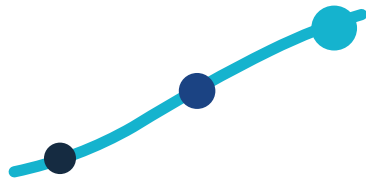


# GBRW



## SME GrowthLab

### SME GrowthLab

INTELLIGENT BUSINESS PLANNING  
AND FINANCIAL PROJECTIONS FOR  
SMES AND THE INSTITUTIONS  
THAT SUPPORT THEM

VERSION 1.0

MARCH 2026



SME GrowthLab is a white-label platform developed by GBRW designed for development finance institutions, commercial banks, enterprise development agencies, and business advisory services. The platform reduces friction between lenders and borrowers by giving SMEs guided tools to build credible business plans and financial projections while providing lenders and investors with the standardised, data-driven analysis they need to make informed decisions.

GLOBAL EXPERIENCE, PRACTICAL EXPERTISE

# The Challenge

Small and medium enterprises are the backbone of every developing economy, yet accessing finance remains their biggest constraint. The loan application process is painful on both sides: **borrowers struggle to articulate their financial story** in the language lenders require, while **lenders struggle to assess applications** that arrive incomplete, inconsistent, or based on unrealistic assumptions.

The traditional approach relies on spreadsheets, paper forms, and manual review. Financial projections are prepared in isolation, often with help from consultants who leave no methodology behind. Scenario analysis is rare. When projections do exist, they frequently contain internal contradictions that undermine the applicant’s credibility.

*The result is a high-friction process that delays lending, increases defaults, and frustrates everyone involved.*

## A Better Approach

SME GrowthLab is a web-based platform that guides SMEs through the process of building credible financial projections and business plans — and gives the institutions that support them the tools to collaborate, review, and assess those plans efficiently.

**It is not a black box.** The applicant owns their data, understands their numbers, and can explain them to their financiers. The platform simply removes the friction that makes the process harder than it needs to be.

Borrower Ownership	Collaborative Process	Rigorous Analysis
The applicant creates and controls their plan. No institutional lock-in.	Lenders, advisors, and applicants work on the same data in real time.	36-month+ projections with AR/AP waterfalls, scenario analysis, and integrated financial statements.

### Fully reconciled financial projections including income statement, balance sheet, and cash flow

Base Case September 2026 — Aug 2029

Setup Scenarios Revenue Costs Assets Financing Equity 8 Outputs 9 Analysis

Financial Statements

Income Statement | Balance Sheet | Cash Flow | Schedules | Dashboard

Income Statement	May 28	Jun 28	Jul 28	Aug 28	Sep 28	Oct 28	Nov 28	Dec 28	Jan 29	Feb 29	Mar 29	Apr 29	May 29	Jun 29	Jul 29	Aug 29	Year 1	Year 2	Year 3
Turnover	607,000	3,607,000	3,607,000	3,607,000	3,618,000	3,618,000	3,618,000	3,618,000	3,618,000	3,618,000	3,618,000	3,618,000	3,618,000	3,618,000	3,618,000	3,618,000	25,497,000	41,769,000	43,416,000
Direct Costs	650,000	(1,650,000)	(1,650,000)	(1,650,000)	(1,650,000)	(1,650,000)	(1,650,000)	(1,650,000)	(1,650,000)	(1,650,000)	(1,650,000)	(1,650,000)	(1,650,000)	(1,650,000)	(1,650,000)	(1,650,000)	(12,210,000)	(17,490,000)	(19,800,000)
GROSS PROFIT	957,000	1,957,000	1,957,000	1,957,000	1,968,000	1,968,000	1,968,000	1,968,000	1,968,000	1,968,000	1,968,000	1,968,000	1,968,000	1,968,000	1,968,000	1,968,000	13,287,000	24,279,000	23,616,000
Personnel	464,200	(464,200)	(464,200)	(464,200)	(464,200)	(464,200)	(464,200)	(464,200)	(464,200)	(464,200)	(464,200)	(464,200)	(464,200)	(464,200)	(464,200)	(464,200)	(4,527,600)	(5,266,800)	(5,570,400)
Other Expenses	275,000	(275,000)	(275,000)	(275,000)	(275,000)	(275,000)	(275,000)	(275,000)	(275,000)	(275,000)	(275,000)	(275,000)	(275,000)	(275,000)	(275,000)	(275,000)	(2,574,000)	(3,168,000)	(3,300,000)
Bad Debt Expense	(55,850)	(57,712)	(55,850)	(55,850)	(57,800)	(54,021)	(57,888)	(54,021)	(56,021)	(58,922)	(56,954)	(57,888)	(56,021)	(57,888)	(56,021)	(56,021)	(384,167)	(648,190)	(683,464)
OPERATING INCOME	161,950	1,160,088	1,161,950	1,161,950	1,171,000	1,172,779	1,170,912	1,172,779	1,172,779	1,169,878	1,171,846	1,170,912	1,172,779	1,172,779	1,172,779	1,172,779	5,801,233	15,196,010	14,062,136
Interest Expense	114,211	(109,451)	(104,618)	(99,711)	(94,728)	(89,669)	(84,532)	(79,315)	(74,019)	(68,641)	(63,181)	(57,637)	(52,007)	(46,291)	(40,488)	(34,595)	(2,077,448)	(1,515,216)	(785,103)
Depreciation	123,194	(123,194)	(123,194)	(123,194)	(123,194)	(123,194)	(123,194)	(123,194)	(123,194)	(123,194)	(123,194)	(123,194)	(123,194)	(123,194)	(123,194)	(123,194)	(1,123,333)	(1,445,000)	(1,478,333)
Gain/(Loss) on Assets	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
PROFIT BEFORE TAX	924,544	927,442	934,137	939,044	953,077	959,916	963,186	970,270	975,566	978,043	985,470	990,081	997,578	1,001,426	1,009,097	1,014,990	2,600,451	12,235,795	11,798,700
Income Tax	—	—	—	(3,420,199)	—	—	—	—	—	—	—	—	—	—	—	—	(3,319,258)	(930,946)	(3,420,199)
NET PROFIT	924,544	927,442	934,137	(2,481,154)	953,077	959,916	963,186	970,270	975,566	978,043	985,470	990,081	997,578	1,001,426	1,009,097	1,014,990	1,669,505	8,815,596	8,479,442

