



Mmatumelo Monageng

Accountant

Q&A

Q What led you to pursue a career in Private Equity?

A What attracted me to Private Equity was an interest in finance and investing, and the potential for growth in the industry.

Because PE is a blend of both operations and finance, it has given me an opportunity to learn about businesses beyond the financial aspects, and forced me to be more strategic in my thinking. It teaches you the art of a long-term view, and gives you a chance to learn about a wide variety of industries and sectors. You get to go even deeper and learn finance/investing from a different perspective as you are exposed to the operations of companies and must understand all aspects, rather than just financial ones. It's more interesting work than investment banking and other sell-side roles. It forces you out of your comfort zone, as the learning never stops.

Q What, in your opinion, is the hardest part of a PE deal?

A Private equity deals are complex and involve numerous moving parts, which makes the whole process challenging, but in my opinion, deal sourcing is the hardest part of the private equity deal – finding an attractive company that fits the firm's strategy and goals. Identifying available companies that have growth potential and align with the

investment criteria can be challenging, time-consuming, and competitive.

Q What piece of advice would you give a female entrepreneur looking for funding?

A Sourcing funding can be a challenging and lengthy process, so you need to develop a well-crafted business plan and clearly articulate your business concepts, target market, growth strategy, and financial projections in order to attract investors. It's also important to emphasise your unique value proposition and demonstrate how your business will generate returns for your investors.

Secondly, connect with investors, mentors, and other successful entrepreneurs who can provide guidance, support, and potential funding leads. Attend various industry events and participate in network opportunities specific to women entrepreneurs.

Also remember that when looking for funding, rejections are common. You will need to be persistent and resilient. Learn from feedback and keep refining your business. Many successful entrepreneurs faced multiple rejections before finding the right investors, so don't get discouraged, and don't give up.

Q What, in your opinion, is the worst thing an entrepreneur could do when pitching for funding?

A Failing to make a good first impression on potential investors because of a lack of preparation.

Q What do you do to unwind | and get away from the stress of work?

A I usually practice mindfulness meditation, meditating on the word of God, praying, and taking walks. This helps me to cool down, and usually to shut down from the busyness of life and work. It helps with reducing stress, anxiety, and any negative emotions of the day. Practicing this has been very helpful for me, both in my personal and my professional life.

FUN FACTS

Favourite Colour: Brown.

Current book on your nightstand:

Bamboozled by Jesus: How God Tricked Me Into the Life of My Dreams by Yvonne Orji.

Dog or cat person: Dog.

Unusual hobbies: Hiking (preferably alone) and walking in a completely natural environment, without any distraction, to fully be present and appreciate the natural beauty.

Your worst trait: Being overly emotional. 🐶