



2D Gameplay

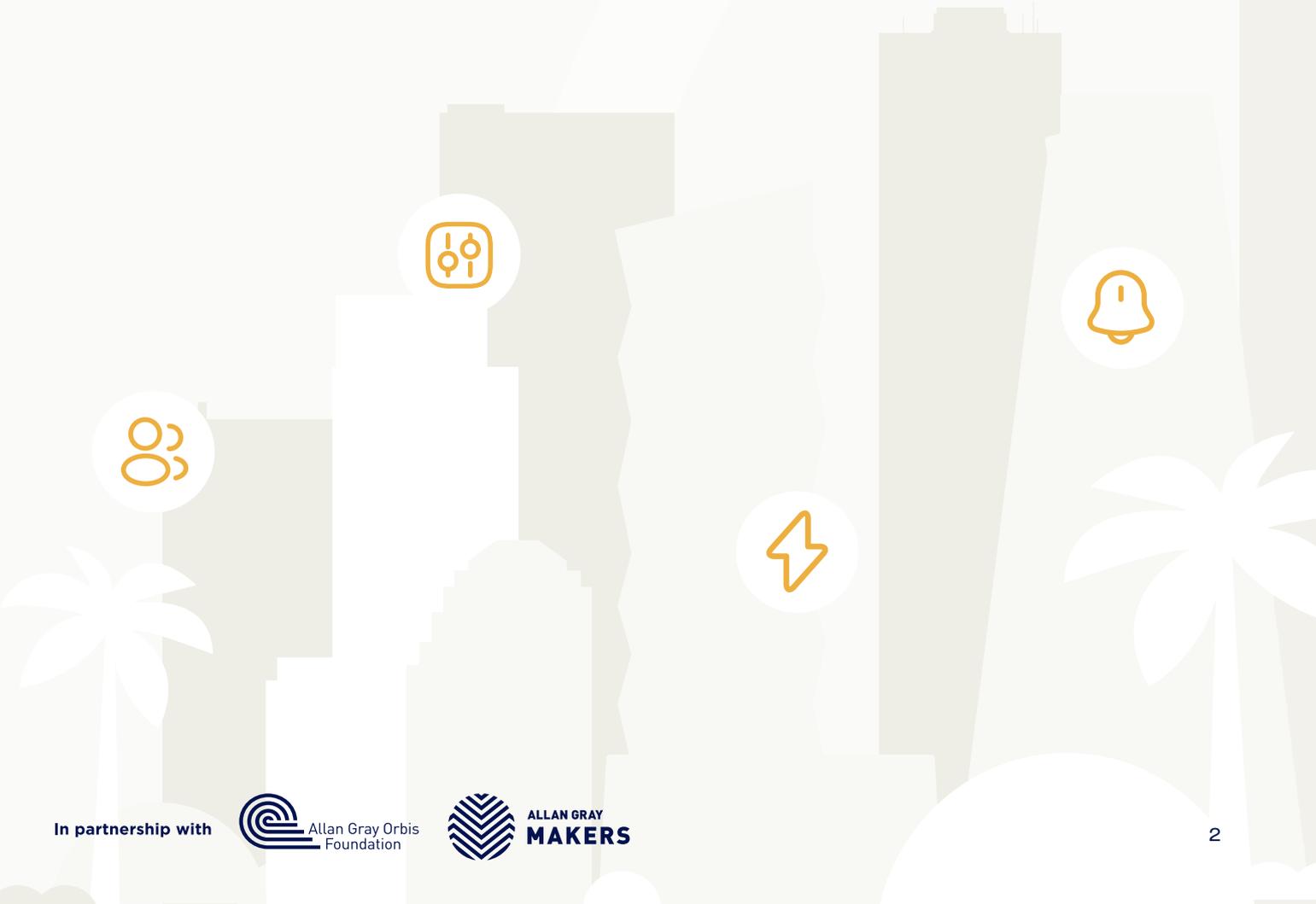
Information Pack &

TVET Booklet 22/23



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Why entrepreneurship?



Did you know that, even before the COVID-19 pandemic worsened our unemployment problem, 55.2% of young South Africans aged between 15 and 24 were unable to find jobs?



In 2021, President Cyril Ramaphosa's State of the Nation alluded to the important role that entrepreneurship can play in alleviating this problem. In fact, **developing entrepreneurship is viewed as one of our chances at stemming unemployment and creating jobs**, thereby alleviating poverty and addressing the inequalities in our society. President Ramaphosa alluded to this directly when he said that "we know that growth and job creation will, in large measure, be driven by private enterprise".

The problem, though, is that most colleges aren't equipped to teach learners how to think like entrepreneurs. This is because, around the world, education systems have not been adjusted to accommodate the changes ushered in by the **Fourth Industrial Revolution**. And yet, unless the current generation of learners comes to understand how to identify and leverage opportunities; how to collaborate and communicate; and how to take a business from a fledgling start-up to a thriving entity, they will remain largely unemployable.

