



2D Gameplay Information Pack & High School Booklet 22/23



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Foreword: Allan Gray Limited

ALLAN GRAY

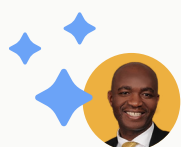


Our purpose at Allan Gray is to build long-term wealth for our clients and for the South African economy to thrive, we need successful businesses that will grow the economy over the next few decades. We cannot rely on South Africa's existing businesses to achieve this – we need new start-ups too. Many of today's most successful businesses started with one, two or three people who had the courage to say: "I am going to be an entrepreneur and I am going to start my own business".

The company Allan Gray is one such entity, having been built on Mr Allan Gray's desire to do just this, and his vision and determination to fulfil it. His goal was simple: by excelling on behalf of clients, he would be able to earn their trust and confidence. Mr Gray believed philanthropy was a natural extension of the impact the investment business aims to make on people's lives. In 2005, he established the Allan Gray Orbis Foundation to fund bursaries and scholarships for talented Southern African scholars and students, mainly from under-resourced communities, with the goal of developing entrepreneurial talent. His own entrepreneurial journey fostered his view that entrepreneurs can make a wide-reaching and significant economic and social impact. Mr Gray believed that, given the right opportunities and appropriate tools, other people could replicate his success.

And by running the Allan Gray Entrepreneurship Challenge, it is our hope that we can pique the curiosity of learners and give them a real taste of this challenging and rewarding path. Our philosophy is summed up as "looking for potential and then having the patience to wait for it." We hope that 10 or 20 years from now, Allan Gray can make an even better ad, an ad that tells the story of one of the Entrepreneurship Challenge participants – and we can say that we looked for potential, we spotted it, and we had the patience to wait for it.





Foreword: Hubert Mathanzim, a Mweli Director-General, Department of Basic Education

The Allan Gray Entrepreneurship Challenge is an exciting cutting-edge opportunity for high school learners to develop entrepreneurial thinking and competency-based education in the country. In these times of uncertainty, the Allan Gray Entrepreneurship Challenge and the Primary Champions Game will actively nurture the realisation of business skills and promote the entrepreneurial mindset required to deal with South Africa's economic future proactively and positively. It is also aligned with the Entrepreneurship, Employability and Education (E3) Programme of the Department of Basic Education (DBE). Learners from Grades 8 to 12 from across the country are encouraged to register for the AGECE – High School Challenge made available to our learners free of charge with the support of the Allan Gray Orbis Foundation.

The Department of Basic Education encourages Provincial Departments of Education to develop strategies to work with subject specialists, School Management Teams, School Governing Bodies and teachers to encourage learners to participate. The synergy between AGECE and the EMS, Business Science, Accounting and Life Orientation curriculum frameworks will assist us to realise our core educational objectives in these areas of our educational offering. It is partnerships such as this one that will help South Africa reach its National Development Goals relating to the reduction in unemployment and the development of an entrepreneurial mindset in young people in South Africa.

Yours sincerely,

Hubert Mathanzima Mweli, Director-General, Department of Basic Education

Foreword: Allan Gray Orbis Foundation in Partnership with Allan & Gill Gray Philanthropies South Africa



*South
Africa*



We believe that entrepreneurship education is a basic human right. It's that simple. Entrepreneurship education is grounded in the sense of learned optimism and agency and now, more than ever, such thinking is required. And it is the responsibility of those of us who came before to nurture and develop it within the younger generation. The Foundation and Philanthropies are working on supplementing the technical and academic knowledge attained at schools and tertiary institutions with a focus on developing the thinking that will allow youth to carve their distinct and unique paths. This is precisely why the development of entrepreneurial competencies – and the resilience, adaptability, and ability to identify opportunity – is crucial if we are to future-proof our children.

The Allan Gray Entrepreneurship Challenge aims to do just this, and we are extremely proud to be able to offer South African high school learners and TVET College students the chance to take part in this Challenge because it is a real step towards democratising entrepreneurial education. Our belief is that dynamic, forward-thinking, innovative entrepreneurs are more likely to find the answers to our most pressing challenges than any other entity – which is why our goal is to reach as many learners as possible through the Allan Gray Entrepreneurship Challenge. We look forward to developing an ecosystem that will make it possible for the Challenge to become an integrated part of the school curriculum, supported by every teacher and parent.

