



**Growth Institute**  
Workplace Integrated Training Solutions  
*An approved private college*  
[www.growthinstitute.co.za](http://www.growthinstitute.co.za)



## **Amaphelisi Prize**

©2015 Growth Institute

# **RULES FOR THE 2018 AMAPHELISI PRIZE**

---

# Contents

1	WHAT IS THE AMAPHELISI PRIZE? .....	4
2	WHAT IS AN “INNOPRENEUR”?.....	4
3	QUANTUM AND FREQUENCY OF THE AMAPHELISI PRIZE.....	4
4	TRADEMARK OF THE AMAPHELISI PRIZE .....	4
5	ELIGIBILITY TO COMPETE IN THE AMAPHELISI PRIZE .....	5
5.1	GENERAL ELIGIBILITY.....	5
5.2	SPECIFIC ELIGIBILITY .....	5
6	CONTEST ENTRY DEADLINE .....	5
7	CONTEST ENTRY FORMS.....	6
8	ENTRY LIMITATION.....	6
9	STAGES OF CONTEST .....	6
9.1	REQUIREMENTS FOR ROUND 1.....	7
9.2	REQUIREMENTS FOR ROUND 2.....	8
9.3	REQUIREMENTS FOR ROUND 3.....	9
10	ANNOUNCEMENT OF THE WINNER OR WINNERS.....	9
11	SPECIAL RULES AND STIPULATIONS .....	9
11.1	TYPE OF INVENTION OR INNOVATION.....	9
12	PLAN ORIGINALITY .....	10
13	CONFIDENTIALITY.....	10
14	INTELLECTUAL PROPERTY.....	10
15	PRESS.....	11
16	USE OF NAMES, TRADEMARKS, LOGOS OR BRAND NAMES .....	11
17	FUNDING.....	11
18	REGISTRATION FEES .....	12
19	SPECIFIC EXCHANGE OF VALUE FROM THE GROWTH GROUP .....	12
20	CURRENCY .....	13
21	WITHDRAWAL FROM THIS COMPETITION .....	13

22	APPENDIX 1: EXAMPLE OF A DISCOUNTED CASH FLOW TABLE .....	14
23	APPENDIX 2: VALUE EXCHANGED WITH REGISTERED CONTESTANTS .....	14

## **1 WHAT IS THE AMAPHELISI PRIZE?**

1. The Amaphelisi Prize (hereafter referred to as “The Prize”) is a trademark of The Growth Group and it represents an annual business plan contest organised and hosted by The Growth Group, its organisers and sponsors.
2. The Growth Group started the Amaphelisi Prize as a Corporate Social Investment initiative.
3. The Amaphelisi Prize is aimed at Innopreneurs who has in innovative idea that could make a difference to the economy in general and to industry in particular.
4. The Prize is awarded to the Top-10 innovations that are submitted to The Growth Group.

## **2 WHAT IS AN “INNOPRENEUR”?**

1. An innopreneur is an inventor or innovator who turns his/her breakthrough innovation or invention into a viable small business that has growth potential.

## **3 QUANTUM AND FREQUENCY OF THE AMAPHELISI PRIZE**

1. The Growth Group reserves the right to determine the quantum and frequency of the Amaphelisi Prize for any given year in which the contest runs.
2. Any awarding of The Prize remains the sole discretion of The Growth Group and a panel of independent judges that may be appointed from time to time.

## **4 TRADEMARK OF THE AMAPHELISI PRIZE**

1. The Amaphelisi Prize will be identified with a collection of pearls on a white field.
2. The Growth Group reserves the right to this mark and no one will be able to use or copy the mark without the written permission of The Growth Group.

## **5 ELIGIBILITY TO COMPETE IN THE AMAPHELISI PRIZE**

### **5.1 GENERAL ELIGIBILITY**

1. The Amaphelisi Prize is for the benefit of South African citizens between the ages of 18 and 35 years of age who wish to start up a business based on invention and innovation in the Republic of South Africa.
2. Any South African citizen older than 18 years of age but not older than 35 years of age can compete for the Amaphelisi Prize.
3. All contestants must be able to prove their South African citizenship.
4. Neither The Growth Group, nor the organisers or sponsors of the Amaphelisi Prize will discriminate against eligible contestants on the grounds of:
  - 4.1. Gender;
  - 4.2. Race;
  - 4.3. Academic qualifications.

