

10x[®]

Entrepreneur



CEO LEADERSHIP FIELD GUIDE

Survive and thrive
in and after the Covid-19 crisis

Virtual Launch
28 April 2020 12h00-13h00

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WELCOME AND INTRO



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10X-E



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10X-E

Agenda

1. Who is 10X-e?
2. Responding to the crisis
3. The CV-19 Leadership Field Guide

Needs

Mission

Terms

Method

Demo

Fit in your ecosystem

4. Next Steps
5. Q&A

PAGE

5

8

15

29

32

The background of the slide features two clenched fists. The fist on the left is a light skin tone, while the fist on the right is a dark skin tone. The dark-skinned fist is holding a detailed, 3D-rendered coronavirus particle. The entire image has a greenish-blue tint.

WHO IS 10X-E?

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EDGE GROWTH:

12 YEARS SCALING IMPACT BY GROWING SGBS WITH CAPITAL
& BDS/TA



EDGE
G R O W T H

EDGE
V E N T U R E S

SGB Finance

EDGE
A C C E S S

Supplier
Development Programmes

EDGE
A C C E L E R A T E

Capacity building



EDGE IN NUMBERS



Industry benchmark: G4G Report, Stats from competitor websites

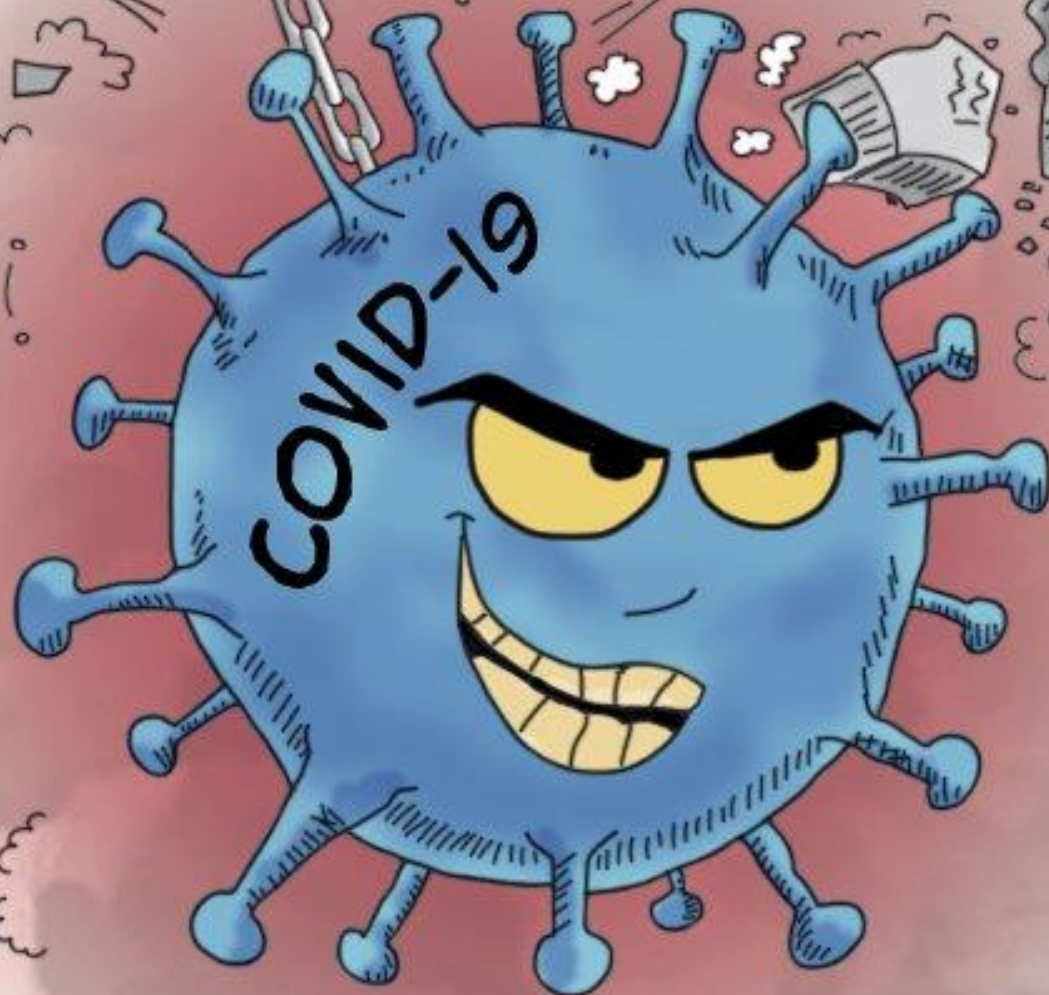
** For early growth and growth businesses

