

# ChemCity Enterprise Development Model

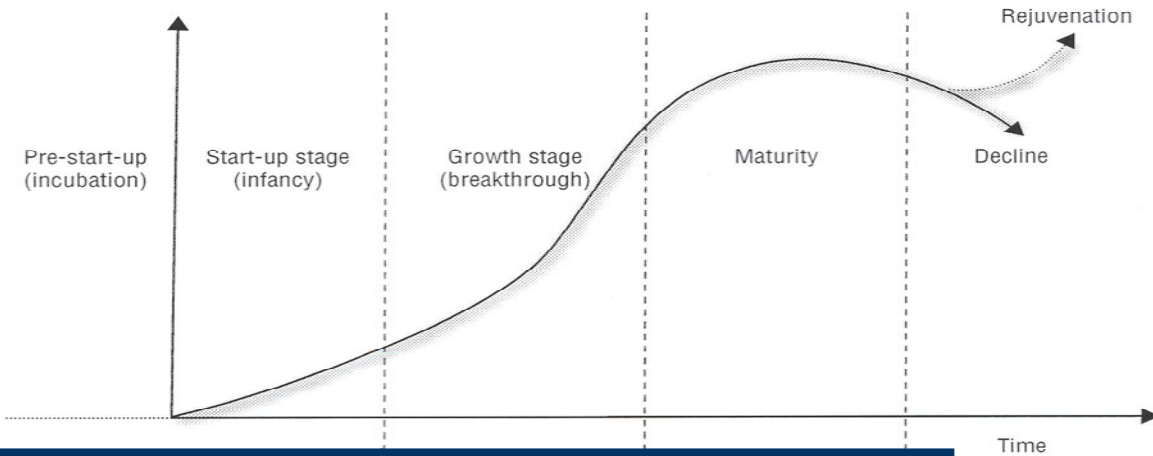
## Service Offering in the Business Life Cycle

**Delivery Streams in the value chain**

Establish new businesses

Grow existing businesses

Increase competitiveness of the sector



### Start-up Phase assistance:

Idea generation  
 Concept development  
 Concept evaluation  
 Feasibility Study  
 Bankable BP  
 Obtaining funding

*\* These functions core to ChemCity, internal & Sasol resources are*

### Growth- Phase assistance:

Business support (legal, marketing, financial)  
 Technical assistance  
 PR and communication  
 Technology development support  
 Branding

*\*Mainly external resources are utilised*

**Delivery =**

**Job creation  
 Wealth Creation  
 BEE**

### Enabling Support Systems

Technical Support:  
 Universities  
 CSIR, INCAR (Spain)  
 External Consultants  
 Sastech

Government Support  
 Local  
 Provincial  
 DTI  
 DST  
 SARS

Other Support Funding  
 FNB  
 Standard Bank  
 PHATISA  
Business Support  
 Sasol Business Units  
 Deloitte  
 External Consultants