### **5.2 SPECIFIC ELIGIBILITY**

1. Only enterprises that have registered at the Companies and Intellectual Property Commission (CIPC) within three years prior to the start of the contest will be allowed to enter. In other words, enterprises older than three years are not eligible to participate in this specific competition. Proof of enterprise registration must accompany all contest entries.
2. Only enterprises registered in terms of 5.2.1 above that has a turnover of not more than R 500 000 (five hundred thousand Rand per year will be eligible to enter into the contest.
3. All interest or equity of the enterprise must be in the hands of South African citizens.
4. The ownership of the enterprise must not exceed more than 10 (ten) persons in terms of 5.2.1 above.

## **6 CONTEST ENTRY DEADLINE**

1. Entries to compete for the Amaphelisi Prize will close at midnight on the dates that the Growth Group will publish on its official website from time to time.

2. Entries must be submitted by email to a contest mailbox that The Growth Group will announce from time to time on its official website ([www.growthinstitute.co.za](http://www.growthinstitute.co.za)).
3. Entry forms must be signed by all members of the enterprise before being submitted to the contest mailbox.
4. Entry forms must be accompanied by clear gray scale copies of the Identity Document of each member of the enterprise;
5. Any illegible forms or illegible copies of the identity document of any member in Rule 5 (4) above will result in a disqualification.
6. No late entries will be accepted.

## **7 CONTEST ENTRY FORMS**

1. Only the official contest entry form must be used.
2. Electronic entry forms will be available on the Growth Group website ([www.growthinstitute.co.za](http://www.growthinstitute.co.za)).
3. Entry forms must be completed in black ink and in block print.
4. Entry forms that are not legible when received by the Organising Committee will result in a disqualification from the contest.

## **8 ENTRY LIMITATION**

1. The Growth Group, its sponsors and organisers of the Amaphelisi Prize retains the right to limit the contest to 1 000 (one thousand) entries per year.

## **9 STAGES OF CONTEST**

1. The contest will be held in three stages, namely:
  - a. Round 1;
  - b. Round 2; and
  - c. Final Round.

## 9.1 REQUIREMENTS FOR ROUND 1

1. In Round 1, contestants must submit an Executive Summary in PDF format.
2. Submission must be in email and must reach The Growth Group no later than midnight on a date announced on the official website of The Growth Group ([www.growthinstitute.co.za](http://www.growthinstitute.co.za)).
3. Executive summaries that are illegible will be disqualified.
4. The executive summary must not exceed 6 (six) A4 pages in content, printed in portrait format.
5. The content referred to in Rule 10.1.4 above does not include the compulsory title page.
6. With the exception of the compulsory title page and the 6 pages of content, no other appendices or addenda will be allowed to accompany the executive summary.
7. The font used in the executive summary must be Arial 11, and the executive summary must use 1.5 line spacing.
8. The executive summary must have a margin of 2.5 centimetres on:
  - a. The top of an A4 page;
  - b. The bottom of an A4 page;
  - c. The left of an A4 page; and
  - d. The right of an A4 page.
9. The executive summary must have a title page, showing:
  - a. The registered name of the enterprise;
  - b. The trademarks or logos of the enterprise;
  - c. The name "Amaphelisi Prize" with the year of the contest (as an example "Amaphelisi Prize 1984");
  - d. The names of the members of the enterprise in terms of Rule 6.0 above.
10. The six pages of content must include:
  - a. An introduction of the enterprise (no more than half an A 4 page);
  - b. The type of industry in which the enterprise plans to deploy the innovation (no more than 20 lines on an A4 Page);
  - c. A description of the innovation that will be offered by the enterprise;
  - d. A description of the market in which the innovation will be offered;
  - e. An explanation of why this innovation will be competitive and attractive to the market;
  - f. A capital expenditure budget that shows the discounted cash flow of the planned enterprise.
11. The discounted cash flow must use a discount factor of 12%.
12. The discounted cash flow must have six columns with the headings:

- a. Description;
  - b. Year 1;
  - c. Year 2;
  - d. Year 3;
  - e. Year 4;
  - f. Year 5.
13. The first line of the discounted cash flow must show the enterprise's planned income stream in positive numbers.
  14. The second line of the discounted cash flow must show the enterprise's planned expenses in negative numbers.
  15. The third line of the discounted cash flow must show the enterprise's net position after the expenses were deducted from the planned income stream.
  16. All the values in lines 1, 2 and three must show the cumulative values from Year 1 to Year 5 (see the example in Appendix 1).
  17. The fourth line of the discounted cash flow must show the cumulative Net Present Value of the enterprise at the end of each year in Rand Values (see the example in Appendix 1).