***Enterprise and Supplier Development (ESD) involves growing small and medium sized businesses from disenfranchised race groups in corporate supply chains by providing finance, support and assisting business development and sustainability

The background image features two clenched fists, one light-skinned and one dark-skinned, positioned side-by-side. A 3D model of a coronavirus particle is superimposed on the dark-skinned fist. The entire image has a greenish-blue tint.

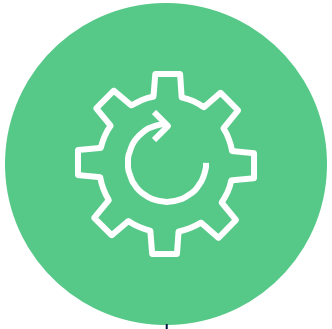
RESPONDING TO THE CRISIS

I CAME IN LIKE A
WRECKING BALL...



OUR NEW REALITY?

?



What changes to
come?
Which changes will
last?



How long?



Don't expect a
quick bounce
back

!



We are all in
unchartered
waters



Waiting for it to
pass is not an
option

So, what do we do?

#1. HOPE
FOR BEST, PLAN
FOR WORST



#2. CASH
IS KING



#3. SURVIVAL OF
THE FASTEST



#4. LEAD
FROM FRONT



#5. CUT
DEEP & FAST
BUT BRING
PEOPLE ALONG



#6. ADAPT
& INNOVATE



#7. SURVIVE &
THRIVE



#8. STAY
WELL



#9. VALUES FIRST

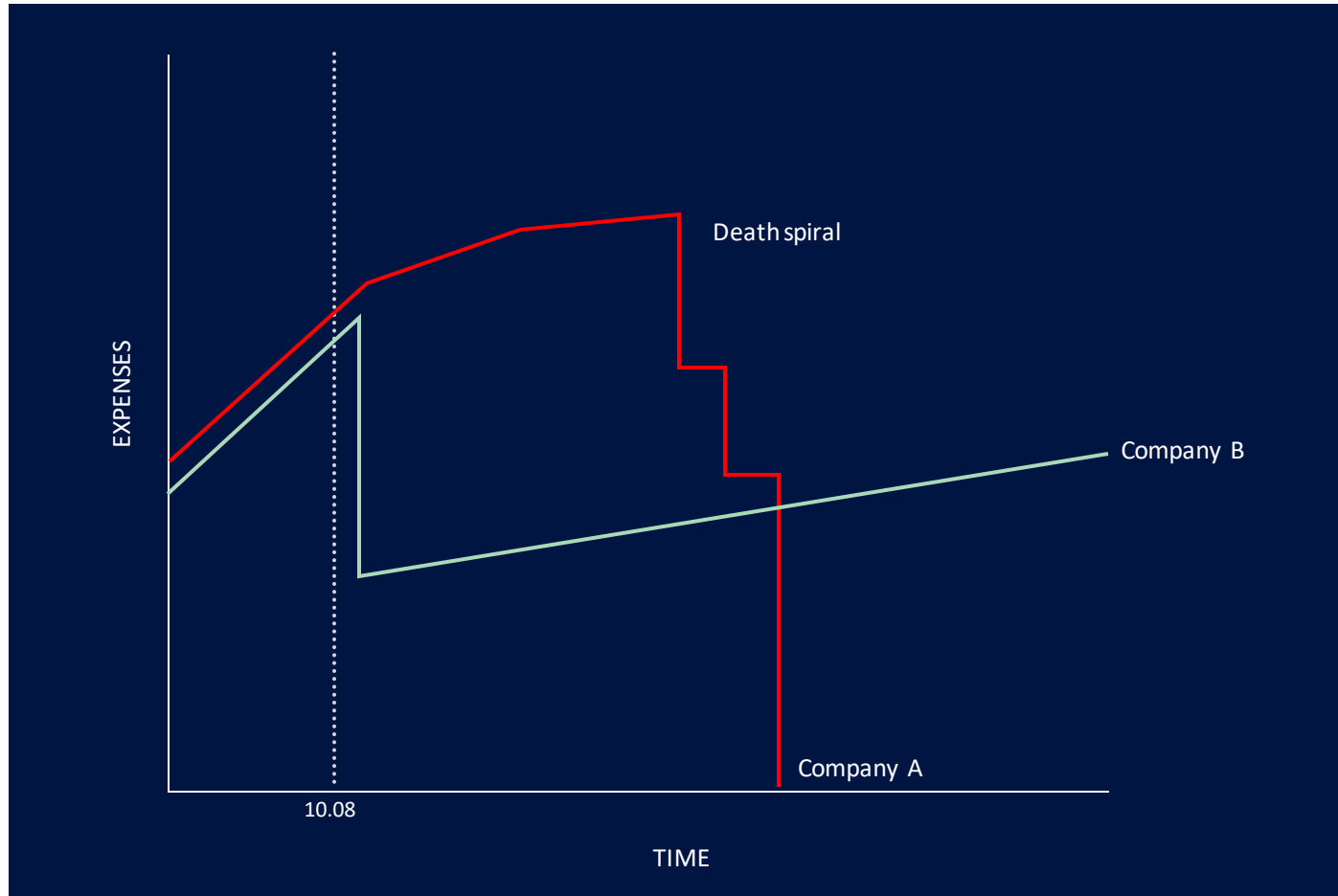


#10. GET
HELP



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SURVIVAL OF THE QUICKEST





POLL 1

How are you feeling right now as a business leader:

- 1. **Excited:** lots of opportunity
- 2. **Calm:** confident we'll get through this
- 3. **Mixed:** Some excitement, some anxiety and uncertainty
- 4. **Anxious:** can't stop thinking about work, 100 worries, 1000
- 5. **Overwhelmed:** can't stop thinking about work, 100 worries, 1000 questions, a turbulent sea of emotion inside, not enough time, overwhelmed
- 6. **Paralysed:** too worried and confused to be proactive
- 7. Other

THE PLATFORM

CEO NEEDS

A crisis leadership field guide made for the moment



You need more than a stream of articles / videos

OUR MISSION

Maximise survival rate of small businesses
by putting CEO effectiveness on steroids
through the definitive leadership field guide:

- Precise manual: how to lead through this crisis
- Step-by-step guidance
- Practical (no academia, just what works)
- Real (from battle hardened CEOs & Leaders)
- Gives speed (with tools and templates)
- Focused on a true and lasting IMPACT



THE TERMS



100% free, 100% open. Forever



No strings, no fine print

Several partners, supporting our heroes: Africa's entrepreneurial leadership teams

10X-E

First National Bank (First
Rand Group)

