



**How I Built My
Businesses Over The
Last 15 Years Using
Corporate
Partnerships &
Sponsorships As My
Main Strategy**

Disclaimer

The information contained in this document is designed to inform, entertain and inspire. Siya Mapoko and MRI make absolutely no promises or guarantees of income or earnings. Additionally, all the featured testimonials are from individuals and companies that participated in our programs; and all these results are verifiable.

Who Am I?

My name is Siya Mapoko. I'm the best-selling author of *The Best Advice I Ever Got* and *Conversations with JSE AltX entrepreneurs*. I started my corporate career at Investec Asset Management in 2005. I was part of a team of 4 equities traders; trading over R1 Billion worth of shares on the JSE every day.

Today I run MRI, a boutique Revenue Growth Research agency in Sandton. For over 10 years, MRI has been researching some of the world's most effective revenue growth models. MRI is the only revenue growth research agency that has found effective ways to *grow client revenues by six to multi-seven figures a month, by repackaging offers for Premium clients!* After graduating from UCT with BSc in Biochemistry and Honours in Chemistry, I enrolled for MSc and was seconded to GlaxoSmithKline in England to research drug development for Magnetic Resonance Imaging (MRI) Contrast Agents. I also have qualifications in Investment Analysis and Portfolio Management.

Since 2007 I have worked closely with over 250 CEOs and top executives of JSE-listed companies and multinationals. I occasionally lecture Business Science and MBA classes. As a speaker, I have addressed diplomats (from US, Austria, Belgium, France, Monaco and others); members of IoDSA; ACCA; JSE CEO Forum and conferences internationally. I have tested and used over 30 different ways to raise capital for new ventures. I have served on boards of companies and have served on the Amy Foundation Trust board (former Amy Biehl Foundation) for 10 years. I have donated over R1million worth of books to schools and non-profits.

A close-up portrait of Siya Mapoko, a Black man with a shaved head, wearing a dark suit, white shirt, and dark tie. He is looking directly at the camera with a slight smile. The background is a soft, out-of-focus light color.

ONLY TRUE MASTERS
ATTAIN GREATNESS
BECAUSE THEY NEVER
STOP PUSHING
THEMSELVES TO
GET BETTER.

Siya Mapoko

THE Legacy Project
GROWTH HACK YOUR LIFE

As Featured In The Media



financialmail

Entrepreneur
MAGAZINE

JS
MAGAZINE



POWER 98.7
NOW WE'RE TALKING

DESTINY 702
BOLD DISTINGUISHED YOU
TALK RADIO

BUSINESSREPORT

Beeld

**AFRICAN
BANKER**

My Promise To You

I'll answer these 4 questions:

1. Why corporate partnerships & why now?
2. What have I done through corporate partnerships?
3. What possibilities await you if you decide to add corporate partnerships to your strategy?
4. How can you get started?

I also have 2 SPECIAL GIFTS I'd like to give you at the end of this Special Business Advice (SBA) Report

1.

WHY PARTNERSHIPS &
WHY NOW?

Whether you are a business owner, a corporate professional or just thinking about starting your own business you can get big corporates to partner with you to help you grow your business or get your ideas and projects sponsored.

One of the best things about corporate partnerships and sponsorships is that most of the additional revenue generated (directly or indirectly) goes to your profits, with minimal amount of costs attached to it.

Getting corporates to partner with you and give you some of the resources you need, not only can it save you a lot of money in capital expenditure or operating expenses; it remains one of the least riskiest ways to start a business, fund projects and ideas or growing your business. Compare this to taking a business loan – the bank will want all its money back plus interest, whether your business succeeds or fails. The bank could even attach and auction your assets to recover these funds.

It's unlikely that a large corporate would subject you to such treatment. In the event of your business or project not succeeding, most corporate partners will be very understanding and, in my experience, in some cases even offer you more support.

If you'd like more information, hear me teach these concepts and hear examples of how corporate partnerships can be used – join us at my next Zoom Meeting at no cost. To get your invitation, simply send me an email to siya@mapokoresearch.com

Here are some of the reasons you should seriously consider incorporating corporate partnerships and sponsorships into your business growth strategy or as a way of funding your projects or ideas.

