

Press Release

For Immediate Release

10 August 2018

iBoza Bizinis yaseKasi on Mzansi Magic 163

Johannesburg, 10 August 2018: The Gauteng Provincial Government is pleased to bring you a new, fast-paced reality TV business show called iBoza Bizinis yaseKasi. It will be broadcast from Monday, the 13th August 2018, at 17h30 on channel 163 (Mzansi Wethu). The exciting show is designed to profile and celebrate the entrepreneurial talent of this year's Township Entrepreneurship Awards. The winner of the TV show will be crowned the "**Township Entrepreneur of the Year**" at the awards ceremony, walking away with a cheque of R500k.

All the participants of iBoza Bizinis yaseKasi are finalists in various categories in the 2018 Township Entrepreneurship Awards. These finalists make up the Gauteng township business landscape; they are entrepreneurs who have displayed true commitment to making a difference in their communities through their entrepreneurial spirit.

iBoza Bizinis will be a six-episode show, where the entrepreneurs are given the opportunity to showcase their entrepreneurial, leadership and teamwork skills. The entrepreneurs will be assessed on various challenges by a panel of judges comprising of Sun International Development Manager Simon Gardner and Wits Entrepreneurship Lecturer, Dr. Jabu Msimango-Galawe. Kgomotso Pooe, the 2016 TEA Tourism Category Winner, will serve as a mentor to the participants.

Commenting about the 2018 TEA and the show, Gauteng Economic Development MEC Lebogang Maile says: "We are proud to give our Township Entrepreneurship Awards finalists a marketing platform where they can put their best foot forward and profile their business skills."

The Township Entrepreneurship Awards will be held on the 18th of August 2018 at Carnival City, in Brakpan, Ekurhuleni.

TV SERIES PROCESS AND SELECTION CRITERIA

The TV series process was aimed at selecting the entrepreneur of the year and different rules were applied. The focus was more on the entrepreneur (the individual), while the focus on the category criteria and selection process was on the enterprise or management of the business.

The criteria used to nominate the top ten finalists to participate in the 6 episodes were communicated to the entrepreneurs during the briefing session and the details were provided at the start of each activity daily. The overarching criteria used to select the entrepreneur of the year included:

1. Capacity to Handle Pressure (3 Min Pitch)
2. Innovation & Creativity
3. Profitability
4. Presentation Skills
5. Group Dynamics (Team Work/ Team Player)
6. Project Management
7. Management/ Leadership Skills (Lead a Team)
8. Passion of the Entrepreneur
9. Business Acumen

The process was divided into six elimination stages, which will be a reflection of the 6 episodes.

Ends

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Editor's Notes:

The awards were conceived by Gauteng Provincial Government in their effort to revitalise the township economy in line with the Gauteng Economic Development Plan, by drawing public attention towards township businesses and their successes in order to unlock business opportunities in the townships and inspire investment confidence.

Small businesses that keep the township environment vibrant will receive honours in several categories for their positive contribution towards job creation and alleviation of poverty. The Awards are aimed at elevating township based entrepreneurs and SMMEs to reach their full potential and be active players in the mainstream of the economy.

The categories for the awards are:

1. Food and Beverages
2. Tourism
3. Manufacturing
4. Woman Entrepreneur of the Year
5. Creative Industries
6. Social and Community
7. Entrepreneur with a disability
8. Youth Entrepreneur of the year
9. New start up enterprises
10. Transport automotive and components
11. Agri business
12. Services
13. Entrepreneur of the year
14. Construction building and real estate
15. Retail And Finance

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