

# It's a Wize move with Pula Capital

Issued by [Pula Capital Partners](#)

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Innovative B-BBEE investment firm Pula Capital (the investment arm of LRMG) has acquired a majority stake in business improvement consulting company BizWize Consulting (BizWize).



BizWize helps businesses optimise the way they do things by assisting them to focus on the things that matter and add value. They achieve this by applying innovative techniques using data analytics, process engineering, automation and robotics. As capable and integrated process, data and software engineers they design and implement solutions to ensure companies eradicate their bottlenecks, improve business performance and maximize productivity. BizWize counts many well-known South African businesses amongst its clients.

"We evaluated a number of BEE partners and options and felt that the Pula/LRMG approach dovetailed with our growth strategy, as they are a black partner that is really prepared and committed to drive mutual benefit for all involved in the partnership," said Alwyn Labuschagne, joint CEO of BizWize. "We also see a great cultural fit and the ability of ourselves as a young entrepreneurial company to leverage off the experience of a larger and experienced supporting team in the Pula/LRMG management partnership, while still rowing our own boat and shaping the direction of the company," Labuschagne added.

LRMG is a strongly process-focused company itself, and much of its performance design and content is underpinned by excellent process planning. "We believe that adding a strong and dedicated process capability to the LRMG group is extremely valuable to our offering and our clients'," says Ricky Robinson, CEO of LRMG. "We look forward to seeing the returns our clients can realise through BizWize's data and analysis; workflow automation and optimization; and business performance consulting services."

With this being LRMG's second acquisition of 2018, following the addition of Game On Performance Solutions to its group of companies in February, LRMG is positioned for substantial growth this year. Passionate about process and performance, LRMG walks the walk by basing its approach to performance optimisation on the very systems and

techniques employed in its own organisation.

Pula seeks to invest in companies to which it can really add value, and ones that are synergistic with LRMG. Some industries of interest include e-learning, management consulting, IT, HR, professional training and marketing and advertising. Deals are structured in a highly flexible manner and strong performance criteria are included to ensure committed growth is achieved through the collaboration.

Also read: [Why BEE deals fail and is there a better way?](#)

And: [It's Game On for B-BBEE and Pula Capital](#)

## About LRMG

LRMG aligns people and environments to optimal performance through a unique understanding of the connected mechanisms and contexts that drive positive people and organisational outcomes. It has been delivering performance solutions that result in a measurable impact since 1997, and its solutions continue to evolve to address the skills and capabilities its clients will need tomorrow. LRMG has offices in Johannesburg, Cape Town, Kenya, Ghana, Mauritius and representation in another 18 African territories. Its homepage is: [www.lrmg.co.za](http://www.lrmg.co.za)

## About BizWize Consulting

BizWize is deeply passionate about using process optimisation, robotics, data analysis and automation to solve and fix business problems. These skill-sets (coupled with our other) are at the heart of what we do. Having the opportunity to solve problems provides the perfect platform to practice these on a daily basis. Its homepage is: [www.bizwizeconsulting.co.za](http://www.bizwizeconsulting.co.za)

## About Pula Capital Partners

Pula Capital Partners is a black-owned private equity partner that invests in companies seeking a Black Economic Empowerment shareholder. It is a subsidiary of LRMG and its value proposition sits squarely with leveraging the value that LRMG has to offer investees. Pula Capital's mission is to grow companies not only through B-BBEE, but also by integrating companies into LRMG's broad client base, whilst supporting their sales efforts and business development into the broader market. Its homepage is: [www.pulapartners.co.za](http://www.pulapartners.co.za)

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Pula Capital Partners is a BEE private equity partner for companies seeking an empowerment investment.

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