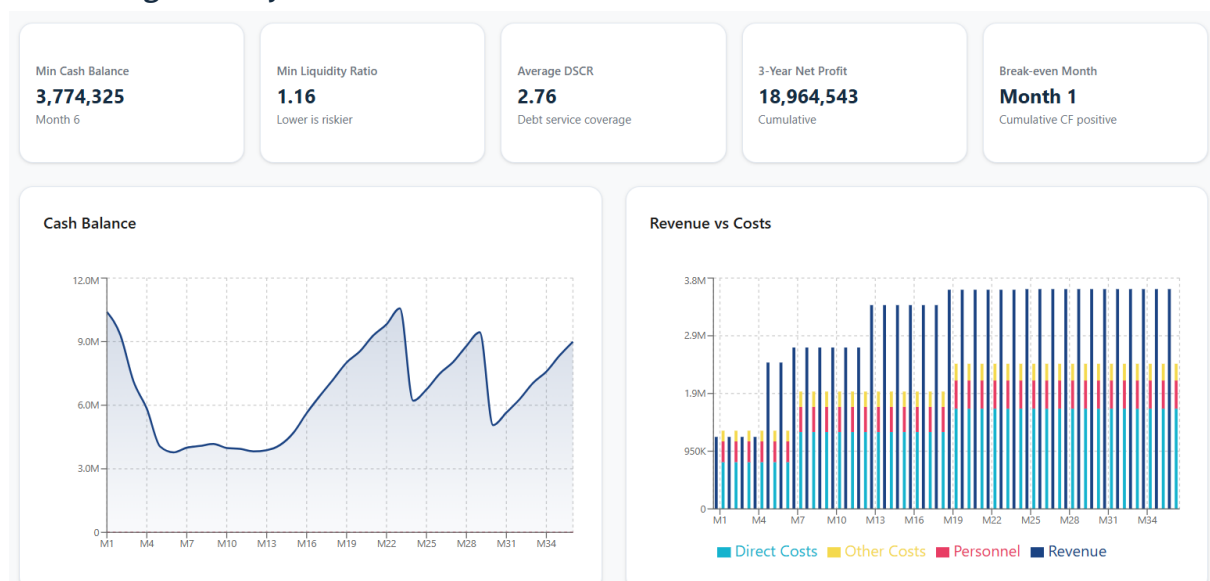
# Financial Projection Engine

At the heart of SME GrowthLab is a full 36-month financial projection engine that produces integrated income statements, balance sheets, and cash flow statements. Every month balances. Every number reconciles.