The Vumela Fund

McKinsey

ENS

Labournet

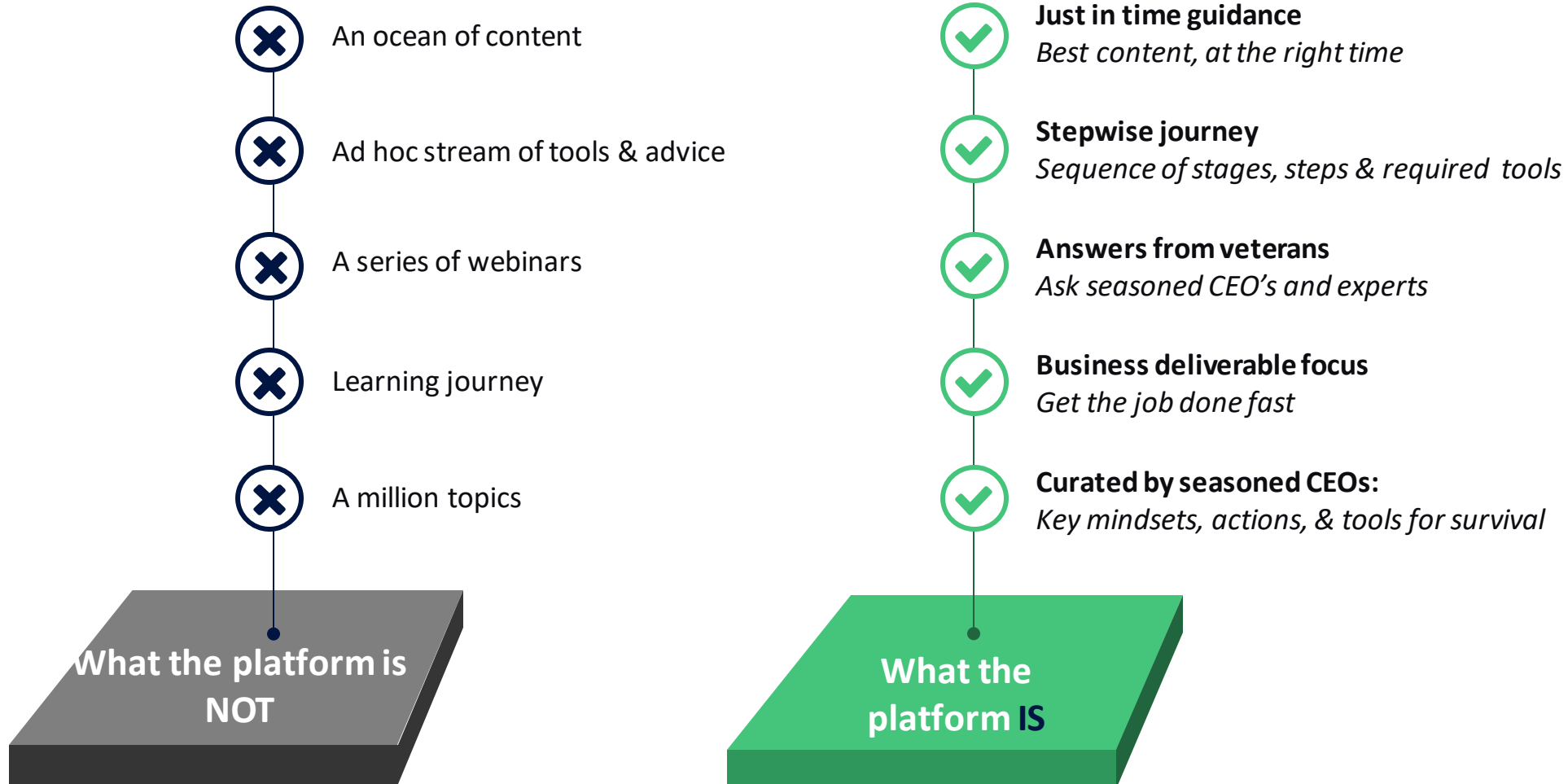
Many individual content contributors



THE METHOD



1 | NOT ANOTHER STREAM OF CONTENT



2 | LEAD WITH CLARITY AND SPEED THROUGH THE 4 PHASES OF THE CRISIS



Hit by a
storm



Outputs

Phase 1: REACT Seal the hatches

- Everyone to safety
- Man the stations

- Employee safety
- Compliance
- Task team



- Continuity plan
- Urgent cash flow measures
- Task Team
- Leadership Plan
- Communication plan



Phase 2: RESPOND Survive the storm

- Steel your nerves
- Survive the storm
- Ration supplies
- Stop leaks
- Man stations

- A-Game
- Lead
- Plan scenarios



- Revenue scenarios
(based on macro & industry scenarios)
- Cost cutting targets
- Cost cutting actions

