

## **The Ignite SME Summit 2024 is hosting a pitch competition**

### **# Blaze Battle**

Date: 29<sup>th</sup> of August 2024

Venue: Emperors Palace

Hosted By: IPM and Oaktree People Solutions

### **Overview:**

Welcome to the Blaze Battle! This event is designed to showcase innovative ideas, position your business to investors and businesses, foster entrepreneurship, and provide a platform for talented individuals or teams to network, learn, get feedback, and pitch their business concepts to a panel of judges.

### **Registration and Qualification:**

- To participate, you will need to be registered as a delegate for the Ignite SME summit.
- interested individuals/teams must complete the online registration form by the 8<sup>th</sup> of August 2024.
- upload a 30-to-60-second video elevator pitch
- Your business must be registered with CIPC, be tax compliant and be trading as a business.
- Registered participants will receive further details and guidelines for the pitch competition.

### **Prizes:**

- [1st Place]: Cash prize - R50 000. A 1-year mentorship program to help grow your business, including a free seat on the BSMART Step-up program, and free annual membership to the Ignite SME HUB.
- [2nd Place]: Prizes to the value of R25 000
- [3rd Place]: Prizes to the value of R10 000

### **Schedule Events and timing for the Pitch Competition**

Pitch shortlisting: From the 12<sup>th</sup> of August until the 26<sup>th</sup> of August.

Top 10 announcement on Monday the 26<sup>th</sup> of August

Final Pitch competition on the 28<sup>th</sup> of August 2024 – Venue and time to be announced.

The top 3 winners will be announced on the 29<sup>th</sup> of August 2024.

### **Pitch Guidelines for the final 10 shortlisted.**

- Each participant/team will have 5 minutes to present their business idea. 5 minutes for Q and A
- Presentations should include an overview of the product/service, target market, value proposition, revenue model, and growth strategy.
- Visual aids (slides, prototypes, demos) are encouraged to enhance the presentation.

- Judges will evaluate pitches based on creativity, feasibility, growth and market potential, and presentation skills.

**Judging Criteria:**

- Innovation and Creativity
- Market Potential and Viability
- Feasibility and Scalability
- Presentation Delivery and Clarity

**Judging Panel:**

- Our esteemed panel of judges includes industry experts, entrepreneurs, and investors with vast experience in evaluating and supporting start-ups, scale-ups and early-stage ventures.

**Benefits and Networking Opportunities:**

- Participants will have the chance to network with fellow entrepreneurs, investors, and mentors during the event.
- Connect with like-minded individuals, exchange ideas, and explore potential collaboration opportunities.
- Opportunity to validate the products and services
- Learn with experience and feedback

**Contact Information:**

For any inquiries or assistance, please send an email to [info@oaktreepeople.co.za](mailto:info@oaktreepeople.co.za)

We look forward to hearing your groundbreaking ideas and innovations at the Blaze Battle Business Pitch Competition! Get ready to pitch, impress, and win exciting prizes.

Best of luck to all participants!

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