

SimplyBiz: BackaBusiness movement and incentive with Nedbank and Thundafund

Terms and conditions

1 Promoter

The movement is the result of collaboration between Nedbank Limited and Thundafund. Thundafund is the project manager.

2 Period

- 2.1 The Festive Season Campaign will start on 23 November 2020 and will end on 28 February 2021 ('period').
- 2.2 All comments and advertisements may be featured on the SimplyBiz and Thundafund social media pages or through any digital or advertising means at the sole discretion of the SimplyBiz and Thundafund teams to promote the BackaBusiness movement and campaigners.

3 Who is eligible to take part in the movement

- 3.1 This movement is aimed at all small business owners.
- 3.2 A participant ('participant') must:
 - 3.2.1 be 18 years or older;
 - 3.2.2 reside in South Africa;
 - 3.2.3 be a small business owner; and
 - 3.2.4 be a registered member of SimplyBiz.
- 3.3 The following persons, although meeting the criteria above, are not permitted to take part in the movement:
 - 3.3.1 The directors, members and employees of the promoter or their spouses, life partners or immediate family, including adopted persons but not half- or step-relations).
 - 3.3.2 The suppliers and contractors of the promoter involved in this movement.

4 The movement

- 4.1 The **BackaBusiness II movement** – is a crowdfunding opportunity for entrepreneurs to start up or grow their business. Small business owners set up a campaign to raise funds, while backers support their chosen business on a BUY now, REDEEM later basis.

5 How to participate in the movement

- 5.1 Campaigners must complete the following tasks to participate:
 - 5.1.1 List their essential start-up/ growth funding needs – how much money they have available and how much they are going to need. This is prework that campaigners must complete on their own, which will help with completing their campaign on Thundafund.
 - 5.1.2 Map their network – make a list of everyone that has their back (customers, friends, family, etc). This is prework that campaigners must complete on their own, which will help with completing their campaign on Thundafund.
 - 5.1.3 Identify what future reward can be offered in exchange for cash – this could be product or service discounts, merchandise or even a share of future revenue streams. This is prework that campaigners must complete on their own, which will help with completing their campaign on Thundafund.
 - 5.1.4 Register on SimplyBiz.co.za.
 - 5.1.5 Complete the BackaBusiness campaign on Thundafund's site and accept Thundafund's terms and conditions here (<https://blog.thundafund.com/how-does-thundafund-work/terms-and-conditions/>) – based on the essential funds needed, with the email address that is used on SimplyBiz.
 - 5.1.6 Campaigners will receive templates, guidance, cohort-based training and peer learning through Thundafund to position and create an effective campaign.

- 5.1.8 Submit their BackaBusiness campaign through the online campaign process on the Thundafund website– for review, approval and activation by Thundafund.
- 5.1.9 Once approved, the campaign will go live and campaigners can begin sharing their campaign online.
- 5.1.10 Campaigners will receive a Crowdfunding Handbook from SimplyBiz.
- 5.1.11 Various digital media advertising of the BackaBusiness movement will elevate their campaign, but the campaigner is solely responsible for the effectiveness of their campaign.

6 The Early Bird Incentive

- 6.1 The first 25 campaigners who start a BackaBusiness II campaign and raise R500 will receive a digital marketing campaign valued at R1 500 (consisting of the creation of one Facebook and one Google digital advert plus advertisement boosting and free Google My Business placement).
- 6.2 SimplyBiz will contact the campaigners by email at the address registered with SimplyBiz.
- 6.3 SimplyBiz will announce the campaigners on digital media.
- 6.4 SimplyBiz may feature all comments and advertisements on digital media pages or through any digital or print advertising at the sole discretion of the SimplyBiz team to promote the incentive and campaigners.