## What makes it different

<b>Revenue Modelling</b>	Three approaches to suit any business: retail/wholesale (quantity × price), manufacturing (installed capacity × utilisation × conversion rate), or free-form entry. Multiple product lines per approach.
<b>AR/AP Waterfalls</b>	Accounts receivable and payable are modelled using actual calendar days — not simplified monthly averages. The cash impact of credit terms on working capital is calculated precisely, month by month.
<b>Scenario Analysis</b>	A single assumptions table drives the entire model. Change the revenue scenario, credit terms, cost structure, or tax rate and instantly see the impact across all three financial statements.
<b>Loan Modelling</b>	Existing and proposed term loans with full amortisation schedules. Overdraft facilities with dynamic utilisation and interest calculation.
<b>Fixed Assets</b>	Purchases, disposals, depreciation, and construction-in-progress — all feeding automatically into the cash flow and balance sheet.
<b>Inventory</b>	For manufacturing businesses, production vs. sales imbalances automatically flow through to inventory on the balance sheet.

## A wide range of analytical tools available



# AI-Assisted Business Planning

SMEs rarely struggle because they lack knowledge of their own business. They struggle because they cannot express that knowledge in the structured, professional language that credit committees expect. SME GrowthLab bridges that gap with responsible AI integration.

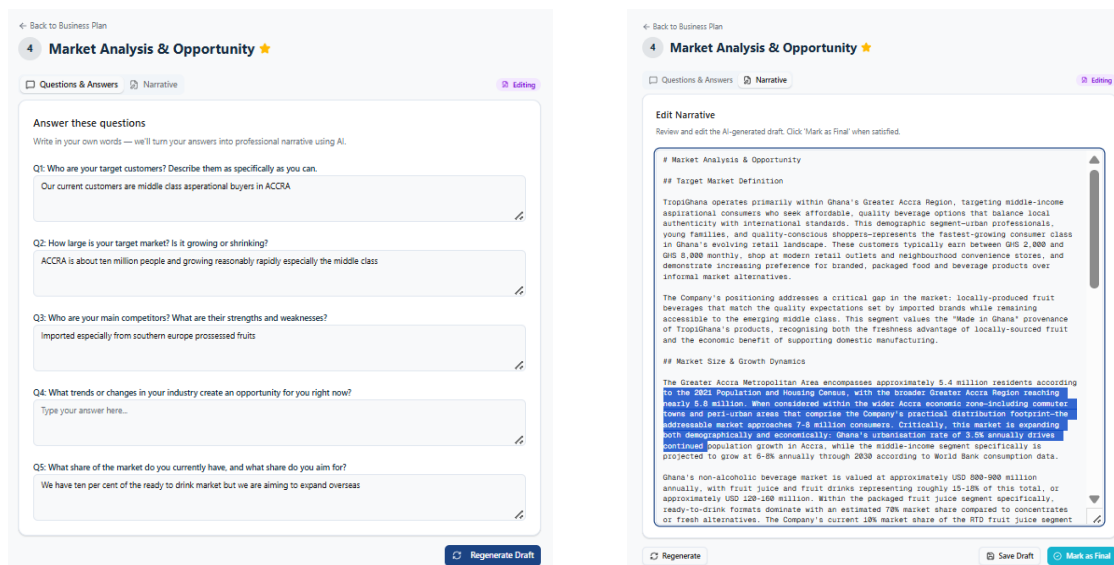
## How it works

- Guided Q&A** — The platform walks the applicant through structured questions about their business: market position, competitive advantages, operational capacity, management experience, and growth strategy. This captures the applicant's own knowledge in their own words.
- Financial Context Injection** — Before any narrative is generated, the platform pre-computes a structured financial summary from the projection engine's actual outputs: revenue totals, margins, ratios, cash flow metrics, and key balance sheet items. This data is injected as verified context.
- Grounded Narrative Generation** — The AI synthesises the applicant's qualitative answers with the verified financial data to produce professional business plan sections. The language model writes prose around confirmed numbers — it is never asked to calculate, estimate, or interpret raw data.

## Responsible AI by Design

We take a deliberate approach to AI integration. The financial projection engine uses deterministic calculations — no AI is involved in number-crunching. AI is used only for narrative synthesis, and only with pre-computed, verified data as context. This architecture eliminates the "hallucination" problem that undermines trust in AI-generated financial content. Every figure in an AI-generated business plan section can be traced back to the projection engine's actual output.

## Structured questionnaire helps draft coherent business plan narrative



The interface is divided into two main panels. The left panel, titled "Market Analysis & Opportunity", contains a questionnaire with five questions. The right panel, also titled "Market Analysis & Opportunity", shows the AI-generated narrative draft based on the user's answers.

