

STAKEHOLDER Information



THE WHO
WHAT
WHERE
WHEN
WHY
HOW

OF SOUTH AFRICA'S BIGGEST,
MOST EXCITING SMALL BUSINESS
ENTREPRENEURSHIP COMPETITION

**Seda
Small
Business
Stars**

seda 

SMALL ENTERPRISE DEVELOPMENT AGENCY

a member of the dti group

BUSINESSREPORT
www.businessreport.co.za
SOUTH AFRICA'S NATIONAL FINANCIAL DAILY

PRINT MEDIA PARTNER



BROADCAST MEDIA PARTNER



ENTERPRISE DEVELOPMENT PARTNER

WHAT

what are the aims of the competition?

- Encourage new venture creation
- Assist start-ups and early-stage businesses to improve their business models, gain skills and access new business and support networks
- Promote the Seda brand and image, as well as products and services

WHO

who can enter?

- Any SA citizen over 18 with a business idea or existing small business
- Do not have to have a registered business to enter
- Existing business between 1 and 50 employees
- Existing business with an annual turnover of up to R20-million
- Open to all forms of registered business as well as co-operatives, sole proprietorships and partnerships
- Seda employees may not enter; their families may enter

HOW

how to enter?

- Register online as an entrant & provide basic details
- Attend (voluntary) Business Plan Builder training sessions at Seda branches
- Download sample entry form to prepare
- Entrants kept informed at all stages via sms and/or email

WHERE

where to get more information?

- From their nearest Seda branch
- From the dedicated competition website (at www.seda.org.za or www.sedastars.org.za)
- By calling Seda National Call Centre on 0860 103 703
- By following @SmallBizStar on Twitter and Seda Small Business Stars on Facebook

PROMOTED

how will the competition be promoted in the public?

- Via Seda and other relevant websites
- National media PR campaign to drive awareness and interest
- Supported by print media partnership with Business Report & broadcast media partnership with SAfm
- Institutional mobilisation via relevant smme and enterprise development networks and organisations
- Via posters and leaflets at Seda branches and other relevant smme information and service centres

SUPPORT

what support will Seda give the entrants?

- Entrants will be able to take part in the Business Plan Builder training simulation (registration at branch required)



WINNERS

how are the winners chosen?

- Business plans are scored by a team of business experts using a standardised scoring template
- Criteria include knowledge of market, management team quality, business viability, financial history and/or projections
- Scores are monitored and moderated to ensure equitable judging
- Scores are audited by an independent auditor

JUDGING

who will do the judging?

- Judges will be recruited from business consultants and experienced business development service providers
- Seda provincial offices and smme/enterprise development organisations may nominate judges (contact competition co-ordinator via any Seda branch)

HOW MANY

how many finalists/winners will there be?

- Between 20 and 50 finalists selected in each province, 40 winners in total selected from these finalists, made up of:
 - 36 provincial winners (4 from each province)
 - 4 special winners: best Youth, Female, Disabled and Job-Creation entrants

PRIZE

what do the winners get?

- Total of more than R4-million in prizes. The overall national winner receives R50,000 in cash
- The provincial winners will each receive R15,000
- All winners receive laptops and Microsoft Office 2010 software
- Seda support vouchers to the value of up to R60,000 each
- Four winners selected for Raizcorp business development programme worth R250,000 each (Awarded based on winner motivations)

RULES

what are the competition rules?

- Competition rules are designed to protect the entrants' confidentiality as well as ensure fairness
- Also designed to ensure that any intellectual property used by entrants is used with permission
- Rules are available on the competition website

HOW TO GET INVOLVED

- **Distribute information leaflets to your members, clients, students, etc.**
- **Put competition information on your website and in your newsletter**
- **Volunteer to act as judge if you are an experienced small business adviser or experienced business person**
- **Sponsor additional prizes for provincial or national winners**
- **Encourage entrepreneurs and small businesses to enter**
- **Support our campaign by engaging with us on Facebook and Twitter**



COMPETITION

Important Dates

EVENT	DATE*
National launch	17 Oct 2011
Provincial launches	21 Oct - 3 Nov 2011
Competition open for entries	17 Oct 2011
Training opens at Seda branches	from 17 Oct 2011
Closing date for entries	31 Jan 2012
Selection of provincial finalists	29 Feb 2012
Selection of provincial winners	14 Mar 2012
Provincial winner awards	28 Mar - 11 Apr 2012
Selection of national winners & awards	13 Apr 2012


* Event dates may change due to operational requirements. Please check the Seda and competition websites for updates and date changes.

WEBSITE

Contact Details

Seda website	www.seda.org.za
Official competition website	www.sedastars.org.za
Seda National Call Centre	(012) 441 1194/7
Official competition help email	help@sedastars.org.za
Media enquiries	media@sedastars.org.za

 Facebook: Seda Small Business Stars

 Twitter: @SmallBizStar

 LinkedIn: Seda Small Business Stars