- Preserve cashflow
- Cut costs
- Stabilize ops



- PLAN A
(Customer, Revenue, HR, Ops, Finance, Legal, Marketing, Comms)
- PLAN B
- PLAN C
- Capital plan - survival



Phase 3: RE-AIM Set new course

- Orientate and calibrate new course

- Develop new strategy to suit new normal



- New future & positioning
- New offering & business model
- Capital plan - growth
- OKRs



Phase 4: RE-LAUNCH Set sail





- Set sail

- Grow and scale business

3 | 3 LEVELS OF LEADERSHIP | 8 AREAS OF FOCUS



4 | CV-19 RESPONSE:LEADERSHIP PLAN

	 AREA	 OUTPUTS	 DATE BOARD/INVESTOR REVIEW	
Phase 1 REACT	First response	<ul style="list-style-type: none"> • Business Continuity plan • Urgent cash flow measures in place • CV-19 Task force established with mandate • CV-19 Communication plan • CV-19 Leadership plan (milestones & dates) 	[Date] [Date] [Date] [Date] [Date]	☆
Phase 2 RESPOND	Liquidity plan	<ul style="list-style-type: none"> • Revenue scenarios (based on macro & industry scenarios) • Cost cutting targets • Cost cutting levers/ actions 	[Date] [Date] [Date]	☆ ☆ ☆
	Scenario plans	<ul style="list-style-type: none"> • PLAN A, B & C (high level) • PLAN A Detail (Customer / Revenue, HR, Ops, Finance, Legal issues, Marketing, Internal comms) • Capital plan - survival 	[Date] [Date] [Date]	☆ ☆ ☆
Phase 3 RE-AIM	'New North'	<ul style="list-style-type: none"> • New future & positioning • New offering & business model • Capital plan - growth 	[Date] [Date] [Date]	☆ ☆ ☆
	OKRs	<ul style="list-style-type: none"> • Business OKRs 	[Date]	☆

CONTENT ROLL-OUT SCHEDULE

Once you have signed up to the platform, set up your Task Team and commit to milestones to plan your response.
Align with Board / Investors at key milestones



AREA



OUTPUTS



DATE

BOARD/INVESTOR REVIEW



Phase 1 REACT

First response

- Business Continuity plan
- Urgent cash flow measures in place
- CV-19 Task force established with mandate
- CV-19 Communication plan
- CV-19 Leadership plan (milestones & dates)

[Date]

[Date]

[Date]

[Date]

[Date]



Phase 2 RESPOND

Liquidity plan

- Revenue scenarios
(based on macro & industry scenarios)
- Cost cutting targets
- Cost cutting levers/ actions

[Date]



[Date]

[Date]



Scenario plans

- PLAN A, B & C (high level)
- PLAN A Detail (Customer / Revenue, HR, Ops, Finance, Legal issues, Marketing, Internal comms)
- Capital plan - survival

[Date]



[Date]

[Date]



Phase 3 RE-AIM

'New North'

- New future & positioning
- New offering & business model
- Capital plan - growth

[Date]

[Date]

[Date]



OKRs

- Business OKRs

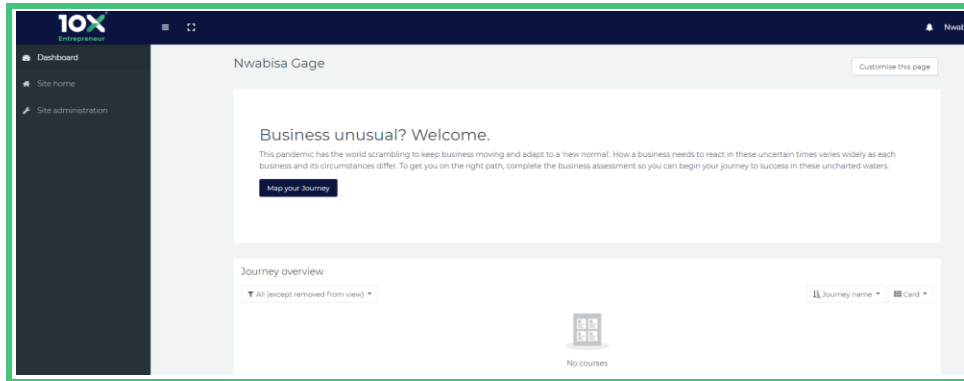
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5 | 4 MAIN ELEMENTS FOR EACH 'MODULE'

