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| **SOWETO BUSINESS STARS ENTRY FORM** |

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| **PERSONAL CONTACT DETAILS** |

Contact details for the designated representative of the business (who must be the owner, a director or shareholder or the individual who developed the business idea in the case of the Rising Star category). All entrants to complete this section.

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| **Name** |  |
| **Surname** |  |
| **Gender** |  |
| **ID number** |  |
| **Designation**  **(business title)** |  |
| **Email** |  |
| **Cell** |  |
| **Landline (if you have one)** |  |
| **Fax (if you have one)** |  |

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| **BUSINESS DETAILS** |

To be completed by everyone except those entering the Rising Star category

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| **Legal name of business** |  |
| **Trading name (if different)** |  |
| **Business type (please circle of highlight)** |  |
| **Registration number (except sole proprietors)** |  |
| **Business Address** |  |
| **Postal address (if different from address above)** |  |

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| **Which area of Soweto is your business in** |  |
| **Website** |  |
| **BBBEE rating** |  |

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| **SECTION A: THE BUSINESS CONCEPT** |

**To be completed by ALL entrants**

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| Please tell us about the origins of your business, the thinking behind it and what it is all about. (If you are entering a business idea, answer the questions in line with your plans for the future, “as if” your business already exists.) |
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| What goods or services does your business sell? |
|  |
| Describe the customers you are targeting. Who are they? Where are they? What do you know about them? |
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| How does the business “create value”? Do you simply re-sell goods produced by others, or do you provide a real service or produce new goods? |
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| What motivated you to start this business? Where did you get the idea? |
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| Realistically, where do you see this business in 5 years’ time? |
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| **SECTION B: EXISTING BUSINESS PROFILE** |

**To be completed by all entrants EXCEPT in the Rising Star category.**

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| Please tell us about your business track record, achievements, current situation and future potential. | |
| Track record |  |
| Achievements |  |
| Current situation |  |
| Future potential |  |

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| Please provide the following “vital statistics”: | |  |
| Years in business |  |  |
| Turnover | 2013 |  |
|  | 2014 |  |
|  | 2015 |  |
|  |  |  |
| Projected turnover | 2016 |  |
|  | 2017 |  |
|  | 2018 |  |

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| Which of the following statements best describes your business financial performance: (Tick one only) | |
| we are making a loss and our losses are increasing, so we need a strategy to reverse this trend |  |
| we have been making a loss since we started, but gradually we are reducing the loss and aim to break even soon |  |
| our business is very “up and down”, some months we are in profit and others we make a loss |  |
| we generally make a small profit every month but need to increase this as it is not sufficient to sustain us |  |
| we are profitable and showing a steady increase in profit every month |  |
| we are growing rapidly in terms of sales and profitability |  |

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| Who are the key people in your business, and what role do they play? Please list up to three people. | |
| Name |  |
| Position |  |
| Role in business |  |

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| --- | --- |
| Name |  |
| Position |  |
| Role in business |  |

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| --- | --- |
| Name |  |
| Position |  |
| Role in business |  |

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| What is special or unique about this business? List the three top things that make you competitive and attractive to customers. |
| 1. |
| 2. |
| 3. |

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| How do you plan to grow and develop the business? Please list the here main strategies or actions that you plan to implement to grow the business: |
| 1. |
| 2. |
| 3. |
| How much of your own funds have you invested or used to start and run the business since it started? |
|  |
| Does your business own any intellectual property (eg unique product, system or process, copyrighted assets, licenses)? If so please provide details. |
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| If you are NOT a retail business, please outline your customer base in terms of number of customers in relation to sales (eg one customer accounts for 80% of sales, or our top 5 customers account for 70% of sales with another 20 customers making up the remaining 30%) |
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| Please indicate YES or NO to the following questions. Please circle |

We have a financial accounting system and generate monthly Y/N

management accounts

We have a business plan, business strategy document or similar Y/N

document

We have utilized the services of The Business Place, SEDA, NYDA, Y/N

DTI, SEFA, GEP or any other SMME development agency

We have more than one adverse credit listing (judgement) against the Y/N

company

Is there currently any dispute or legal proceedings between the Y/N

shareholders or directors?

