



# Bnet

## SMALL BUSINESS DEVELOPMENT AND SUPPORT NETWORK

AN INITIATIVE OF THE JACOB'S WELL BRANCH AT THE  
PHAROS COMMUNITY CENTRE IN TSHWANE

April 2018

### The B-Net vision:

*A growing informal economic sector in the community providing viable and sustainable alternative income generating opportunities*

### The B-Net Mission:

- *Unlocking entrepreneurial potential within the community, by the community;*
- *Activating business courage responsibly in an environment supporting and facilitating economic freedom; and*
  - *Sharing hope and honouring God.*

### The B-Net Values:

- *Giving (Pay forward);*
- *Sharing (Ubuntu);*
- *Building community;*
- *Developing potential;*
- *Trusting committed relationships;*
- *Living with integrity and dignity; and*
  - *Showing and earning respect.*

Logo's Central Networking Theme: "Connecting the dots"



# 1) Strategy

Periods of very low economic growth and recession emphasise the importance of the informal business sector to create alternative job opportunities and support the income of families in the community. It is during these testing periods of lack of confidence in the formal economy that the survival drive stimulates creativity, ideas and initiatives in people. We also know that the success rate of new business start-ups is very low (<15%). This is mainly due to inexperience, poor decision making and lack of understanding of potential, possibilities and purpose. Our communities are in critical need of sustainable informal business development with growth potential.

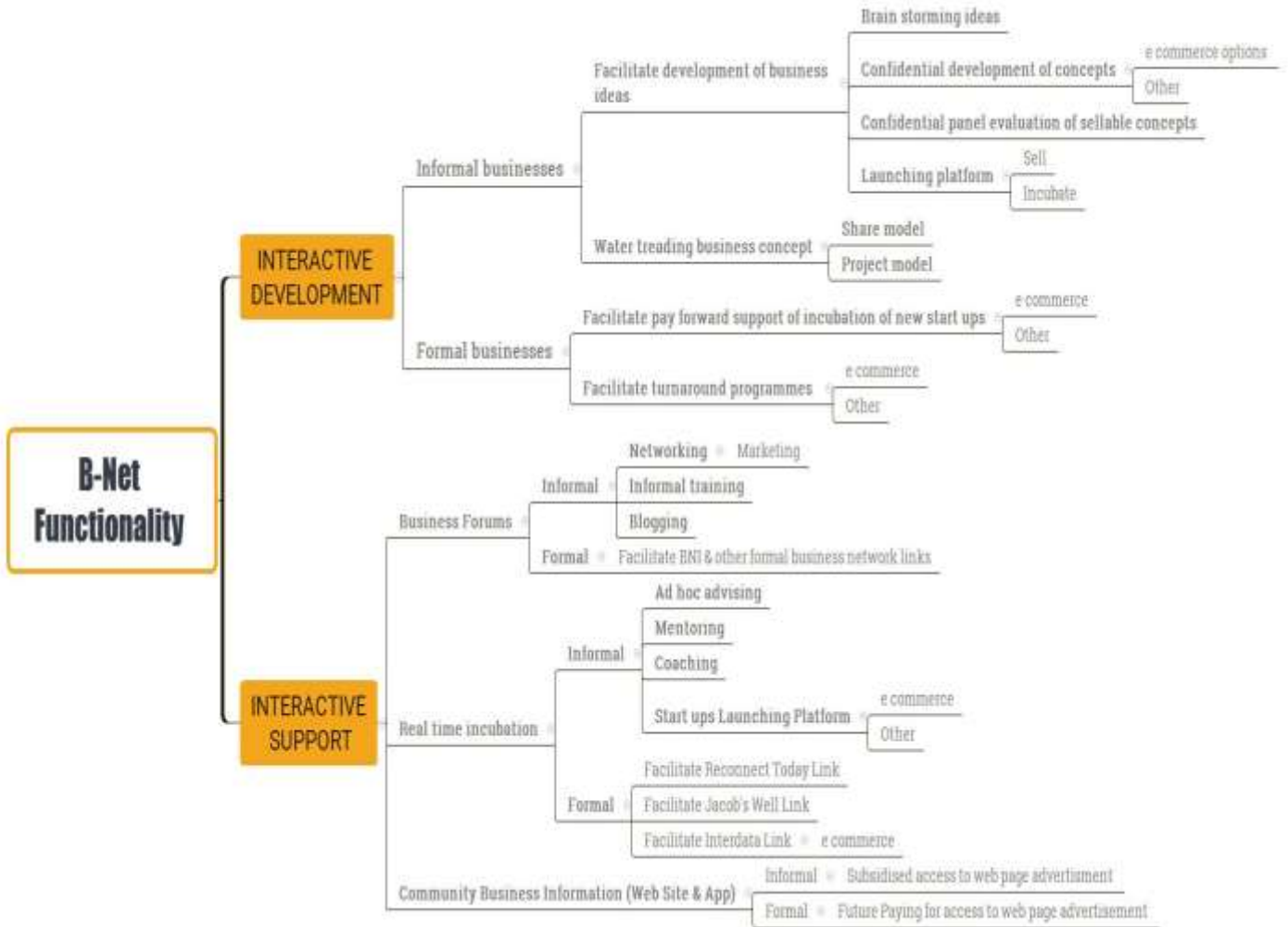
On 27 May 2017 the B-Net community initiative was launched by the Jacob's Well Branch at Pharos Community Centre in Tshwane. The B-Net focus is to facilitate the development and growth of informal businesses in the community on a voluntary basis. We live in the community and let live in the community. We are willing to share and pay forward. The community is not defined by geographical or other boundaries other than practical and affordable traveling distance to provide or receive support. With e-commerce the definition of markets in the community is ever expanding.