This is why Allan Gray Makers is determined to democratise education around entrepreneurship. The Allan Gray Entrepreneurship Challenge was conceived as a way to engage all South African learners in a business simulation game that would enable them to acquire the very skills they will need when they leave school. **It's an exciting chance for them to get ahead**; to earn a certificate that will not only make an enormous impression on anyone reading their CVs but will also set them apart from their peers as go-getters who have the nous and know-how to make it in a world that's different to anything any of us have ever known.

Our gamified, 2D platform is a safe space for them to **make business decisions and test out the results**, gaining confidence as they gain their first taste of the world of business. And, because entry and participation in the challenge are entirely free of charge, it's open to everyone. Every single young person in South Africa can, and indeed should enter. **The Allan Gray Entrepreneurship Challenge is a gamified learning platform that is open to all NCV students at selected TVET Colleges.**

It takes the form of an **annual competition** in which students undergo transformation and entrepreneurial development through their exposure to bite-sized chunks of enriched, digitised skills-based learning content in the domain of entrepreneurship. Digitised skills-based learning content in the domain of entrepreneurship.

How do you join AGEEC?



STEP 1: Register.

[Click here to register](#) →

The challenge is open to NCV students registered at one of the 10 partner TVET Colleges. All they have to do is **fill in a registration form**, using a unique email address that isn't shared with anyone else, to register on the gaming network.



STEP 2: Login.

[Click here to login](#) →

Click on the **verification link sent to your email inbox** and set a password, then use the password to log into the Gaming Network. Alternatively, the mobile app can be downloaded free of charge from [Google Play](#) (for Android cell phone users) and the [Apple iStore](#) (for users with an Apple device or iPhone).



STEP 3: Set up a profile.

From here, registered participants are able to **build up their profiles** on the "My Profile" page, using photos and information.



STEP 4: Build a network.

This is where the player gets a chance to send out friend requests and connect with other students they know or would like to know – **just as on other social media platforms**. As on other social media platforms, they'll also be able to create posts and updates, upload blogs, and comment on their friends' blogs.



STEP 5: Join the online classroom.

Virtual classrooms are created and available from the 'SPACES' feature on the Gaming Network and give players a chance to meet up with their classmates and teachers online, discuss the challenges that are part of the game and gain tips on solving them.



STEP 6: Enter the game.

This is where it gets exciting: players can click on the 'Enter the game' button whenever they're ready to step inside the virtual world of business, and solve the various business quests that have been set for them. **This gaming icon will become visible from student profiles once the 2D Game is live.** Registered participants will be notified of the launch via email.

How does the 2D game work?



STEP 1: Set the scene.

Once players have logged into the Gaming Network and entered the virtual gaming world, they **select an avatar** (from a choice of six characters), based on which they feel best represents them.



STEP 2: Get ready for the adventure.

Players now pick a stream, which they will follow for the entire duration of the 2D challenge. The streams have been carefully selected to represent the key industries of the future: fintech, edtech, healthtech and foodtech. This stream is the industry where the player's start-up will operate, and where the challenges will unfold.



STEP 3: Establish a start-up.

After a visit to the lawyers' offices in the gaming world to **register or incorporate their start-up**, and choosing a name for it, players are ready to start.



STEP 4: Grow the business.

Just as in real life, **players will face a number of challenges** they have to address so that they can start generating revenue and hone their leadership skills. They'll find themselves undertaking tasks common to any business, like developing a product, implementing pricing strategies, managing finance and marketing their brand.



STEP 5: Earn points.

Learners play the 2D game and undertake business quests to earn gaming points. Elsewhere in the gaming world, they converse with other in-game characters to learn more about specialist topics in business, finance, marketing, IT, and other educational topics to level up and earn experience points (or XP points). Lastly, short assignments open up after each module and these short but powerful assignments earn the learners extra academic points during gameplay.

The logistics



To be a part of AGECE, one must register on the Gaming Network.

AGECE itself is an ongoing movement and remains open throughout the year. This means that although the actual competition element of the 2D game (including quests, challenges, and pitching, all take place during a specific time in the year, the challenge never “shuts down”).

While participants will take part during a specified time frame of gameplay, they will still be able to access the Gaming Network and the experts, teachers and mentors (who are all eager to share their knowledge about entrepreneurship).

The game may be played at any time while the 2D challenge is live. In many other cases, gameplay will be structured according to the availability of devices, number of students and facilitating lecturers at the college when students are playing the game at the college.

Points are earned for completing quests within the game and making targets (such as revenue, sales and profitability targets) as they play. They also earn XP points for gaining experience; for example, by researching a subject in the game world.

Players with the most points will be named on our leaderboard.

At the end of the game, each participant that completed the game receives an Allan Gray Entrepreneurship Challenge certificate - a great endorsement for their CV.





Is the Gaming Network only for students playing the game?