We are fully compliant with labour legislation in our HR practices Y/N

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| **SECTION C: INNOVATION** |

**To be completed by ALL entrants.**

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| Please tell us about how your business is innovative, with regard to the specific category that you entered. (only answer question for the category you enter) |

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| **RISING STAR** |

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| What is the specific innovation in your business idea? |
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| How is this innovation different to what other similar businesses are doing? |
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| How does this innovation benefit the customer or other stakeholders? |
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| **SERVICE SUPERSTAR** |

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| How have you innovated in relation to customer service? |
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| How is this different to other businesses in your industry? |
|  |
| What are the specific benefits for the customer? |
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| **TECHNOVATOR** |

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| How are you using technology in an innovative way? |
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| How is this different to other businesses in your industry? |
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| What are the benefits for the customer or stakeholders? |
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| SOCIAL REVOLUTIONARY |

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| What specific community challenge(s) have you focused on? |
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| How are you making a difference? |
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| How is the community positively impacted by your business? |
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| ZERO TO HERO |

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| What challenges did you face in turning your business around? |
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| How did you address these challenges? |
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| What success have you had in improving the business performance? |
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| ADDITIONAL INNOVATION INFORMATION |

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| Please tell us anything else about why you believe your business is innovative. |
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| **COMPETITION RULES, TERMS AND CONDITIONS** |

1. By entering the Soweto Business Stars programme (“the programme”), the entrant agrees to be bound by these terms and conditions, regardless of whether the entry form is fully completed, signed or not.

2. Any entry which is found to be partially or fully incomplete, non-compliant with the Awards criteria, illegible or otherwise substantially deficient or ill-prepared; or which is submitted after the closing date and time, may be withdrawn from consideration, without notice and at the sole discretion of the organisers.

3. The entrant confirms that all information provided is true and accurate. Any entry containing false or misleading information may be withdrawn from consideration, without notice and at the sole discretion of the programme organisers.

4. The decision of the adjudicators and organisers with regard to eligibility, scoring and the allocation of awards shall be final.

5. Entrants are required to co-operate as far as reasonably possible with the organisers in respect of the provision and verification of information, and any failure to provide all reasonable co-operation may result in withdrawal from consideration.

6. Entry may only be made by means of the official entry forms.

7. The entrant grants permission to the organisers of the programme to have their photograph taken and/or be filmed, without prior notice, during attendance at any programme meeting or event; and for any such photograph or film to be used without payment of any consideration in printed, on-line (internet), video or other promotional or programme-related communication, press release or article, without prior notice.

8. Cash prizes shall be utilised only for goods or services which will benefit the productivity, marketing or growth and development of the business. Winners will be required to submit their proposed purchases to the organisers with a motivation. The organisers will review the proposed purchases and quotations and if accepted, pay the suppliers directly, to the maximum value of the prize. Approval of goods and services shall be at the sole discretion of the organisers. Prize money may not be used for salaries, motor vehicle, entertainment or food and beverages.

9. The organisers reserve the right to change, without prior or any notice other than on the programme website, the dates, entry forms and requirements, adjudication process, criteria, categories and any other programme feature and process, in the interests of fairness, transparency, or where operational circumstances require such change.

10. Business ideas or existing businesses in the tobacco, firearms (excepting sporting use), alcohol, adult (sex) and gambling / wagering industries will not be considered for the competition.

11. In order to be eligible to enter this competition your business must be based in Soweto (or you must be intending to base your business in Soweto if you are entering the Rising Star category and not less than 50% of the stakeholding must be held by a Soweto resident.

12. A business which operates in Soweto, but is a franchise or subsidiary of a company whose primary operations are outside Soweto is not eligible to enter.

13. I confirm that any and all intellectual property which forms part of my/our business and my/our entry, is the property of the entering business and/or its owners and directors, or that any third-party intellectual property used in our business or entry is used with the permission of the owners thereof, and in this regard we indemnify the organisers and the The City of Joburg against any claim from any third party in relation to the unauthorised use of any intellectual property.

14. Payment of the prizes will only be made after the completion of the business support programme, and attendance at not less than 60% of the events and activities.

I confirm that the business operates in Soweto, Gauteng and is not a franchise or a subsidiary of a company whose primary operations are outside of Soweto.

**By typing your name and surname, you agree to the competition rules.**

**Name:**   **Date:**