The objectives are to facilitate:

- i) the interactive development of sustainable business concepts;
- ii) the interactive support of business process;
- iii) the development of informal enterprises with potential to grow to formal enterprises; and
- iv) the network integration of community business (new and existing).

It can be regarded as an informal and real time business incubation approach. However, the intent is not to replace formal business incubation facilities but to supplement these processes in an accessible and affordable manner in the community.

The B-Net processes fundamentally involve the networking of available skills and experience in the community with mostly micro and very small business initiatives in the community. These informal business initiatives could be new start-ups or existing enterprises requiring support and development. The long term planned B-Net functionality is presented in the following diagram.



This community initiative is rolled out in the following seven focus areas:

- i) a **B-Net informal business forum** arranging regular networking meetings;
- ii) a **B-Net web site & App** promoting community business development;
- iii) a **B-Net community business information platform** (Share B-Net Web page and App);
- iv) a **B-Net informal business support group** (advisors, mentors and coaches);
- v) a **B-Net informal business research and development group**;
- vi) a **B-Net “Water treading” business development group**; and
- vii) a **B-Net administration group**.

The B Net strategy is to avoid duplicating similar existing services but to work closely with strategic partners already operating in this area.

## 2) Independent Legal Entity

Although the need for the community initiative was identified by Pharos Community Centre operating as a Section 21 Non-Profit Organisation (NPO) as well as a Section 18A Public Benefit Organisation (PBO), an independent private entity known as the Community B-Net company was established by individuals from the community for the ring fencing of all potential conventional profitable business operations. The functional diagram below indicates the interactive role that B-Net plays in the reactivation of people between jobs. This private entity allows the independent use of profit making processes without compromising the NPO and PBO status of Pharos Community Centre or Jacob's Well. The private entity effectively interacts as a team of co-workers that operates on a voluntary basis.



## 3) B-Net Business Model

Community B-Net is essentially a service business. However, it is not a conventional service business based on defined services provided by defined service providers at a defined service rate. It is a community business with a profit motive operated by volunteers. The income and profit is used to develop small business, support entrepreneurial development and service small community business.