## **9.2 REQUIREMENTS FOR ROUND 2**

1. The top 100 business plans of Round 1 will qualify to go to Round 2.
2. Contestants in Round 2 will be required to expand their business plan to no more than 20 (twenty) pages of content.
3. The same rules regarding fonts, margin size and line spacing and title page that were used in Round 1 will apply to Round 2.
4. For Round 2, contestants are required to add:
  - a. A basic marketing plan;
  - b. A SWOT analysis;
  - c. Charts, graphs, footnotes, or appendices on condition that the total content of the business plan does not exceed 20 pages.
5. For Round 2, contestants must also prepare a PowerPoint presentation of 12 slides.
6. Any business plan that exceeds 20 pages of content or does not comply with the formatting rules will be disqualified.
7. Any PowerPoint presentation that exceeds 12 slides will be disqualified.
8. All submitted documents must be presented in PDF format.
9. Documents not presented in PDF format will be disqualified.



ONLY FIFTY (50) CANDIDATES WILL BE SELECTED TO GO TO ROUND 3.

### **9.3 REQUIREMENTS FOR ROUND 3**

1. The Top 50 contestants will be required to travel to a venue announced the Organising Committee.
2. Contestants will travel on their own expense.
3. Contestants will present their business plan to a panel of judges, using a PowerPoint presentation not exceeding 12 slides.
4. The total presentation time cannot exceed 10 minutes.
5. Any contestant exceeding the 10-minute time constraint will be asked to stop.
6. After the presentation, judges will have 5 minutes to ask questions to the contestants.

## **10 ANNOUNCEMENT OF THE WINNER OR WINNERS**

1. Contestants and (one guest per contestant member) will be required to attend an award function at a gala evening announced by The Growth Group.
2. The Growth Group will announce a winner or winners at the above award function.
3. The decision of The Growth Group regarding a winner or winners will be final and no correspondence or debate regarding the decision will take place.

## **11 SPECIAL RULES AND STIPULATIONS**

### **11.1 TYPE OF INVENTION OR INNOVATION**

1. The judges will not consider any entry that focuses on:
  - a. Miracle medical devices
  - b. Perpetual motion machines
  - c. Free energy that is not associated with solar energy, hydro-energy or wind energy
  - d. Entries that focus on software applications and nothing else
2. The judges will, however, consider entries that:
  - a. Create breakthrough solutions for rural communities
  - b. Solutions that can be applied in industry
  - c. Solutions that propose more cost effective implementations of infrastructure

- d. Solutions that can make South African industry more competitive through a “Designed-and-Built-Locally” approach
- e. Solutions in which software does not make up more than 20% of the total product

## **12 PLAN ORIGINALITY**

1. Contestants guarantee that any plan or material submitted for the contest are their own and original work.
2. If, at any stage before or after the contest, it is discovered that the work presented is in breach of Rule 13.1, contestants will be disqualified.
3. If, at any stage after an award has been given to a contestant, it is discovered that the work presented is in breach of Rule 13.1, all awards will be claimed back the Organising Committee and its sponsors.
4. Neither the Growth Group, its sponsors or organisers will be held responsible for damage claims by anyone who think that a contestant “stole” their idea. So such dispute will be a matter between the contestant and the person or persons making the allegation of intellectual property theft and/or “idea stealing”.

## **13 CONFIDENTIALITY**

1. The identities of the contestants and the short description of the business disclosed in the registration, as well as any pitch delivered during any phase of this competition will be considered to be in the public domain.
2. Said identities and short descriptions as stated in Rule 14.1 above will be used by The Growth Group, sponsors or organisers of this competition for marketing and Public Relations purposes.

## **14 INTELLECTUAL PROPERTY**

1. Before submitting entries for this contest, the Amaphelisi Prize Organizing Committee urges contestants to confirm with appropriate advisors or legal counsel that any intellectual property described in their summary is sufficiently protected by actions such

as intellectual property filings, intellectual property notices (patent, copyright, etc.) by the owning enterprise and/or individuals belonging to the enterprise.

