



Day 1: Market access cluster session
18 September 2025

Species sector-wide review findings
Enterprise pipeline management tool presentation and workshop





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Introduction



- Bioprospecting and biotrade sector in South Africa is a growing sector
- Clearly seen in studies of commercial market sector in SA 2012 to 2022
 - Growth in number of indigenous plant species ingredient products
 - Growth in number of SMMEs (2022 study identified >200)
- Additionally, many more emerging SMMEs
- SMMEs face various challenges
- SMMEs at different stages of business cycle require different forms of support
- Project is for supporting development of concept for a tool to manage the SMME pipeline (focused on SDP value chains) is part of preparation for ABioSA phase III



SMME Pipeline Management & Referral Tool



Project Purpose

- Conceptualisation of the management and referral tool for the pipeline of SMMEs in the biotrade sector.
- Focus on SMMEs within SDP implemented value chains

Objective

- Profile SMMEs
 - maturity in business life cycle
 - positioning within value chains
- Indicate value chain maturity

Outcome

- Consistent classification, identifying needs and informing tailored assistance support pathways



SMME Pipeline Management & Referral Tool



Framework of tool

- Setup as a google forms survey
- Structured set of questions in sections covering:
 - Business Information
 - Business stage & Operations
 - Orientation & Focus
 - Compliance & Governance
 - Financial Performance
 - Market & Growth
 - Assistance Needs



SMME Pipeline Management & Referral Tool



Functionality of tool

- Responses from google forms questions feed into Excel
- Built-in formulas generate:
 - Business cycle maturity (emerging, established, growth ready, fully compliant)
 - Business size (micro, small, medium)
 - Readiness (low, medium, high)
 - Support pathway (Technical, Financial)
- Provides information on position in the value chain and species



SMME Pipeline Management & Referral Tool



SMME Pipeline Management Tool

In support of the development of the concept for a management and referral tool/instrument for the pipeline of SMMEs in the biotrade sector, specifically focusing on implemented SDP value chains

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Not shared

* Indicates required question

Business Information

Business name? *

Your answer

Year established *

Your answer

Business physical address?

Your answer

Opening screen of online survey tool for collecting responses data:

Brief description of reason for tool

Instruction of required question marked with *



SMME Pipeline Management & Referral Tool

Example:
Business Stage & Operations Snapshot

Has your business started generating revenue? *Revenue is the total amount of money a business brings in from its normal operations, before any expenses are deducted* *

- ☐ Yes
- ☐ No
- ☐ Planned within the next 12 months

Does your business have a Tax Clearance certificate? *

- ☐ Yes
- ☐ No

Share Tax Number and Pin

Your answer

Has your business raised external funding or investment? *

- ☐ None
- ☐ Grants only
- ☐ Commercial finance
- ☐ Equity
- ☐ Other, please specify in the next question

Other types of funding, specify

Your answer



SMME Pipeline Management & Referral Tool

***Example:
Market & Growth snapshot***

Who are your main customers? *

- ☐ Local consumers
- ☐ Local companies
- ☐ Export markets
- ☐ Government
- ☐ Institutions

Do you have established distribution channels or established repeat customers? *

- ☐ Yes
- ☐ No
- ☐ Partially

Do you have sales contracts in place? *

- ☐ No contracts in place yet
- ☐ Setting up contracts with buyers
- ☐ Contracts in place with reliable buyer(s)
- ☐ Contracts in place for sale to established buyers