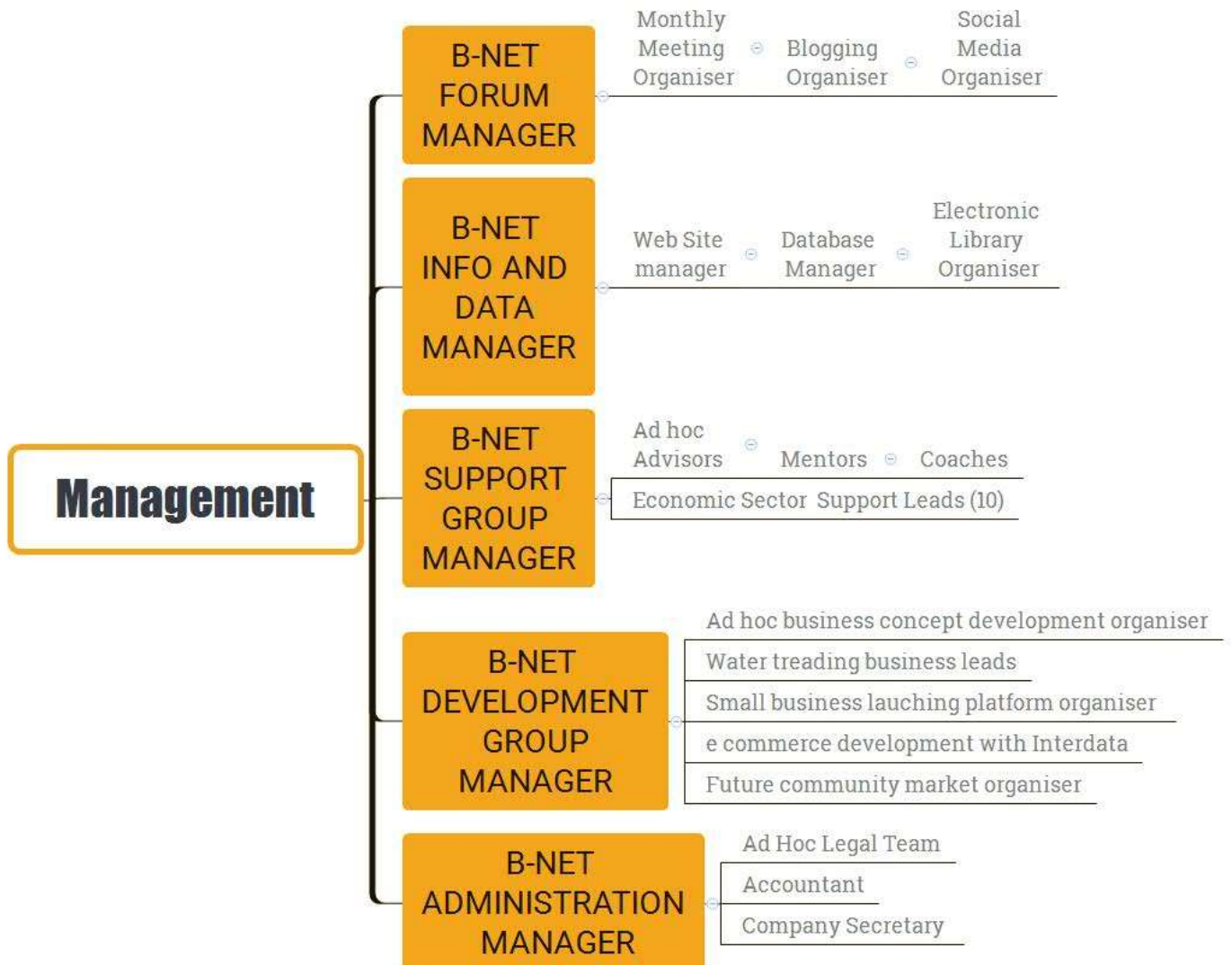
**In the community - for the community - by the community.**

The challenge is that the business service need in the community is variable and the availability of the service providers is also variable. In order to manage the potential variability, business ideas are screened for viability and resource availability prior to committing to support.

In order to sustain this operation established community business are required to pay for B-Net membership and web site advertising.

## 4) Organisational structure

The following organisational structure is relevant:



The five B-Net operational managers form the Community B-Net company's management. One of the five managers will act as chairperson for the management team on an annual rotational basis.

Representatives of the strategic partners and the chairperson form an executive board to oversee B Net performance and management.

## 5) Marketing

### **KINGDOM LIFESTYLE SUPPORTS AND OPERATES KINGDOM BUSINESS**

Awareness of the business related needs as well as available supporting skills and services within the community is a core driver in the performance of the B-Net initiative.

The B-Net community business development initiative is primarily marketed by word of mouth. Activities and services are promoted by the B-Net Forum, B-Net Web Site and social media.

#### **B-Net Forum:**

The B-Net forum provides the following opportunities to members:

- a) Access to talks and presentations by business and economic experts;
- b) Community business networking;
- c) Business promotion and network marketing;
- d) Interactive small business training and access to training material;
- e) Forum discussion via blogging a defined and engaged audience; and
- f) Access to other B-Net business support services.

Other than the discussion forum on the web, members of the B-Net Forum meet monthly on the last Thursday of the month between 19:00 and 21:00.

#### **B-Net Web Site:**

<http://www.communitybnet.co.za/>

It is strategically important to be able to access the B-Net web site by mobile devices such as smart phones and tablets.