Frame:

Set the scene, get the mindset right



Tools:

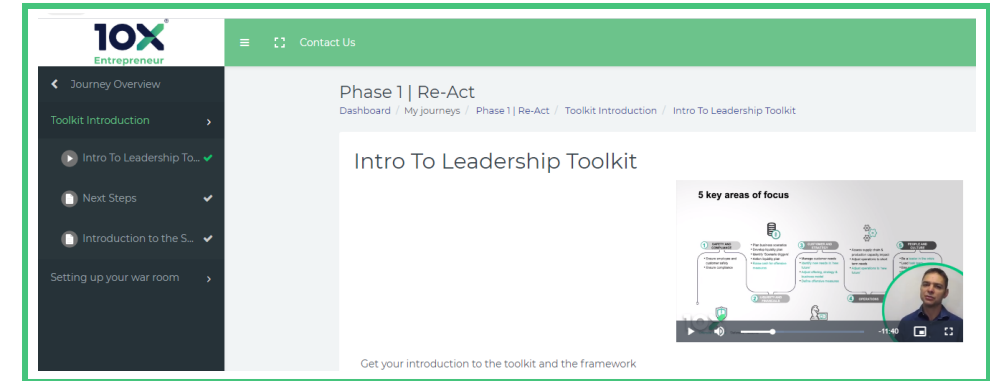
Download, use right away

Financial Inputs													
Criteria	Currency	Weekly cash items	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11
Starting cash balance	ZAR	300 000											
Additional cash inflow	ZAR	0	0	0	0	0	0	0	0	0	0	0	0
Total cash balance at start of week	ZAR	300 000											
Weekly cash revenues	ZAR	1 000 000											
Weekly cash cost of sales (COS)	ZAR	400 000											
Weekly gross cash revenues													
Total weekly cash expenses													
Closing cash balance at end of week													

Scenario and Plan Outputs													
Cash Runway (weeks)			Scenario										
			1	2	3								
			0%	-10%	-20%								
% reduction of weekly cash cost of sale:	A	0%	Cash for next 14 week(s)	Cash for next 2 week(s)	Cash for next 1 week(s)								
% reduction of weekly cash expenses		-5%											
% reduction of weekly cash cost of sale:	B	-5%	Cash for next 24 weeks or more	Cash for next 3 week(s)	Cash for next 1 week(s)								
% reduction of weekly cash expenses		-10%											
% reduction of weekly cash cost of sale:	C	-5%	Cash for next 24 weeks or more	Cash for next 24 weeks or more	Cash for next 2 week(s)								
% reduction of weekly cash expenses		-20%											

Video:

What, why, how?



Plan:

Guidance on next steps and timing

If that video felt intimidating and overwhelming, don't worry! It's not as complicated as it sounds! Just take this process step by step. We suggest the step-by-step process below to get the job done. If you feel it necessary, get a Strategic Planning Facilitator to support you through this process.