**Questionnaire Questions:**

- Q1: Who are your target customers? Describe them as specifically as you can.  
Our current customers are middle class aspirational buyers in ACCRA
- Q2: How large is your target market? Is it growing or shrinking?  
ACCRA is about ten million people and growing reasonably rapidly especially the middle class
- Q3: Who are your main competitors? What are their strengths and weaknesses?  
Imported especially from southern europe processed fruits
- Q4: What trends or changes in your industry create an opportunity for you right now?  
Type your answer here...
- Q5: What share of the market do you currently have, and what share do you aim for?  
We have ten per cent of the ready to drink market but we are aiming to expand overseas

**AI-Generated Narrative Draft:**

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# Market Analysis & Opportunity

## Target Market Definition

TropiGhana operates primarily within Ghana's Greater Accra Region, targeting middle-income aspirational consumers who seek affordable, quality beverage options that balance local authenticity with international standards. This demographic segment—urban professionals, young families, and quality-conscious shoppers—represents the fastest-growing consumer class in Ghana's evolving retail landscape. These customers typically earn between GHS 2,000 and GHS 8,000 monthly, shop at modern retail outlets and neighbourhood convenience stores, and demonstrate increasing preference for branded, packaged food and beverage products over informal market alternatives.

The Company's positioning addresses a critical gap in the market: locally-produced fruit beverages that match the quality expectations set by imported brands while remaining accessible to the emerging middle class. This segment values the "Made in Ghana" provenance of TropiGhana's products, recognising both the freshness advantage of locally-sourced fruit and the economic benefit of supporting domestic manufacturing.

## Market Size & Growth Dynamics

The Greater Accra Metropolitan Area encompasses approximately 5.4 million residents according to the 2022 population and housing census, with the broader Accra Region accounting for nearly 8 million. When consolidated within the wider Accra economic zone—including commuter towns and peri-urban areas that comprise the Company's practical distribution footprint—the addressable market approaches 7.5 million consumers. Critically, this market is expanding both demographically and economically: Ghana's urbanisation rate of 3.5% annually drives continued population growth in Accra, while the middle-income segment specifically is projected to grow at 6.2% annually through 2028 according to World Bank consumption data.