#### **B-Net Social Media:**

B-Net Facebook  
@Community BNet

#### **Network with other Community Organisations:**

GarsCom;

## 6) Strategic “Partners”

The following organisations are strategic partners of B Net:

Organisation	Web Site Link	Logo
Pharos Community Centre	<a href="http://www.pharos.org.za/index.php/en/">http://www.pharos.org.za/index.php/en/</a>	
Jacob’s Well	<a href="http://www.jacobswell.co.za/">http://www.jacobswell.co.za/</a>	
Reconnect Today	<a href="http://www.reconnecttoday.co.za/">http://www.reconnecttoday.co.za/</a>	
Helplift Network	<a href="https://www.helplift.co.za/">https://www.helplift.co.za/</a>	
Unashamedly Ethical	<a href="http://unashamedlyethical.com/">http://unashamedlyethical.com/</a>	
Interdata	<a href="http://interdata.co.za/">http://interdata.co.za/</a>	

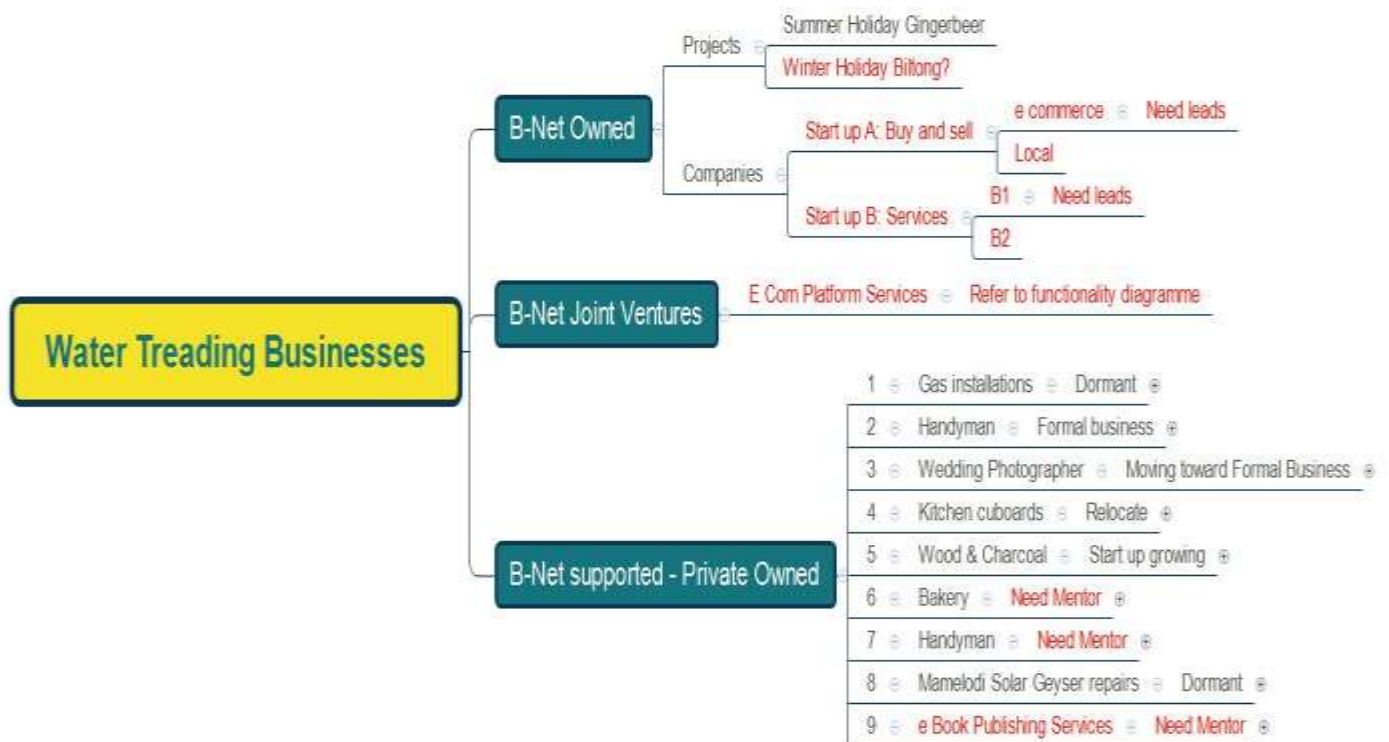
Interdata is a privately owned small business providing e-commerce platform services. B Net was offered the opportunity to work in a joint venture with Interdata to provide related support services. B Net will operate a “Water Treading” business to provide the agreed support services.

God is bringing people and their passions together to roll out this community business (B-Net) initiative.

## 7) “Water Treading” business concept/philosophy

- a) Develop small businesses for people with entrepreneurial potential between jobs (People with energy do it for people without energy in support of the Jacob’s Well @Pharos reactivation process)
- b) People qualifying and approved for access to Water Treading Business management support will be allowed to manage the small business with the support of B-Net while following their own full potential development. (Business or career)
- c) The intent is that these small businesses should be handed to the next approved person requiring support when the current manager is no longer dependent on the income from this source. However, in the event of an individual growing the Water Treading Business in response to the personal long term plan, the business can be sold at a reasonable mutual agreed price. Funds generated by selling Water Treading Businesses will be used to fund new B-Net initiatives.

