

# **Business KickStart** NEWS

## **Making Business Work**

At the end of the Business Opportunities and Franchising Expo which was held in September 2010, Business Kick Start received close onto a 100 competition entries, which was narrowed down to 10 finalists. This was no easy task due to the high calibre of business ideas, which were exceptionally well thought out and professionally put together.

Each of the ten finalists was given 30 minutes to present their innovative business idea to the three judges who assessed each finalist on the following criteria:

1. How innovative is the business idea and how well was it presented on paper?
2. How realistic is the idea, can it be implemented and taken to market?
3. How well was the presentation formulated and executed?
4. Overall enthusiasm and ability to sell the business idea?

### **The winners of the competition are as follows:**

#### **Afropitsa**



This business concept has been designed by Othusitse Lobelo to cater for the demand for ethnic African foods in the form of African pizzas.

The proposed menu is innovative with a focus on traditional African pizza which will comprise of an assortment of toppings which include; goat steak, tongue and tripe, to name but a few. The business idea is new and fresh and explores an untapped ethnic African fast food market.

#### **Afropitsa's prize consists of the following:**

**Marketing Tools** – logo, website, business cards, flyers/company profile

**Business Templates and Guides** – detailed business plan guideline and other business templates

**Entrepreneurial Books** – various entrepreneurial books

developed by South African business experts

**Entrepreneurial Training** – a comprehensive programme specifically developed for start-up businesses

**Mentorship** - business mentoring for a year

**Financial Services** - accounting services for a year

(from left to right: Pule Thopudi from Nedbank, Othusitse Lobelo from Afropitsa and Ron Silke from Ron Silke Marketing Solutions)

## TWISTED

Sisters Andrea and Ashton are the youngest finalists who presented a vibrant and dynamic approach to running an events management company with a difference.

The judges were impressed by their determination to establish their business and raise capital by first doing small events such as baby showers, 21st birthday parties, bachelorette parties and excursion and events for senior citizens.

### Twisted's prize consists of the following:

- Marketing Tools** – logo, website, business cards, flyers/company profile
- Business Templates and Guides** – detailed business plan guideline and other business templates
- Entrepreneurial Books** – various entrepreneurial books developed by South African business experts
- Mentorship** - business mentoring for a year
- Financial Services** - accounting services for a year

(from left to right: Andrea and Ashton Benefeld)



## Pillartalk

The pillartalk business concept is new to South Africa. It's an innovative idea that is very feasible and can be taken to market very quickly and successfully. The concept itself is simple: the selling of advertising space on pillars in underground parking basements of major shopping malls, airports, convention centres, hotels, etc.

What makes this concept unique is that the advertisements covering the parkade pillars have a cushioned inner-casing which provides vehicle protection.

### pillartalk's prize consists of the following:

- Entrepreneurial Books** – various entrepreneurial books developed by South African business experts
- Mentorship** - business mentoring for a year
- Financial Services** - accounting services for a year

(from left to right: Ron Silke from Ron Silke Marketing Solutions, Martin van Rooyen, from pillartalk, Pule Thopudi from Nedbank and Stephan le Roux from pillartalk)

Business Kick Start would like to thank the judges for their sincere and professional contribution in choosing the three winners, and Small Enterprise Development Agency (Seda) for their contribution.



Mr. Pule Thopudi Sales Manager Small Business Services Nedbank



Mr. Ron Silke CEO Ron Silke Marketing Solutions



Ms. Thandi Nkosi Specialist: Events & Promotion Material

Business Kick Start would also like to thank the following sponsors for making this exciting competition possible:

**Bookstorm and Pan MacMillan** for sponsoring the copies of The Ultimate South African Business Companion by Lesley-Caren Johnson and Road Map to Business Success by Eric Parker.

**WordsWorth** for sponsoring the copies of small Capital THE PRACTICAL GUIDE for small and medium business owners in South Africa.

**LGIT Smart Solutions** for the use of the venue.

**Ron Silke Marketing Solutions** for providing business mentoring to the winners for a year.

**Strategic Accounting Solutions** for providing accounting services to the winners for a year.



Please feel free to call on us in the future to help your get your business up and running fast.

Regards

The Business Kickstart Team