If you have contracts in place, please indicate the contract duration

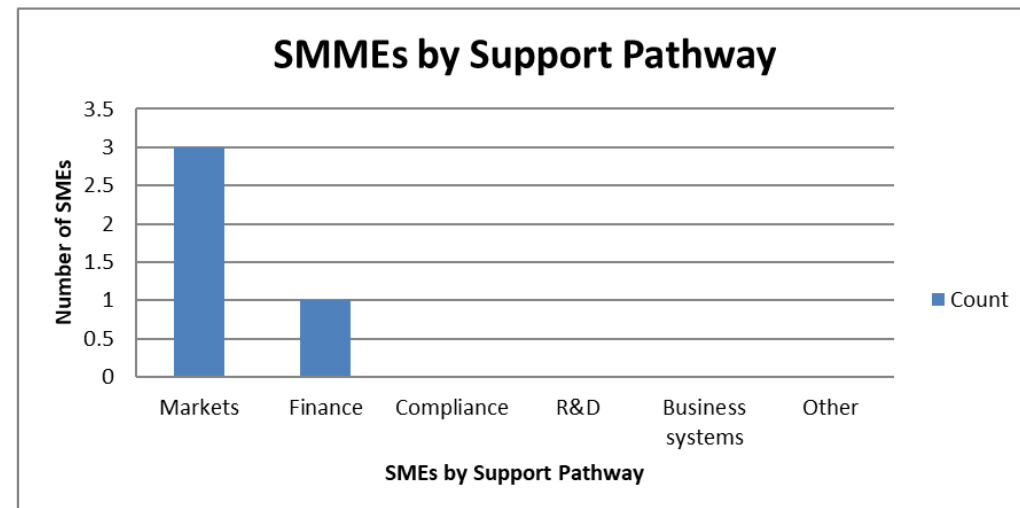
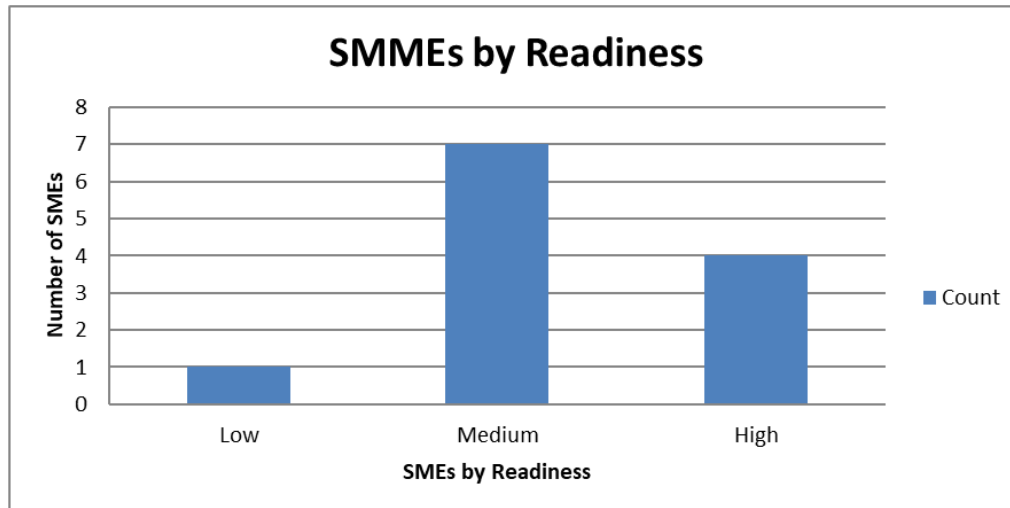
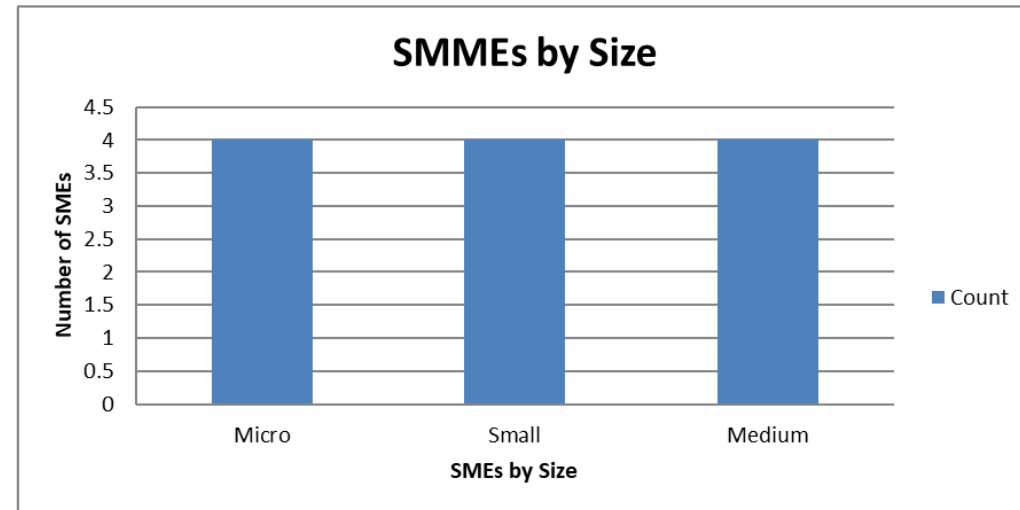
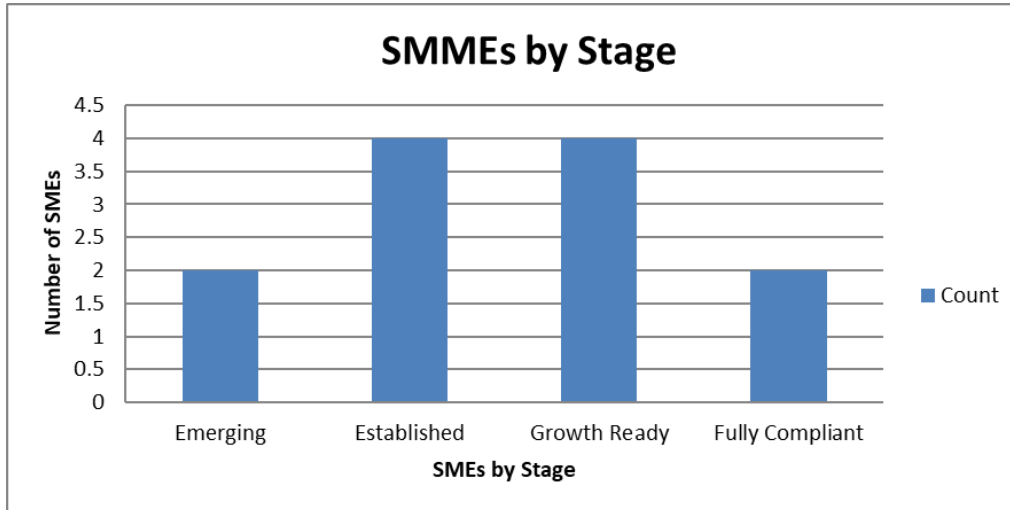
- ☐ 3 months
- ☐ 6 months
- ☐ 1 year
- ☐ 3 years
- ☐ > 5 years



SMME Pipeline Management & Referral Tool



Responses and output: dashboard summary of test example responses data set



Proposal for workshop session



- Divide into groups – potentially by SMME business stage or experience
- Discuss questions:
 - Identify gaps
 - Suggestions for additional questions
 - Editing suggestions
 - Changes to existing questions
 - Additional options for questions





Thank you for your attention

Special recognition is given to ABioSA who funded the pipeline management tool concept development

Prime Africa was contracted to conduct the concept development

