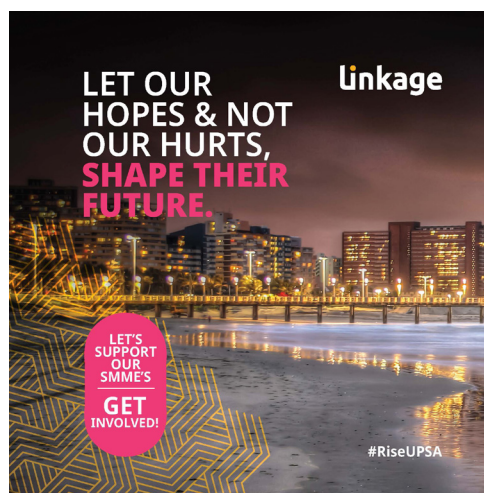
Linkage has opened a section of the platform to the public to facilitate the RiseUpSA campaign.

One Linkage is doing this at no cost to support SMMEs that have been devastated by the recent unrest. This is Linkage's way of playing its role towards contributing to the recovery of small businesses. Its sister company Zevoli Growth Partner will provide vetting services to meet corporate compliance requirements and validation of claims at no cost as its contribution.

As part of Mandela month, we intend to open the campaign for 67 days.

Follow Linkage on social media to keep up to date with developments on this initiative.

-  <https://www.linkedin.com/company/one-linkage/>
-  https://web.facebook.com/OneLinkage?_rdc=1&_rdr
-  <https://twitter.com/OneLinkage>





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Questions and Answers for Small Businesses

1. What is the process for registration?

SMMEs will access registration on <https://www.linkage.co.za/riseupsa/>, where they will select the SMME registration. They will be need to complete information required and upload supporting documentation.

2. What is required as supporting documentation?

Businesses will be required to submit statutory documents, compliance documents, proof of status before the unrest, and any other documents required for vetting such as police case number, and where applicable insurance claims, lease agreement etc.

3. Is this campaign only open to companies that are registered at CIPC?

No, it is open to both formal and informal business. A business owner will be able to select an entity type on the platform and therefore only needs to submit information that is applicable to the selected entity type. It is important to note that an application will not be automatically disqualified if the business owner is unable to submit all the required information. However, SMMEs are encouraged to submit as much relevant information as they have readily available.

4. What is the process after submitting the required information?

The information submitted will be subjected to verification and authentication by Zevoli Growth Partners, a Linkage sister company. They will verify and, in some cases, contact SMMEs for additional information that will make it easy to match them to participating corporates.

5. When does registration open?

Registration will open from Wednesday 21 July 2021.

6. When will registration close?

In the spirit of Mandela day, we intend to keep registration opened for the next 67 days.

7. What will happen during the 67 days?

The 67 days allows small businesses to collect and submit as much information as possible for Zevoli Growth Partners to start with the vetting and verification. During this time, we shall also be focusing on building the corporate list using the themes emerging from the SMMEs' list as guide for targeting corporates.

8. What happens if I do not complete my application?

It is incumbent upon the SMME to provide as much information as possible and complete all required information. Applications are only reviewed once an SMME submits their application and supporting documents. While SMMEs are collecting the required information, their application it will be saved as a draft and will not be attended to until the SMME selects submit.

9. What are the criteria for participation?

Registration is open to all small businesses with annual revenue of less than R50 million. The focus of the campaign is to get as many small businesses as possible to rebuild, re-open and bring their employees back to work. Although BBBEE compliance will be requested, it will be for the purposes of recording rather than a pre-requisite for participation.



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10. Is the initiative opened to all businesses affected by economic hardship experienced with Covid lockdown?

Although the Covid pandemic has affected small businesses in general, this initiative is specifically targeting small businesses who have been affected by the recent unrest and riots.

11. What is the turnaround time from submission to receiving support?

This will depend on the volume of applications received, and the completeness of applications submitted. Proof supporting the claim will be investigated therefore the process might take time to confirm all claims. However, the team is committed to getting SMMEs back on their feet and will therefore strive to expedite complete applications.

12. What is the benefit for registering with Linkage?

SMMEs will benefit from potentially being selected by any participating corporate that would like to be involved in supporting the recovery process. Visibility on Linkage platform allows for ease of matching between SMMEs and these corporates.

13. Do I have to pay to register on the platform?

There is no payment expected from SMMEs. The initiative is our means to contribute to the devastation caused by the riots. Linkage will avail the platform at no cost to SMMEs and participating corporates and its sister company Zevoli Growth Partners will conduct the vetting at no cost.

14. Why would corporates support SMMEs with their recovery?

Most corporate are generally good citizens who need a thriving economy to be sustainable. SMMEs are key to a thriving economy. The benefit of supporting a small business especially in their industry has benefits for the broader sector.

15. How will matching be done?

Small businesses will be categorized by size, location, industry, revenue, number of employees, impact and need. The information will be consolidated and packaged in a manner that enables a corporate to select according to their preferred criteria. One corporate might select only businesses in their value chain, another might prioritize a small business based on the number of employees or location.

16. How many SMMEs will be selected?

Although we endeavor to sign up as many corporates as possible on the platform, we cannot guarantee that each SMME on the platform will be selected and supported.

17. What happens to SMMEs not selected?

SMMEs will remain registered on the platform whilst the team explores other means for support including engaging government initiatives. All efforts will be made to invite more corporates. However, it is possible that some might not be able to access the support required.



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18. Who do I contact if I have questions?

Questions regarding registration can be directed to the following contact details:

- WhatsApp +27 (0) 60 551 4362
- Email your questions to riseupsa@linkage.co.za
- There is also a chat option on the platform when you register

19. How will my information be used?

The platform will comply with POPIA and privacy policies. Consent will be required to share the information with the corporates. All information is treated strictly confidential.