

AGEC'S APPLIED LEARNING CHALLENGE:

Business Venture Pitching Contest 2023



Get ready to put your newly gained skills from the Allan Gray Entrepreneurship Challenge 2D Game to the ultimate test with the **AGEC Applied Learning Challenge: Business Venture Pitching Contest!** You can apply everything you've learned in the game to create your very own business idea. You could even **earn up to R40 000 worth of funding** to kick-start your business!

Shine as an emerging entrepreneur and show off your pitching skills. You can either pitch as an individual, a duo (two learners), or a trio (group of 3 learners), and your pitch can be about any product or service that matches your real-life business interests. **So get creative and DREAM BIG!**

The **top 10 pitches will receive coaching and training** before presenting in front of a panel of judges, so make sure to practice and refine your pitch before recording the final version. Who knows, you could be one of the Top 5 winners that go on to **pitch their idea live at the AGEC GALA Dinner** event of the year!

So, what are you waiting for? Take on the Business Ventures Contest and **show the world what you've got!**

Preparing Your Pitch:

To help you prepare you, the 2D game has provided basic pointers and questions to consider about your target audience, the problem you're solving, and your future plans.

When preparing your pitch, answer these 10 key questions:

Who is your dream customer? Are they young and hip, or wise and experienced? Are they big spenders or careful savers? Do they live in the city or the rural area?

What's the big problem you're trying to solve? Is it something frustrating – like getting stuck in traffic? Or is it something serious – like a health issue? What is driving you/your team to create something amazing?

How can you fix this problem? Think big! Can you create a magic potion? A time machine? Or maybe just a really cool app? What unique skills and strengths can you or your team bring to the table?!

Why are you so passionate about this idea? Is it because you've experienced the problem first-hand, or because you see a huge gap in the market? Share your story and let your enthusiasm shine through.

What form will your solution take? Will it be a product that you can hold in your hand, like a cool new gadget, or will it be a service that you can access from anywhere in the world? Consider all the different ways you can bring your idea to life.

Are there other products or services like yours out there? How can you stand out from the crowd? Do you have a secret ingredient or a super cool feature that sets you apart? Highlight what makes your idea unique.

If you win this contest, what amazing things can you do with the funding? Will you build a prototype and test it out on real customers? Or will you hire a team of experts to help take your idea to the next level? Dream big!

What's your vision for this business in the next five years? Will you expand globally and become a household name? Or will you focus on a niche market and become the go-to expert in your field? Think about where you want to take your idea in the long term.

Will your business create jobs and opportunities for others? What kind of team will you need to build, and what kinds of roles will they play? Get excited about the prospect of growing your team and helping others succeed!

How can you balance your schoolwork with your entrepreneurial pursuits? Do you have a support system in place, with friends, family, and mentors who believe in you? Remember that with passion and determination, anything is possible!

Prizes

High School Learners have the chance to walk away with the **following prizes:**

2nd & 3rd Place:
R30 000 Prize Package each
(R25 000 Allan Gray Unit Trust Fund + R5 000 cash)

2&3

1st Place:
R40 000 Prize Package
(R30 000 Allan Gray Unit Trust Fund + R10 000 cash)

1

4th & 5th Place:
R18 000 Prize Package each
(R15 000 Allan Gray Unit Trust Fund + R3 000 cash)

4&5

*NB: When working in a duo or group, prize funds **will not** be awarded to each individual member of the group. These funds would be split evenly between the group members.

Criteria:

- Participants must be in a High School in South Africa, between Grade 8 - 12 in 2023.
- All participants must have completed the Allan Gray Entrepreneurship Challenge 2D Game in order to participate.
- All entries must be in video format (mp4).
- Video pitches must be no longer or shorter than 3 - 5 minutes.
- Upload your video pitch & AGECE 2D Game Certificate (proof of completing the 2D game) to a Google Drive folder that you create.
- Complete the online submission form (see button below) by filling out your relevant information and inserting the link to your Google Drive folder including your MP4 video pitch.
- Ensure that you fill out the submission form between 17 May and 16 June 2023.
- Have fun!**

Submission Form:

Click on the **button** or scan the **QR code** to access the submission form:

[View Submission Form](#) →



Challenge Timeline:



Video Filming Tips:

Here are some top tips to help you film your best video:

- Check camera settings** (use 2k OR 1080 24 frames OR 30 frames if you can't choose 24)
- Choose a decently lit area to film in** (outside during the day is fine, just make sure it is not too bright) **and a quiet area** (no music, people talking loud etc.)
- Set up your camera** on a tripod or a makeshift stand (using books etc.) so that it **remains stable**.
- Film in a landscape orientation (horizontal), **NOT** portrait (vertical)
- Use your front camera** so that you can see yourself to make sure the frame is correct and the camera is recording, **OR use your rear camera with a mirror behind** so that you can still see the phone screen (see example), **OR get someone to film you.**
- See this video** which shows you how to film and frame yourself – try keep yourself to 1/3 of the screen, and background to 2/3 (see example below)
- Decide whether you want to sit or stand** (sometimes standing allows you to be more natural as you are free to move your arms and hands etc.)
- Save and upload the **original high-resolution** file to **Google Drive**.

We want to see you put your skills to the test and give this challenge a try!