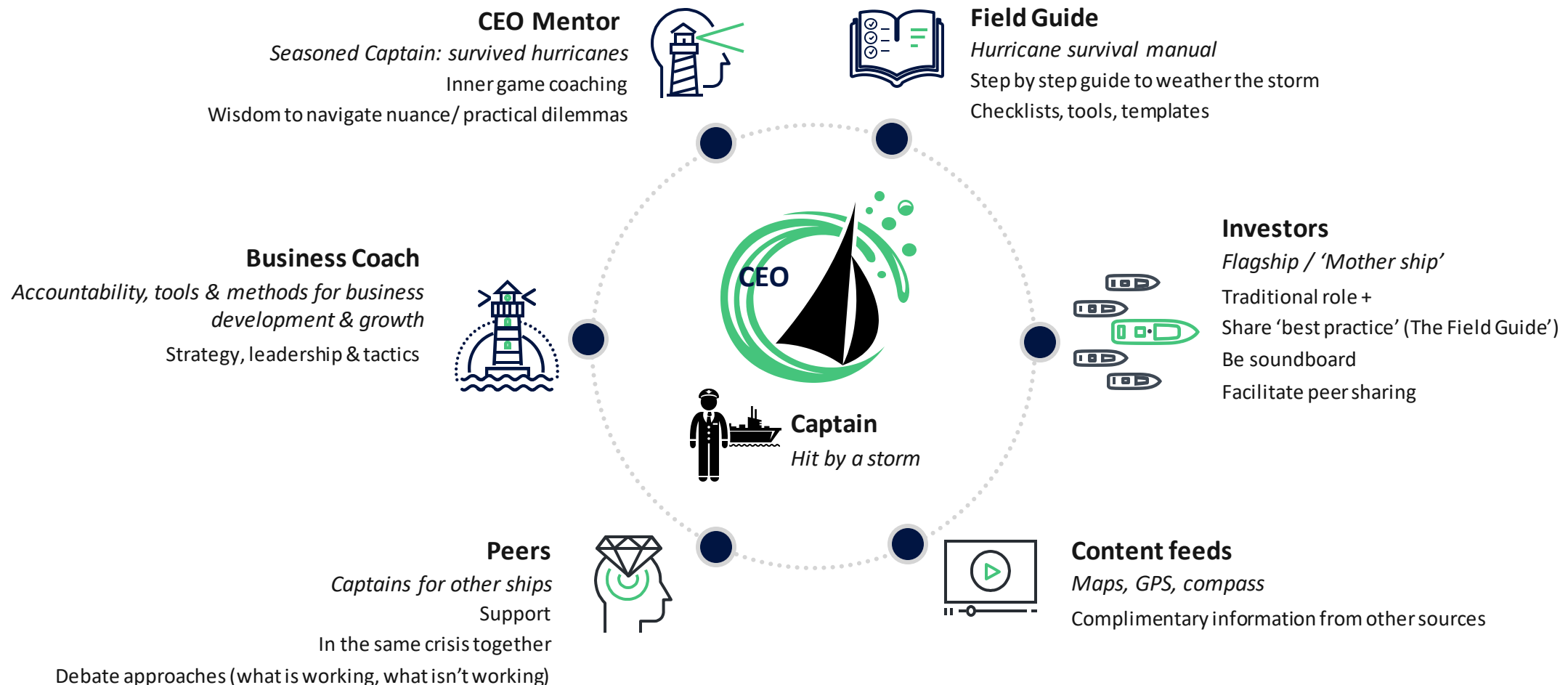
1. Step: Assemble scenario team

- Action:** List the group that will co-develop your 'Scenario plans'. This is probably a subset of your Task Team, likely including the CEO, CFO, and Head of Marketing / Sales.

- Suggested timeframe:** Next 24 hours





DEMO

COMPLIMENT EXISTING SUPPORT



CV-19 RESPONSE: LEADERSHIP PLAN

Once you have signed up to the platform, set up your Task Team and commit to milestones to plan your response.
Align with Board / Investors at key milestones

	 AREA	 OUTPUTS	 DATE BOARD/INVESTOR REVIEW	
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	OKRs	<ul style="list-style-type: none"> • Business OKRs 	[Date]	☆

POLL 2

How mature is your CV-19 Leadership plan?