Not at all! Parents and lecturers of students will also be registering on the Gaming Network. In fact, the entire family, including siblings, cousins, aunts, uncles, and grandparents can (and should!) also register on the Gaming Network to connect since it's a social media platform for families as well - immediate or extended family and friends can register under the Mentor user class. Teachers and schools will be registering as well - as will businesses, NGOs, and actual entrepreneurs, since having a business profile on the Gaming Network provides great exposure to SMEs and NGOs!

In short, while only the learners themselves will be playing the 2D game, parents, families, teachers, NGOs, and businesses will all be registered and be present online to connect with and support the learners through their entrepreneurial journey. The Gaming Network stays on even after gameplay ends, so it's a great way for families to stay connected to their children in the longer term.

For parents, it's all about knowing that your kids are getting a head start in the incredibly competitive 4IR workplace - a true advantage, given the importance of entrepreneurship as we move into an uncertain future where corporates are no longer the ultimate employment solution.

AGEC gives lecturers a platform to engage with their learners as they acquire vital new skills. Plus, helping to build South Africa's pool of future entrepreneurs gives you a chance to make a real and lasting contribution to the country's future.

For NGOs, the advantage lies in developing relationships with learners, and accessing a new platform that facilitates transformation. AGECE also presents an opportunity to build the NGO's profile among key audiences.

This holds true for entrepreneurs, too, who also have a chance to connect with other SMEs, build their networks and raise the profile of their brand. AGECE further presents an opportunity to share their knowledge and expertise while mentoring new generations of entrepreneurs.



Challenge Timelines 2023



1 Feb

2D Game Launch



30 April

2D Game Close

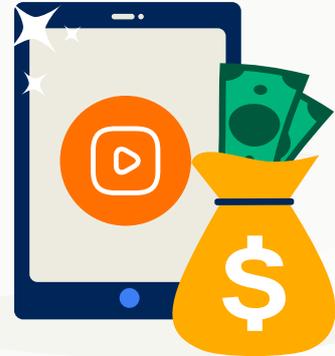
Prizes

Gameplay Prizes

The top learners in the Applied Learning Challenge each get to take away their own share of well **over R100 000+ in prizes packages!**

Of the prize winners, each will win an incredible entrepreneurial package **between R3 000 in cash vouchers up to R30 000 in Allan Gray Unit Trust Fund (AGUT) prizes!**

The winners of AGECE will be announced approximately one month after game play concludes.



Top Teacher's prize

This is achieved by the number of students registered by the lecturer and the percentage of active participants in the 2D game. We know the top participating college's (to be determined) efforts would not have been likely without their lecturer investing into their journey and supporting them all the way! **The top teacher is in line to win a prize package worth R15 000!**



FAQ's

These are short answers to some of our FAQs – for full details, please visit the [FAQ page on our website](#).

Is taking part in AGECE compulsory?

AGECE is entirely voluntary. Nevertheless, it's a wonderful opportunity for your students to gain a competitive edge by acquiring skills.

What are the costs involved?

Participation in AGECE is **entirely free!**

Is it possible to join in once the game is already in play?

Absolutely! **Learners can join in at any stage.** Late joiners will need to ensure that they complete gameplay before the gameplay period ends.

What are the criteria for the Top Lecturer award?

The Top Teacher award goes to the teacher with a **minimum of 20 registered learners** and a great participation rate throughout the year. The registration to participation ratio will be taken into account.

As a lecturer, what support will I receive?

Teacher packs and module videos **unpacking the 2D Challenge** are made available for educators on the challenge website's news page and videos are uploaded on YouTube, which will also be available from the news page. Set aside a day and time for the duration of gameplay and use this to go through the lesson pack with your students.

Which college subjects does AGECE amplify?

The activities and tasks featured in the gaming world touch on **several subjects**, including Accounting, Economics, Business Studies, and especially English (helping learners build their corporate vocabulary while also developing their ability to communicate).

As a lecturer, am I able to register multiple learners in my classroom on my own?

Absolutely! From the teacher portal on the Gaming Network, you can invite learners individually or even do a mass-registration (simply fill out and upload a spreadsheet with learner's first names, last names, grades, divisions and email addresses).

As a parent, am I able to register my child once I have registered, or must they do this themselves?

Once a parent/guardian registers, they can also register their child within the Gaming Network on the **Parent Portal**.

Do participants receive any certificates to prove they have taken part in the challenge?

Yes. Regardless of how many points they have earned, each player who completes the 2D Game receives a certificate to acknowledge their participation.

[See all FAQ's](#) →

Summary

Schools and students register on entrepreneurshipchallenge.co.za and Participate in the 2D Game.

Students can view a free demo of the game at

[Free demo →](#)

Download the AGEC Gaming Network App



Students are advised to follow the Allan Gray Entrepreneurship Challenge on social media:

Click here to connect



Queries may be sent to info@entrepreneurshipchallenge.co.za