



Impact: Statistics

The impact results of Global Brand Alliance Institute are not only tangible but also transformative, showcasing a remarkable journey of economic upliftment, access to capital, job creation, market expansion, sustainability impact, brand recognition, community engagement, digital presence, and a lasting, positive ripple effect on the broader economy.

Economic Upliftment

25%

increase in annual revenue for supported businesses

R25m

total additional revenue generated collectively by assisted startups

Access To Capital

40%

rise in successful funding applications by businesses post-branding

R10m

secured in capital investment for startups within the first two years

Job Creation

150

new job opportunities created across supported businesses

20%

growth in employment rates in targeted marginalized regions

Market Expansion

30%

expansion in the market reach of assisted startups

15%

increase in customer base due to penetration in new markets

Brand Recognition

60%

improvement in brand recognition and perception for supported businesses

Digital Presence

50%

increase in online presence and visibility for startups

Community Engagement

75%

increase in community engagement and support for local businesses

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mentorship programmes initiated, contributing to a more collaborative entrepreneurial environment

Sustainability Impact

50%

reduction in the failure rate of startups after receiving support