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 schools 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 the Allan Gray Orbis Foundation is determined to democratise education around entrepreneurship. The Allan Gray Entrepreneurship Challenge was conceived as a way to engage all South African learners, in Grades 8 to 12, 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 child in South Africa can, and indeed should enter. **The Allan Gray Entrepreneurship Challenge is a gamified learning platform that is open to all high school learners in South Africa (Grades 8 to 12).**

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

How do you join AGEC?



STEP 1: Register.

[Click here to register](#) →

The challenge is open to any South African learner in Grades 8–12. 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 learner profiles once the 2D Game is live.** Registered participants will be notified of the launch via email.



STEP 7: Complete Mini Challenges.

As an extension of the 2D game, Mini Challenges **designed around a specific business topic or skill** are launched via email to all registered participants. Learners participate in these short entrepreneurial activities as they are announced throughout the year, gaining more entrepreneurial knowledge and skills, while earning incredible prizes such as cash, vouchers, devices, and more along the way!

Mini Challenge participants are required to have 100% completed profiles, meaning more than a single profile picture uploaded, a completed bio, and must have indicated their entrepreneurial journey and entrepreneurial competencies to have a chance at walking away with one or more of the prizes in store. A leaderboard is posted on the news page of the website after each Mini Challenge.



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. Your total points earned will then qualify you to enter the Applied Learning Challenge to compete for the prizes.



STEP 6: Applied Learning - Pitching Challenge.

With all the knowledge gained from the quests and challenges in the 2D game, learners with an extra competitive streak will go a step further and enter the Applied Learning Challenge where they submit a video pitch of a business idea they have and believe in so that they can claim the top spots on the leaderboard. From these submissions, a Top 10 will emerge and these learners will meet with business coaches to perfect their pitching skills and shape their idea. Then, in the final round, they will pitch to a panel of judges at an in-person event. Here, the top players of the annual entrepreneurship challenge will be announced and prizes will be awarded.





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”). Other entrepreneurial activities known as Mini Challenges will also be taking place throughout the year with learners participating in these activities to stand a chance to win prizes as well.

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) and participate in Mini Challenges throughout the year.

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 learners and facilitating teachers at the school when learners are playing the game at school.

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.

Learners with enough qualifying points will then be able to enter the Applied Learning Challenge, pitching a business idea for the top spots on the leader board, and the prize give-aways.





Is the **Gaming Network** only for learners playing the game?

Not at all! Parents and teachers of the learners 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 teachers 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



16 May to 16 June

**Applied Learning -
Pitching Challenge**



11 August

**GALA Dinner
Awards**



Aug to Nov

Mini Challenges

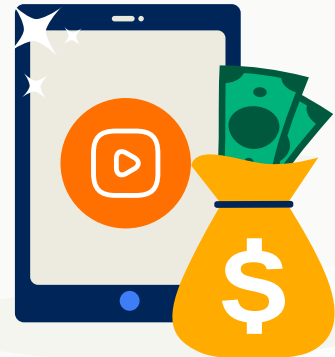
Prizes

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.



Mini Challenges

Learners and teachers can earn anywhere between R200 to R2000 in cash prizes.

Participants can also **win prizes** such as mobile tablets, XBoxes or PlayStations, and gift cards or hampers.



Top Teacher's prize

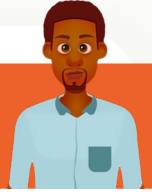
This is achieved by the number of learners registered by the teacher and the percentage of active participants in both the 2D game and Mini Challenges. We know the top participating school's (to be determined) efforts would not have been likely without their teacher investing into their journey and supporting 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 AGEC compulsory?

AGEC is entirely voluntary. Nevertheless, it's a wonderful opportunity for your learner/child to gain a competitive edge by acquiring skills.

What are the costs involved?

Participation in AGEC 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 Teacher 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 teacher, 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 school subjects does AGEC amplify?

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

As a teacher, 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:

- 2D Gameplay
- Mini-Challenges

Students can view a free demo of the game at

Free demo →

Download the AGECE 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

