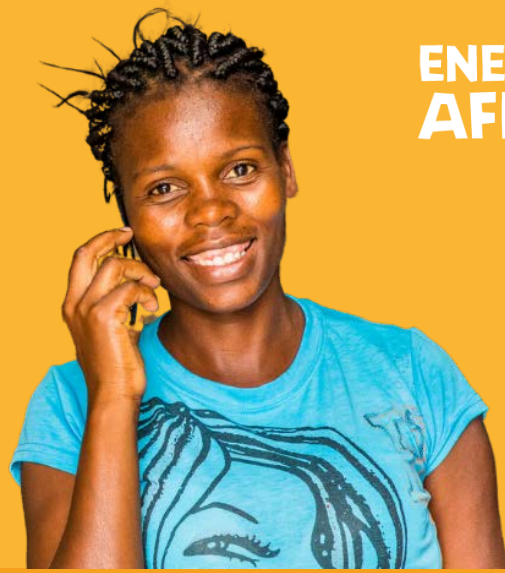


Top tips for successfully crowdfunding on Energise Africa!



At Energise Africa we're experts in crowdfunding. That's why we are sharing our top tips that you should think about before, during and after your crowdfunding raise to help you reach your fundraising target to make extraordinary things happen when it comes to accelerating access to life changing renewable energy, delivering on the UN SDGs and tackling climate change.

1. Put together an awesome profile, offer document and business plan

People invest with their heads and their hearts! So your offer on the Energise Africa platform, formal offer document and business plan needs to show you have a great business that can pay a return, the skills and experience of your management team and clearly demonstrate the positive impact this investment raise will deliver in terms of environmental and social impact.

2. Timing is key

As Energise Africa provides flexible and affordable finance to support working capital requirements businesses need to think carefully about when they want their investment raise to go live on the platform once the due diligence process has been agreed and the investment team have agreed an amount of credit.

Up to that agreed credit limit then it's up to businesses how many raises they would like to divide that credit limit into, so that this can better support inventory purchasing or cash flow considerations. Although our offers typically fill in a few days, for new businesses coming onto the platform in new sectors or new emerging economies then it's often prudent to allow at least a month to successfully fill the raise and receive the invested funds.

3. Develop a campaign plan

Each investment raise (but in particular the initial few) should have a campaign plan to really engage investors. We work with each organisation raising investment via Energise Africa to put this into place in a way that resonates with our 4,000+ strong investor base.

4. Communicate in a way that engages hearts and minds

Although a good financial return is a motivator for potential investors, equally so is the social and environmental impact that investments are able to deliver. Although demonstrating impact from a quantitative perspective is important, we also work with businesses to communicate impact in a relatable way via human stories. Speak to your beneficiaries (customers, sales agents, employees and the wider community) to get them to tell their stories in their own words about the impact your business and products have had on their lives. In our experience, human stories are a great way of engaging the hearts and minds of investors in your investment raises.

55. Demonstrate impact

Strong visual marketing imagery is a powerful way of conveying impact in a very tangible and relatable way. Whether it's high-quality photos of your customers using their home solar systems and solar appliances or the businesses that people are able to build through accessing productive use solar this all helps to create a compelling picture of the impact you're achieving on the ground.

Videos too are a great medium and can communicate customer and impact stories in a much more engaging way. So get ahead of the game and make sure you've got a ready-to-go library of photos testimonials, infographics and videos.

66. It's all about multi-channel marketing

As with any marketing campaign, potential investors need to see and hear about your investment opportunity several different times before they make a decision to invest. We therefore work closely with you to develop an effective multi-channel marketing strategy engaging potential investors via webinars, social media, digital communications, email marketing, events and PR to ensure that your investment raise is a great success.

And don't just take our word for it, to date we've had a 100% successful track record in successfully completing investment raises, taking on average only 3 days to fill offers.

7. Amplify, amplify, amplify

Success is all about utilising Energise Africa's network and yours. We work with key strategic partners including UK aid, Partnership for Green Growth (P4G), Good Energies Foundation and the Sustainable Markets Initiative to really promote people powered finance as a transformative solution when it comes to mobilising capital at scale to businesses like yours that need access to finance to grow. As a result, we've been shortlisted for the 2021 Keeling Curve Prize and in 2020 we were also shortlisted for the Ashden Awards – providing a great platform through which to rapidly grow our community of 4,000 individual investors.

8. Maintaining the momentum

With access to co-investment, match funding and guarantees from institutional investors like UK aid and Good Energies Foundation we can ensure that your investment raise continues to build momentum hitting the critical milestones needed to deliver a successful raise. We're also constantly innovating when it comes to developing financial products that work for the sustainable businesses of the future, so get in touch and see how we can help you to access the finance you need to make extraordinary things happen!

Match funding, guarantees and IF ISA products...we're all about innovating when it comes to providing sustainable businesses the critical finance they need to scale and grow and scale.

If you'd like to learn more about raising finance with Energise Africa, then get in touch and see how we can help you.

You can also check out our Raising Finance FAQ section for more information.