

Southern African Online Information Meeting

Misty Hills Hotel 5 June 2003

Creating an Expert Knowledge Base

Chris Cromhout

CCromhout@BusinessPartners.Co.Za



History

Established in 1981

Purpose



Investing in Entrepreneurs



History

Established in 1981

Purpose

Information & Advise - 2,5 million

Loans

96 000

R2,8 billion



Investing in Entrepreneurs



Information requirements



Investing in Entrepreneurs

Financial vs. Industry information

Functional areas

Knowledge inaccessible in peoples minds

Restructuring lost industry group

Directory

Postal system



Typical requests

Business Terms

- Market size
- Critical success factors
- How to achieve success
- Location
- Pricing policy
- Product promotion
- Industry jargon
- Profit & Cost ratios
- Entrepreneurial traits, personality, skills

Pop Corn



Process

National Inputs

Market Scan

➤ Big vs. SME



Industry Codes

Design Own Codes or Use Existing Codes

National SIC – 5th Version

Modifications

- **Additional Codes**
- **Conversion from 3rd to 5th**

Shortcomings?



Examples - Codes

63500A = Retail sale of automotive fuel

**64101A = hotels, motels, botels and Inns
registered with the SA tourism board**

➤ 64103C = Guest House

➤ 64103B = Guest Farm

? = Bed & Breakfast



Existing codes

National SIC - 5th version

Own data - 3rd version

Modifications

- **Additional codes**
- **Conversion from 3rd to 5th version**



Sources of Information

Internal

- **Existing Deals**
 - **Original Submission**
 - Word Processor
 - Spreadsheet
- **Knowledge of Portfolio Managers**
- **Profiles**



Sources of Information (Ctnd)

External

- Individual Contacts
- External Associations
- Press



Press

Copyright Act

- Identify Sources of Info
- Authorisation from editors
- Level of purchasing
- Select articles
 - SME focus
 - Industry related
 - 400 from 15 000 articles
 - 15 000 to date
- Scan
- Index
- OCR
- Store



Technology

SQL

Visual Basic

Internet Explorer

Adobe Acrobat Capture

OCR

Microsoft® Internet Information Server



Personnel

1 X Librarian

➤ **Part time**

1 X Assistant

➤ **Daily distribution & scanning**



Good & Bad

The Goods

- **All online – Improved Customer Service**
- **Internal marketing**
 - **Newsletter**

Sad moments

- **Space reduction**
 - **350m² ↓ 40m² ↓ 24m² ↓**



Challenges

Predicting future requirements

Finding unknown information



Southern African Online Information Meeting

Creating an Expert Knowledge Base

Chris Cromhout

CCromhout@BusinessPartners.Co.Za