Ghana's non-alcoholic beverage market is valued at approximately USD 800-900 million annually, with fruit juice and fruit drinks representing roughly 18-20% of this total, or approximately USD 120-160 million. Within the packaged fruit juice segment specifically, ready-to-drink formats dominate with an estimated 70% market share compared to concentrates or fresh alternatives. The Company's current 10% market share of the RTD Fruit Juice segment
  
```

## Validated context can be used for creative and helpful genAI analysis

H

**Assumption Validator**

Claude AI will review your financial plan assumptions and flag any areas of concern.

Scenario

Base Case

Validate Assumptions

12 findings • 2 green 6 amber 4 red

Concern

**BALANCE SHEET**

The company starts with negative cash of -121,000 GHS while carrying an overdraft of 66,000 GHS, indicating severe liquidity stress at plan commencement. Total current liabilities (418,000) nearly match current assets excluding the negative cash (990,000), yielding a weak current ratio of ~1.4 even before accounting for the cash deficit.

Review

**REVENUE**

Fruit Concentrate bulk export revenue jumps 133% from 9.79M (Year 1) to 22.8M (Year 2), then plateaus completely in Year 3. This aggressive single-year spike in a bulk commodity export line lacks credible justification and appears inconsistent with typical contract ramp-ups.

Review

**REVENUE**

Total revenue grows 64% from Year 1 (25.5M) to Year 2 (41.8M), driven almost entirely by the concentrate export line. This creates significant customer concentration risk if that export revenue depends on one or few buyers.

Reasonable

**COSTS**

Direct costs as a percentage of revenue show reasonable consistency: 47% (Year 1), 42% (Year 2), and 45% (Year 3), indicating improving then stabilizing gross margins. The Year 2 improvement aligns with scale economies from the concentrate expansion.

R

**Credit Analysis Report**

Generate a professional narrative credit analysis based on the projected financial statements.

Scenario

Base Case

Compare all scenarios

Generating report...

Copy

Export PDF

CREDIT ANALYSIS REPORT

**Borrower:** TropiGhana Agriprocessors Ltd

**Sector:** SME - Agriprocessing

**Analysis Date:** December 2024

**Projection Period:** 36 months (September 2026 - August 2029)

**Analyst:** Senior Credit Analyst

1. EXECUTIVE SUMMARY

TropiGhana Agriprocessors Ltd presents a **moderately attractive credit proposition** with strong revenue growth trajectory and improving financial metrics over the projection period. The company demonstrates solid fundamentals including substantial revenue expansion (63.8% growth from Year 1 to Year 2), improving profitability, and disciplined debt management with full debt retirement by month 36.

The financial projections indicate a business transitioning from initial operational strain to healthy cash generation. While Year 1 shows negative operating cash flow of GHS 259,216, Years 2 and 3 demonstrate robust cash generation of GHS 11.5 million and GHS 12.1 million respectively. The company maintains adequate debt service coverage with an average DSCR of 2.76x and minimum DSCR of 1.55x, both comfortably above typical covenant thresholds. However, the dramatic improvement between Year 1 and Year 2

## Built for Every Language

SME GrowthLab supports full multilingual operation. The interface, AI prompts, and generated narratives all operate in the user's chosen language. This is essential for deployment in markets where English is not the working language of SME borrowers.



## Designed for Collaboration

Good credit decisions depend on well-prepared applications, and well-prepared applications emerge from dialogue between the entrepreneur, their advisors, and their lender. SME GrowthLab is built around this principle.

Applications support three permission levels: the Owner (the applicant, with full control), Editors (advisors or consultants who can modify the plan), and Viewers (read-only access for oversight). The applicant always retains ownership of their application, regardless of which institution deployed the platform.

## Technical Architecture

SME GrowthLab is built on a modern, scalable technology stack designed for institutional deployment:

<b>Frontend</b>	Next.js (React) with server-side rendering for performance and SEO. Responsive design works on desktop, tablet, and mobile.
<b>Backend</b>	Supabase (PostgreSQL) with row-level security for multi-tenant data isolation. Real-time subscriptions for live collaboration.
<b>AI Integration</b>	Anthropic Claude API with structured data pipelines. All AI calls are server-side with institutional API keys — no client-side exposure.
<b>Authentication</b>	Institutional SSO support. Role-based access control at the organisation and application level.
<b>Deployment</b>	Cloud-native, deployable to any provider. White-label ready with configurable branding, colour schemes, and logos.

## Roadmap

The platform is under active development. Near-term enhancements include integration with validated external data APIs — covering market data, sector benchmarks, macroeconomic indicators, and regulatory environments — as well as retrieval-augmented generation (RAG) for institutional knowledge bases and alternative data sources for enhanced credit assessment.

These integrations serve a dual purpose: they provide richer, grounded context that dramatically improves the quality and reliability of AI-generated narratives and insights, while simultaneously giving users and credit analysts direct access to the same authoritative reference data within the application. The result is a more informed assessment process where AI outputs are anchored in verifiable facts, and analysts can independently cross-reference the data underpinning every projection, assumption, and recommendation in the credit report.

## Why GBRW

**GBRW is a specialist banking and finance management consulting firm with deep experience in development finance, credit assessment, and SME lending operations.** We have worked with development finance institutions, central banks, and commercial lenders across Africa, Asia, and the Middle East — helping them design, build, and strengthen the operational frameworks that underpin effective lending to small and medium enterprises. Our engagements typically span credit risk methodology, loan origination processes, portfolio monitoring, institutional capacity building, and the development of practical tools that front-line officers actually use.

**SME GrowthLab is not a technology product built in isolation.** It is the digital expression of a credit assessment methodology that has been developed, tested, and refined through decades of hands-on consulting engagements. The financial logic, the scoring frameworks, and the assessment structures reflect real institutional practice — because they were built for real institutions. This consulting heritage is what distinguishes GrowthLab from generic fintech solutions.

**GrowthLab is not sold as standalone software.** It is deployed as part of a consulting engagement tailored to each institution's lending methodology, risk appetite, and operational context. We work with your team to configure the platform, align it with your existing credit processes, and build internal capacity to use it effectively. This means the technology is embedded within a framework your people understand and trust — not bolted on as an afterthought.

## What we bring to a partnership

- **Domain expertise:** We understand how credit committees think, what development finance mandates require, and what SME borrowers actually need to succeed.
- **Customisation:** The platform is white-labelled and configured for each partner institution — your brand, your risk parameters, your sector classifications, your language.
- **Consulting support:** We don't just hand over software. We work alongside your team to implement the methodology, train your staff, and ensure the tool delivers real value in your lending operations.
- **Responsible AI integration:** We know what works and what is theatre in AI for financial services. Our approach is grounded, transparent, and designed to earn the trust of regulators and credit committees.

## See It in Action

We would welcome the opportunity to demonstrate SME GrowthLab and discuss how it could support your SME lending, investment, or enterprise development programmes. Whether you are looking to modernise an existing credit assessment or enterprise development process or build one from scratch, we are happy to walk you through the platform and explore what a tailored implementation might look like. No commitment required — just a conversation about what you are trying to achieve and how we might help.

# GBRW

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