

Application guidelines:

Round 1 application to Lion's Den

Closing date: Thursday, 28 October @23:59

Submit your business / idea proposal (3 pages maximum) to serajtoefy@gmail.com

- The **contents** of your submission should include:
 - Full name
 - email address
 - contact number
 - indication whether student / alumni
 - student number
 - a written summary of your idea
 - the company name and website URL,
 - your personal LinkedIn profile URL(s)
 - a 1-minute pitch video (mov or mp4 format)

Round 1 application details

What to include in your proposal: A typical elevator pitch has five “sentences”

1. We solve **[clearly defined problem]** by providing **[how the problem is solved/business model summary]**, to help **[target customers]** accomplish **[what they need to achieve]**.
2. We make/ will make money by charging **[paying customers]** through **[monetisation model]** to get **[a clear benefit]**.
3. We differentiate ourselves from **[key competitors]** by **[clear differentiation]**.
4. The team that will make this possible is **[resources that will execute the work]** and they have experience in **[how previous experience assists in executing the business model]**.
5. We are asking for a **[investment]** that will be used for **[utilisation of the funding]** in return for **[what is the value for the investor]**.

In addition...

If you will pitch an existing business, brand new / already operating:

6. Be clear on your story, unique selling point, target market, business and revenue model (see points 1-5 above)
7. State whether you are currently in business. If yes, for how long?
8. Your actual turnover for the 2020/2021 financial year, and expected turnover for the 2021/2022 financial year

If you want to pitch a well-developed business idea:

9. Be clear on your story, unique selling point, target market, business and revenue model (see points 1-5 above)
10. Explain what you've done to explore the idea
11. Current / existing plans to launch the business – why is it only at idea stage?

Competition details

Round 1

Participants submit a written proposal and a video pitch. A shortlist of participants will receive coaching to refine their proposal in preparation to do a live pitch in the final.

Final Round

Finalists will have **5 minutes** for their pitch, followed by 5 minutes of questions from a panel of 4 – 5 investors, and then 5 minutes of questions from the audience.

Resources on how to prepare for a pitch:

- Sharpening your pitch
<https://www.kingsoncapital.com/2019/06/03/sharpening-your-pitch/>
- Ghana's Paysail pitch in Silicon Valley:
<https://www.youtube.com/watch?v=DyYXgSVB5ks&feature=youtu.be&t=3m50s>
- The Winning Pitch at the MIT Global Startup Workshop
<https://www.youtube.com/watch?v=UBNjH2rOOI>
- The 10 secrets to the perfect shark tank pitch:
<https://www.youtube.com/watch?v=MKmJMurOaH4&t>
- The Best3Minutes' Pitch Canvas:
<https://best3minutes.com/the-pitch-canvas/>

Prize details – There are a host of prizes up for grabs this year if your business idea makes it through as a finalists. If your entrepreneurial idea conquers all and emerges victorious, you will take home the grand prize of R50 000.

Please note: only **University of Stellenbosch Business School** and **Stellenbosch University** affiliated students and alumni are eligible to participate.

If you have questions, contact us at serajtoefy@gmail.com