The following diagramme reflects the current status of small business support and development



The red text in the above diagramme indicates the 2018 initiatives.



## 8) Interpretation of the definition of small business

Refer to Schedule of the National Small Business Act No 102 of 1996.

<b>Economic Sector or sub-sectors in accordance with the Standard Industrial Classification</b>	<b>Size or class</b>	<b>Total full-time equivalent of paid employees less than:</b>	<b>Total Annual turnover less than:</b>	<b>Total gross asset value (fixed property excluded) less than:</b>
<b>Agriculture</b>	Small	50	R 3 m	R3 m
	Very Small	10	R 0.50 m	R 0.50 m
	Micro	5	R 0.20 m	R 0.10 m
<b>Mining and Quarrying</b>	Small	50	R 10 m	R 6 m
	Very Small	10	R 4 m	R 2 m
	Micro	5	R 0.20 m	R 0.10 m
<b>Manufacturing</b>	Small	50	R 13 m	R 5 m
	Very Small	10	R 5 m	R 2 m
	Micro	5	R 0.20 m	R 0.10 m
<b>Electricity, Gas and Water</b>	Small	50	R 13 m	R 5 m
	Very Small	10	R 5.10 m	R 1.90 m
	Micro	5	R 0.20 m	R 0.10 m
<b>Construction</b>	Small	50	R 6 m	R 1 m
	Very Small	10	R 3 m	R 0.50 m
	Micro	5	R 0.20 m	R 0.10 m
<b>Retail and Motor Trade and Repair Services</b>	Small	50	R 19 m	R 3 m
	Very Small	10	R 4 m	R 0.60 m
	Micro	5	R 0.20 m	R 0.10 m
<b>Whole sale trade, Commercial Agents and Allied Services</b>	Small	50	R 32 m	R 5 m
	Very Small	10	R 6 m	R 0.60 m
	Micro	5	R 0.20 m	R 0.10 m
<b>Catering, Accommodation and other Trade</b>	Small	50	R 6 m	R 1 m
	Very Small	10	R 5.10 m	R 1.90 m
	Micro	5	R 0.20 m	R 0.10 m
<b>Transport, Storage and Communications</b>	Small	50	R 13 m	R 3 m
	Very Small	10	R 3 m	R 0.60 m
	Micro	5	R 0.20 m	R 0.10 m
<b>Finance and Business Services</b>	Small	50	R 13 m	R 3 m
	Very Small	10	R 3 m	R 0.50 m
	Micro	5	R 0.20 m	R 0.10 m
<b>Community, Social and Personal Services</b>	Small	50	R 6 m	R 3 m
	Very Small	10	R 1 m	R 0.60 m
	Micro	5	R 0.20 m	R 0.10 m

<https://www.acts.co.za/national-small-business-act-1996/schedule>

## **9) B Net General Conditions of Service**

- a) The B-Net services are provided for free under certain conditions. In principle clients that can afford to pay for services partly sponsor clients that cannot afford to pay.
- b) B-Net management reserves the right to decline the rendering of services when the capacity of the company cannot support the need.
- c) B-Net management reserves the right to terminate the services at any reasonable time where the behaviour or conduct of the person seeking advice makes it impossible to continue with the relationship. The decision of the chairperson of B-Net is final in this regard.
- d) B-Net and its approved co-workers from the community do not accept any professional liability as no provision is made for professional indemnity insurance.
- e) Persons seeking advice is free to obtain an independent second opinion at any time. However, the second opinion should not come from one of the approved co-workers of B-Net.
- f) In the event that independent professional counselling is required, the person or business will be responsible for the cost associated with such services.
- g) No public access is available to the personal information of the B-Net co-workers from the community. (Compliance with the POPI Act)
- h) A complete set of specific conditions of service will accompany each service agreement.
- i) B-Net is not VAT registered.

## **10) B Net coaches, mentors and ad hoc advisors**

Any experienced person in the community interested in the growth and development of the informal business sector, the creation of new employment or alternative income generating opportunities or just passionate about developing peoples potential and are willing to share time on a voluntary basis are welcome to participate in this initiative.

Depending on the availability, people can participate as business mentors, business coaches and ad hoc business advisors.

There are also opportunities to manage or support the B-Net core functions as co-workers. There are also opportunities to start “water treading” businesses.

## 11) Contact Information

### Contacts (2018):

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