2. The Organizing Committee also recommends that contestants determine in advance whether their summary describes technology, invention, copyrightable work or other intellectual property owned by The Growth Group, sponsors or organisers of this contest.

## **15 PRESS**

1. All contestants are required to participate in media and press opportunities relating to this contest.
2. Contestants cannot participate in media and press opportunities relating to this contest without the knowledge and approval of the Organizing Committee.
3. All contestants may be asked by the Organizing Committee to provide a 350-word description that will be made available to media and may be released publically, either in part or in its entirety.
4. All contestants may be asked by the Organizing Committee to speak to the media in competition related interviews.
5. Contestants must understand that the participation in media and press opportunities will, in no way, shape or form require contestants to disclose any proprietary or otherwise confidential information related to their businesses, plans or concepts.
6. The Amaphelisi Prize Organizing Committee agrees to provide consultation to any contestant, upon request from that contestant, to avoid such disclosures while participating in press related opportunities.

## **16 USE OF NAMES, TRADEMARKS, LOGOS OR BRAND NAMES**

1. The contestants agree that they will not use any trademarks, logos or brand names of The Growth Group, organisers of this competition or sponsors of this competition without written consent.

## **17 FUNDING**

1. Entries to this contest are subject to the following funding requirements:
2. Contestants must disclose any funding already received at the time of registration for this contest.
3. Contestants must not have accepted any institutional funding for the business plan or business idea being presented. In other words, contestants cannot have sold equity to anyone outside their own enterprise. This rule also applies to the selling of equity to non-managing founders or non-managing partners.
4. Contestants must not have received any non-institutional funding in excess of R 20 000-00 (twenty thousand Rand). Non-institutional funding includes contests, grants, friends and family, bank loans, etc. where there is no equity ownership associated with the funding.

## **18 REGISTRATION FEES**

1. Registration fee is R 500-00 (five hundred Rand) per entry.
2. Above registration fee is to cover the cost of administration of the competition and The Prize
3. Contestants are encouraged to demonstrate their innopreneurial skills by finding legal and ethical ways to pay for their registration.
4. The use of a sponsor for obtaining the registration fee is not excluded.
5. Any arrangement between such sponsor and contestants remain a matter between sponsor and contestant.
6. The Growth Group will not be a party in any dispute between contestants and sponsors.

## **19 SPECIFIC EXCHANGE OF VALUE FROM THE GROWTH GROUP**

1. Each registered contestant will be entitled to receive from The Growth Group the value specified in Appendix 2.
2. Contestants cannot use this value in lieu of the registration fee.
3. Contestants cannot transfer this value to another party.
4. Winners of The Prize will be introduced to an appropriate Innovation Hub where their innovation could be developed and commercialised within a 36-month period.

## **20 CURRENCY**

1. Contestants must understand that all monetary values (stated or implied) are expressed as South African Rands, and only as South African Rands.

## **21 WITHDRAWAL FROM THIS COMPETITION**

1. Contestants agree that they will forfeit their entry fees if they withdraw from this competition.
2. The forfeit will be used to cover costs incurred by The Growth Group, the organisers or sponsors of this competition.

## 22 APPENDIX 1: EXAMPLE OF A DISCOUNTED CASH FLOW TABLE

Description	Year 1	Year 2	Year 3	Year 4	Year 5
Planned Income	2,000	7,000	9,000	10,000	12,000
Planned Expenses	-500	-3,000	-6,000	-8,000	-10,000
<b>Income After Expenses</b>	<b>1,500</b>	<b>4,000</b>	<b>3,000</b>	<b>2,000</b>	<b>2,000</b>
NPV	115	308	231	154	154
Projected Net Profit % (Income After Expenses Divided By Planned Income	75.00%	57.14%	33.33%	20.00%	16.67%

Table 1: Example of a Discounted Cash Flow Table

## 23 APPENDIX 2: VALUE EXCHANGED WITH REGISTERED CONTESTANTS

### Value Given To Contestants

Service Provided By Skopus Business Consultants	Value of Service
10 Hours Free Consultation	R 5,000
Free Access to 1 Service Excellence Seminar	R 5,000
<b>Total Value To Contestant</b>	<b>R 10,000</b>

Table 2: Value Exchange