7 The details

- 7.1 One digital marketing campaign valued at R1 500 (consisting of the creation of one Facebook and one Google digital advert plus advertisement boosting and free Google My Business placement).
- 7.2 R500 will be allocated to Facebook advertising and R500 to Google advertising. Google will match the R500 from SimplyBiz with a further R500.
- 7.3 Social media digital banners meet the following specifications and standards;
 - Full colour
 - Supported file types: jpg and png
 - Image ratio: 16:9 to 9:16 (cropped to 1.91:1 if you include a link)
 - Amount of text allowed on image: no more than 20%
 - Image ratio: 1.91:1
 - Ad headline: 25 characters
 - Description text: 125 characters
 - Link description: 30 characters
- 7.4 This campaign is fulfilled through a marketing partner and allows for a maximum of two creative reverts on the design and the content of the digital marketing campaign. Any additional changes will be for the campaigner's account.
- 7.5 Should the campaigners wish to receive additional marketing services, they can contract separately with the marketing services providers, and relevant costs will be for the campaigner's own account and will not be associated with the promoter of this incentive.

8 Selection of campaigners

- 8.1 The first 25 campaigners who start a BackaBusiness campaign and raise R500 will automatically receive the digital marketing campaign.
- 8.2 If there is a dispute, our decision will be final and binding on all aspects of the incentive and no correspondence will be entered into.
- 8.3 The incentive is not transferable and if not taken up for any reason, it will be subject to a separate allocation in terms of this incentive to another campaigner at our sole discretion.
- 8.4 All other costs or expenses relating to the incentive that have not been mentioned in these terms and conditions are excluded from the incentive and are not recoverable.
- 8.5 If we are unsuccessful in contacting the campaigner within five working days following their eligibility for the incentive, the campaigner will forfeit the incentive and a new campaigner will be selected, subject to the same conditions.
- 8.6 If the campaigner rejects their incentive, they will forfeit it and a new campaigner will be selected, subject to the same conditions.
- 8.7 We will not be held responsible for any delays in the delivery of the incentive. We will also not be responsible for any additional conditions imposed by third parties.

- 8.8 The incentive will under no circumstances be given to a third party and will be given directly to the verified campaigner only.
- 8.9 We will not be liable for delays or failure to deliver any part of the incentive resulting from acts beyond our reasonable control. Such acts include, without limitation, acts of God, strikes, lockouts, riots, acts of war, civil disorder, rebellions or revolutions in any country, epidemics, acts of terrorism, vandalism or sabotage, governmental regulations imposed after the fact, communication line failures, power and telecommunications failures, earthquakes, fire, floods or other disasters. We will notify the campaigner as soon as reasonably possible if the incentive is affected in this manner.
- 8.10 We reserve the right to replace the incentive at any time with another incentive of similar commercial value.
- 8.11 For audit purposes, the campaigner will have to complete a confirmation form. This completed and signed form will act as proof that the campaigner is the correct recipient of the incentive and all deliveries of the incentive will be made on this basis (emails, courier slips, etc).

9 General

- 9.1 All information relating to this incentive and published on any promotional material will form part of these terms and conditions.
- 9.2 We, our associated companies, our agents, contractors and sponsors assume no liability whatever for any direct or indirect loss or damage arising from your participation in the incentive or for any loss or damage.
- 9.3 By participating in this incentive, the campaigner (at no fee) consents to endorsing, promoting and/or advertising any service of ours.
- 9.4 But the campaigner may decline in writing within three working days of being notified as a successful recipient for use of their business details or images in marketing material or to participate in the marketing of any of our services or products. The refusal may affect the awarding of the incentive or part of that. We will not make any additional concessions to mitigate the effect.
- 9.5 These terms and conditions can be found on the SimplyBiz website.
- 9.6 By participating in this incentive, you agree to be bound by these terms and conditions and the terms and conditions of SimplyBiz.
- 9.7 We are not liable for any accident, injury, harm, death, damages, costs and/or loss sustained by the campaigner and/or any other person who participates in the incentive with the campaigner, at any point.

10 Further enquiries

For more information and all questions about this movement please email us at contactus@simplybiz.co.za or visit simplybiz.co.za.