

Sebastian Daniels: Merging Profits with purpose

Tell us about yourself, where you are from and what you are passionate about?

We understand you are a finance graduate, why did you not pursue this further and opted for social entrepreneurship instead?

Where did the passion to work in townships emerge from?

About Ground Culture

Tell about the services that you provide?

Ground culture encompasses several steps from supplier to the customer, take us through that roadmap, how exactly does it happen?

What existing red tapes has Ground Culture encountered in this business model?

In your start-up journey, did you have impact investors or some form of seed funding?

Your business makes use of e-commerce how effective has this tool been for the business and what value does it bring?

Operations

Tell us about your team, who do you work with? And how is your work delegated?

Now let's, bring it to today, Covid-19 hit us like a storm, some for better others for worse, did this impact you in any way, how did you keep afloat?

Impact

Although you have only been around for short period of time, you have made impeccable growth, what has been your biggest success?

As part of your long term projections do you intend to expand into retail or would this alter the essence of the business model?

Collaboration is an important entity in Ground Culture, we know that the word is quite derogatory to many entrepreneurs, how can we start to demystify this thinking and change it into something positive?

What advice would you give to small enterprises to make their businesses more sustainable?

Let's backtrack a bit, your initial step into this journey was writing about these amazing coffee shops, do you still continue telling these stories of these businesses and why are these stories important?

Wrapping it up?

You have a fully functional, highly operational online stop, a strong network of independent business outlets, you have positioned yourself well in the ecosystem, what can we look forward to from Ground Culture in the near future

Finally, please share with us your Secret ingredient to success?