- Instant access to resources
- Instant Credibility
- Instant Money
- Low Risk – High Return (compare that to a bank loan!)
- Quickest Path To Success
- One of the best ways to achieve fast growth
- One of the best ways to start a business
- FUN
- One Of The Best Ways To Sell Your Services Or Products
- ... to name just a few!

Make a list of all resources your business, project or ideas need to grow or get to the next level. Why not get a big corporate partner?

WHY NOW?

Times of crisis bring a lot of danger and uncertainty, but they also bring lots of opportunities. Big corporations are not immune to crisis; in fact they feel the impact deeply, because it hits hard on the bottom line. My experience is that when corporations have challenges, they tend to be open to new ideas regardless of where these ideas come from. They know that ideas cannot only come from their employees. Individuals like you have lots of ideas, and corporates would love to hear from you, to partner with you in ways that not only help you make your ideas reality but where they can also benefit as a result of partnering with you.

Here are just a few of the many reasons why NOW is a great window of opportunity for you to partner with big corporates:

- The World Needs Solutions
- Crisis is Danger & Opportunity
- Entrepreneurs don't waste recessions
- SA = Quadruple Crisis (Recession, Ratings agency downgrades, Corona virus and Eskom – all these are negatively impacting our economy right now)
- Are you starting up or start over after retrenchment?
- Are you starting over after business closure due to the impact of the pandemic?

Get a corporate partner!

2.

WHAT I'VE ACHIEVED
THROUGH CORPORATE
PARTNERSHIPS

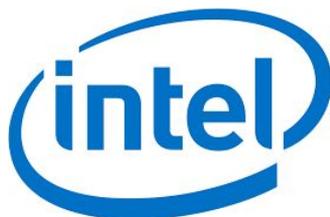
Some Of The Corporates I've Worked Or Partnered With



Deloitte.



INSTITUTE OF DIRECTORS
SOUTHERN AFRICA



our future through science



R5 million assets – at no cost!

Back in 2006/07 after I left my corporate job, I started a digital signage company. The big challenge my team and I had was that we needed at least R10 million in start up capital! And raising this capital was very hard.

One of the biggest opportunities we got was when our competitor got liquidated and they told me that the financial institution that financed their digital signage equipment (screens and set top boxes) wanted to sue them and reposes these assets. They needed my help.

They gave me the contact details of the key people at this institution. I met with them and negotiated a partnership deal where the institution agreed to give me these assets, valued at R5 million, at no cost. They also released my competitors from the liability!

My competitors (still consider them my friends to this day) were now free to dissolve their business and move on to start over successfully in another industry.

Here are some of the organisations I've done corporate partnerships with over the last 15 years:

- Nedbank
- Old Mutual
- PwC
- Standard Bank
- Teljoy
- Deloitte
- Johannesburg Stock Exchange
- Media Power
- Nexia SAB&T
- Banking Association
- Rotary Foundation
- Amy Foundation
- Junior Achievement SA
- Sanlam
- Distel
- Productivity SA

- In 2007 I partnered with a JSE-listed airline and was getting 100% free flights till 2010
- As a result of my partnership with the JSE I got over R10 million of media publicity over a period of 12 years
- I've gotten years of office space rent-free
- I've received:
 - sponsored cases of drinks from beverage companies,
 - sponsored meals from top restaurants,
 - sponsored clothes from designers,
 - sponsored exhibition booths from event organisers
 - ... to name but a few – all from partnerships!

If you want to hear more stories of some of the partnerships I've done over the last 15 years, attend my upcoming Zoom meeting. To get your invitation send me an email to siya@mapokoresearch.com

I'm currently working with businesses, business owners and individuals on 27 partnership and sponsorship deals with an estimated value of approximately R50 million.

Individually, these partnership deals range in size from as little as R100 000, to as large as R40 million.

Some of these are at advanced stages of being concluded.

All this has been happening over the last few weeks/months, since June 2020.

If you'd like to know how we approach these partnership deals, I'd be more than happy to show you.

Simply send me an email to siya@mapokoresearch.com

3.

WHAT POSSIBILITIES
AWAIT YOU?

