

# A SUMMARY

Remember, you're already an entrepreneur in the making! All you have to do to make your dreams of being a successful entrepreneur come true is:

- Bring your spirit, your passion, your brilliant ideas and your unique personality to the game
- Register online between 1 August and 1 September 2019
- Competition starts 2 September
- Log in every week (once gameplay commences on Monday 2 September) to complete as many micro-challenges as is possible to earn points
- Engage your favourite teacher(s) so they can support you in the game
- Remember that game play ends on Friday 4 October
- Email any questions to: [info@entrepreneurshipchallenge.co.za](mailto:info@entrepreneurshipchallenge.co.za).



# GET SOCIAL

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TAKING CONTROL OF YOUR  
FUTURE INDEPENDENCE AS AN

**ENTREPRENEUR IN THE MAKING**

In partnership with



## YOUR INDEPENDENCE, YOUR CREATIVITY, YOUR INNOVATION, YOUR RULES

**Welcome to the Allan Gray Entrepreneurship Challenge** – where your future as a young independent, emerging entrepreneur of the nation awaits you, eagerly. In this gamified 5-week competition, you will compete and collaborate with your peers to acquire the skills, and entrepreneurial attributes needed to thrive – financially, and socially – in the 4th Industrial Revolution. This unique platform will accelerate your development as a young upcoming entrepreneur and will fortify you with the business-building skills needed to make your mark in the community, in the country, and potentially, even across the entire world.

Playing the game is **completely free to all high school learners (grades 8 to 12)**, and it assumes **no prior knowledge** of entrepreneurship or any other discipline. All you need to participate is:

- A desire to win
- A desire to start learning about how to do business in the digital revolution – even whilst in high school
- A mindset that appreciates the benefit of being an entrepreneur over being an employee

**Read on to discover how it works and how to join**

## HOW IT WORKS

Ready for the greatest investment you'll ever make in your future as an upcoming entrepreneur? Then follow these easy steps.

### **Step 1: Register online between 1 August 2019 and 1 September 2019**

Visit the website at [entrepreneurshipchallenge.co.za](http://entrepreneurshipchallenge.co.za) Follow our simple prompts to make sure your registration as a participating learner is successful. If your school hasn't already registered, you can motivate for them to join as a participating school on the same website.

### **Step 2: Log in each week to complete the series of micro-challenges**

Each micro-challenge presents byte-sized chunks of learning and will take no longer than 15-60 minutes to complete. Also, you don't need any prior knowledge to take part.

### **Step 3: Compete with your peers, to learn and win**

Each of the micro-challenges has been developed according to an exciting theme, across FinTech, Digital Biology, the Internet of Things, 3D printing, Cryptocurrencies and Artificial Intelligence. These themes have been specifically crafted to introduce you to critical skills that will give you a head start in tomorrow's business context.

Added to this, you'll earn points with every challenge you complete and the leader-board features the top participating schools and students online each week. At the end of the Challenge, the top learners with the highest points will be invited to attend an extraordinary Gala Dinner in honour of their unique ideas and contributions. We'll fly you to our prestigious Gala Dinner in October this year, before we teach you how to put together a proposal that will impress any investor. The most exciting part? We also fly the top three learners to an international hub of entrepreneurship or techpreneurship (and last year's winners get to fly to Silicon Valley in the USA).

In each micro-challenge, you will upload a short piece of writing, a picture or a video. Then, you'll be asked to review some submissions from your peers. Finally, the entries will be moderated by a panel of champion teachers which leads to the announcement of the winners.

Still not sure how it works? Visit the website to take a free demo of the game online at [entrepreneurshipchallenge.co.za](http://entrepreneurshipchallenge.co.za)