1. **Survival:** Lots of action, no structured plan yet

2. **Minimal:** Only thinking 1 or 2 steps ahead right now

3. **Rough:** Have a plan with many of those elements;
some gaps; not many clear timeframes

4. **Solid:** Have a solid plan with all key elements and clear
timelines; currently tackling first few milestones

5. **Solid & advanced:** Have a solid plan with all key elements
and clear timelines; already done / almost done with
scenario plans

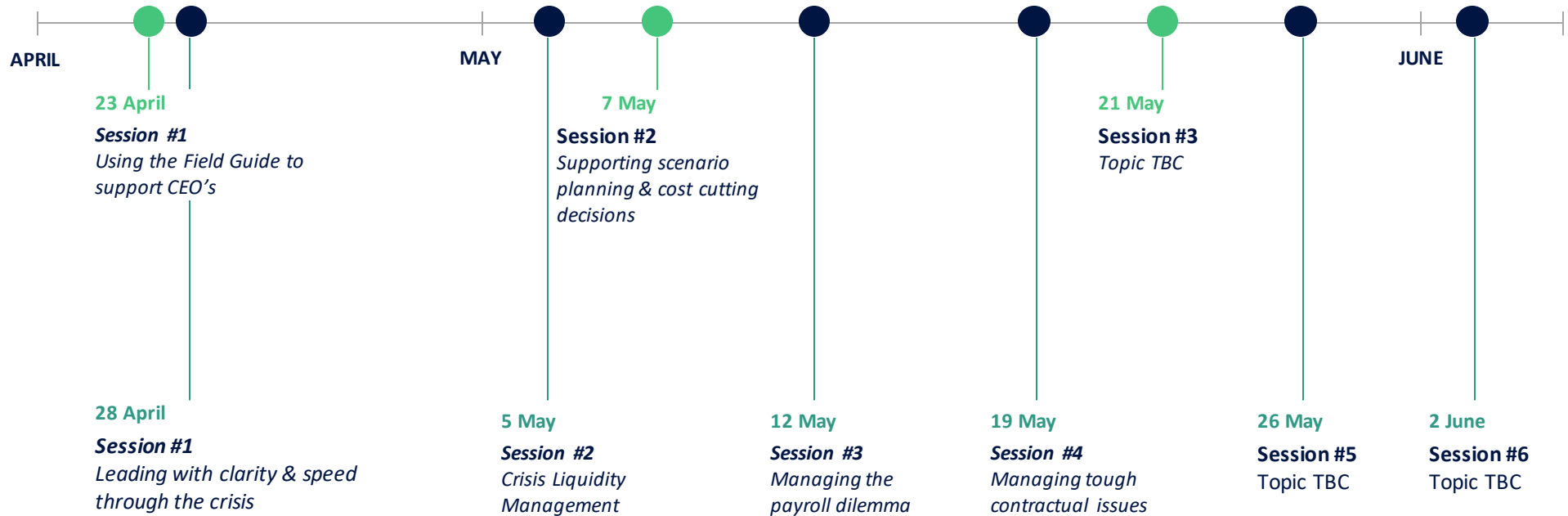
INTERACTIVE EVENT SCHEDULE



Fund Managers



CEOs



Weekly sessions after the launch for CEO's, founders and leadership providing industry knowledge and advice
Weekly upload of new content onto the Leadership Field Guide platform

The image features a close-up of two hands. The hand on the left is wearing a blue nitrile glove. The hand on the right is bare. They are both clenched into fists, holding a large, detailed model of a coronavirus particle between them. The particle is spherical with numerous white, cone-shaped spikes protruding from its surface. The background is a soft-focus image of a person wearing a white lab coat and a surgical cap, with a greenish-blue tint. The overall composition suggests a medical or scientific context, possibly related to infection control or research.

NEXT STEPS

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ACCESS THE FIELD GUIDE



Access platform
(click link in email later today)



Lean on Investors for support



Attend interactive sessions
(answers from veterans)



Consider CEO Mentor
(seasoned Co-Pilot)

The background image features two clenched fists, one on the left and one on the right, positioned as if they are about to clasp. The right fist is holding a spherical virus particle with numerous spike-like protrusions. The entire scene is overlaid with a semi-transparent green and blue gradient. In the bottom right corner, there is a logo for '10X Entrepreneur'.

Q&A





THANKyou

JHB: 010 001 3715 | CT: 021 671 2658
W W W . I O X - E . C O . Z A

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