On Saturday 4th July 2020 I hosted a Zoom meeting attended by a small group of business owners. On Monday 13th July, I started working with them on a 3 month long Corporate Partnerships & Sponsorships Mentorship program.

On Wednesday 12th August, exactly one month later, one of these business owners – owner of a food production company sent me this message:

“I just want to inform you that today I had a very fruitful meeting with Spar. They have agreed to partner with us. We will supply 147 of their sores. Thank you so much. Your formula is doing wonders!”

Now, I have a few questions for you:

1. Why is this not happening for you?
2. If you were to do corporate partnerships, how much in additional revenue/ profit would you like to get as a result of partnerships? R500 000? R1 million? Millions?
3. How much would this be if you followed a formula and did partnerships consistently for five years? (Remember: I’ve been using this strategy for 15 years and counting...)
4. Would this amount of money change your life?
5. How much longer do you still want to wait before you get your first corporate partner?

Now have a look at these comments from some of my clients and corporate partners...

Air-Conditioning Company

Hi Siya,

Your work and commitment to my Business is GREATLY appreciated. I am so excited to be part of your Programs.

NANDO'S Proposal & SLA for (R312K) is at their desk – they have indicated to have forwarded to Legal & Procurement Dept.

REBOSIS Proposal for (R132K) also at their desk – they have indicated to have requested Budget from Head office. This is in addition to the R250K contract we already have with them.

Supabets Proposal for (R389K) also at their desk – they have indicated to have forwarded to head office

Office of the Premier & Merseta Deal for (R220K) – payment will be transferred to our account at any moment now.

*Shoprite meeting was a positive one – processes for being Supplier of Services will have to be followed
Engen has identified us (as an organization) as a potential Supplier. We are in a selection process with them now on requirements & compliance*

I am no longer busy but getting everything through systematic approach. I continue to implement & have massive bias for imperfect action.

Regards,

SM

Training Company

- **16 November 2018:**

- *“Big news! I just signed a R300 000 deal. You taught me a very good business strategy!”*

- **29 November 2018:**

“That deal went up to R750 000 and I’m busy with logistics because training has to start on Monday.”

– NN

Nedbank

*“As Nedbank we are always looking for ways to add value to our business clients. So we made a special arrangement (partnership) with bestselling business author and successful entrepreneur, Siya Mapoko. We hosted Siya and he presented a Breakfast & Learn Training, titled: **How To Grow Profits Faster By Adding Premium Clients To Your Business...***

During this training he revealed:

- *Why every business should have a segment of Premium Clients*
- *Why Premium Clients can spend up to 50 times more money than regular clients*
 - *How to get Premium Clients predictably every month*

This was a powerful training that we all gained great benefit from.”

– H V, Nedbank

4.

HOW YOU TOO CAN
DO IT

Corporate Partnerships Checklist

How To Decide If Corporate Partnerships Are For You Or Not.

If you answer YES to any of these questions, then you may want to consider Corporate Partnerships.

Would YOU Like To:

1. Raise capital without going to banks - or get non-financial but essential resources?
2. Repackage your products and services for premium clients who can afford to pay 5X to 10X more than the average customer?
3. Get the attention of qualified prospects and get them to contact you - because you were introduced by a big corporate?
4. Get meetings with CEOs and executives of big corporates?
5. Increase the buying desire of prospects and shorten the sales cycle?
6. Build cash reserves to fund your own strategic growth?
7. Get lots of free media exposure for your business?
8. Grow faster during a recession?
9. Design a powerful offer that clients cannot resist?
10. Design an end-to-end system to attract a steady flow of clients weekly?

To help you get started on your own journey of success with Corporate Partnerships and Sponsorships, I'll give you 2 SPECIAL GIFTS.

Do you have 15 minutes? Yes?

So do I.

Gift #1: I'll give you 15 minutes over the phone with me (WhatsApp call). I'll give you advice on how to get your first corporate partnership. The DO's and DON'T's of getting corporates to partner with you.

Gift #2: I'll give you my tried and tested One-Page Negotiation Checklist – this will help you negotiate any deal like a Pro!

