

From: Sonqoba Vuba svuba@edgegrowth.com
Subject: 10xe Response on COVID-19
Date: 18 March 2020 at 17:19
To:
Cc: Jason Goldberg jgoldberg@edgegrowth.com

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Dear 10X-e Clients

These most certainly are uncharted waters for us as South Africans and we share the global uncertainty and stress that this pandemic is causing to individuals, as well as organisations.

Social distancing

Making sense of the overload of information out there relating to COVID-19 is daunting, but following the firm stance that our President announced on Sunday 15 March, the one thing that stands out is the extent to which you can slow down the rate at which the virus is spread by creating 'social distancing' early on post the virus presenting in a region.

At Edge we want to role model values and behaviour that not only considers fellow Edgelings but our clients, communities and the country as a whole. For this reason we have made the call to strongly encourage remote working for staff over the next period, as well as the postponement of any bootcamps or workshops planned until the end of March 2020, at which point we should have better information to enable us to re-assess and make our next move.

Please note: There has been no immediate threat or reason for concern in our 'Edge community', but we see this as a preventative move.

Assisting SMEs with economic implications

Already it can be seen that economic fallout needs to be dealt with as seriously as the health implications and we believe that Edge has a responsibility to assist in this space.

Our specific response is as follows:

- We keep going and in fact intensify support – SMEs will need more support, not less
- We are putting together a COVID-19 response task team this week with a focus on all Edge SMEs (Vumela, SD Programs, 10X, etc.)
- We are shifting events and support to digital media – with the aim of adopting world class tech, tools and approaches to make it work
- We are shifting immediate support focus to COVID-19 response
 - Triage Approach
 - Focus on most severely affected companies
 - Focus on most existential risks
 - Provide leadership framework and toolkit for COVID-19 response
 - 3 phase approach
 - Tactical adaptation (1 week – 1 month horizon): identify most immediate changes to respond to, and respond well
 - Strategic adaptation (1-6month horizon): figure out new normal and adapt strategy & business model
 - Business building (back to scaling a healthy company): scale against our new strategy (while learning and evolving

Please be assured that we are working and responding to emails, so please reach out as usual for any assistance you may need.

Stay safe and let's be EPIC together!

EDGE

G R O W T H

Phone:

Jhb: 010 001 3715

CT: 021 671 2658

www.edgegrowth.com

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