To get your gifts simply send me an email to siya@mapokoresearch.com



16 Things You May Not Know About Siya Mapoko

1. His first book *Conversations with JSE AltX entrepreneurs* was endorsed by the Johannesburg Stock Exchange (JSE)
2. He helped the JSE attract new investors into the stock market for JSE AltX listed companies
3. He helped banks and insurance companies attract new business customers and generate new leads for over 10 years
4. He has over 11 years experience researching effective revenue growth models of fast growing companies
5. He tested 40 different ways of raising capital for new ventures
6. He's the author of 2 bestselling business books – *Conversations with JSE AltX entrepreneurs* and *The Best Advice I Ever Got*
7. In 2005/06 as an equities trader at Investec Asset Management, he was transacting over a billion Rand worth of trades on the JSE daily
8. He generated over R10 million in free media publicity for his businesses
9. Today he runs the only revenue growth research agency that has found effective ways to *grow client revenues by six to multi-seven figures a month, by repackaging offers for premium clients!*
10. He has been invited to teach his systems to business science students at universities and MBA students at business schools in SA and abroad
11. He interviewed and published books in partnership with some of SA's most influential CEOs and executives – who collectively influence a few trillion Rand of the South African economy
12. He has addressed diplomats from the US, France, Austria and Monaco; and was also voted top 3 speaker at an international conference
13. He has served on boards of companies and non-profit organisations for over 10 years
14. He donated over a million Rand worth of books to local and international non-profits and unemployed graduates in SA
15. The *Striding Man Society*, an initiative of the House of Johnny Walker, selected him as one of 30 South African Striders – featured on their limited edition coffee table book
16. He has been nominated and honoured with awards for entrepreneurship and business excellence

Books By Siya

Siyabonga Mapoko

CONVERSATIONS

with JSE AltX entrepreneurs

Secrets of business success that you won't get from an MBA...

Foreword **Bill Gibson**

THE BEST ADVICE I EVER GOT.

SPREADING IDEAS THAT PUSH SOUTH AFRICANS FORWARD

SIYA MAPOKO

Author of *Conversations with JSE ALT X Entrepreneurs*

DAMN GOOD ADVICE

Why what you know for sure is not working...

SIYA MAPOKO

BEST SELLING AUTHOR OF *THE BEST ADVICE I EVER GOT*

GET YOUR SIGNED COPY AT www.mapokoresearch.com

SMARTS

IDEAS FOR MAKING WISER
USE OF YOUR TIME AND
ATTENTION



DO THIS

Be open to advice. Actively seek it, question what works for you, and then implement it in your business.

VITAL STATS

PLAYER:

Siya Mapoko

COMPANY:

Mapoko Research International (MRI)

LAUNCHED:

2012, although *Conversations with JSE AfriX* EntrepreneurMag was published in 2008

VISIT:

www.siyamapoko.com

BEST ADVICE

THE BEST ADVICE I EVER GOT

When Siya Mapoko's first business was failing, he was desperate for advice. He turned to the JSE's top business titans to discover the secrets to success. What he learnt not only changed his business, but countless other SMEs over the years as well.

BY NADINE TODD

THE BEST ADVICE that I ever got was from Mark Lamberti, CEO of Imperial Holdings, in 2009. There were two parts to it.

First, he told me that when you do things, whether it's for business, your personal life or your career, you need to define your standards upfront, and then don't settle for anything less. In a business context, this goes beyond you to your hires. You hold them to those same standards, and they should hold you to those standards as well. It keeps you honest and it lays the foundation for the right culture in your business.

The second was around the concept of success. I asked Mark what success meant to him. He then pointed out that it shouldn't be an arbitrary point in the future, but something you measure daily. Get up, live your goals and ensure you're moving in the right direction.

This still influences everything I do. If you measure how successful each day is, you'll reach your goals without being daunted by the scale of them. Seven successful days and you have a successful week. 52 of those and you have a successful year. It's really that simple.

I measure success by four yardsticks, and each evening I ask myself these questions.

- 1. Did I learn?** I make it a goal to consciously learn something new every day. I keep a journal to record these lessons.
- 2. Did I love?** If I'm doing what I love, the time flies past. It's also important to have clients who you love, and to love the people whom you work with.
- 3. Did I serve?** Our customers are our boss. We need to serve them in a way they've never been served before. They'll pay

PHOTOS: MIKE TURNER