



An initiative by GROWTHPOINT PROPERTIES



In collaboration with Province of the EASTERN CAPE EDUCATION



GROWSMART ENTREPRENEURSHIP PILOT COMPETITION 2020

INFORMATION FOR PARTICIPATING SCHOOLS

Introduction

Growsmart is an educational programme that hosts inter-school competitions in Literacy, Story Writing & Poetry, Mathematics and Science for learners in Grades 4, 5, and 6. A Debating competition is also hosted for learners in Grade 6. A pilot competition in Entrepreneurship is also being hosted for learners in Grade 6 in 2020. It is a corporate social responsibility initiative by Growthpoint Properties and is supported by the Western Cape, Eastern Cape, and Limpopo Education Departments. The broad purpose of the competition is to promote the importance of education in a practical and fun way that will benefit both the schools and their learners.

The Entrepreneurship competition will run alongside the normal Growsmart Literacy, Story Writing & Poetry, Mathematics, Science and Debating competitions, although it will be completely separate from it.

Growsmart Entrepreneurship competition

Entrepreneurship is a pilot competition and is not compulsory, open only to Grade 6 learners.

Each participating school must select their three learners who will form the school team. This can be done through a series of preliminary competitions at the school, conducted by teachers at class level and inter-class level. Each learner will present their entrepreneurial concept and the school will have the discretion as to who is selected to represent the school.

The mentor will be the coordinator for the competitions selected by their school and will ensure that their team is adequately prepared.

The practise edition of the Growsmart newspaper is designed to be used for the purpose of selecting your teams. Three other editions of the newspaper will follow prior to each competition level. Concepts will be expanded through stories and activities to be used for reading practice, enjoyment and comprehension.

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The mentor will obtain consent from the parents or legal guardians, ensure the team's preparation for each competition round and arrange transportation for the team to the competition venue.

This team will represent your school in the Growsmart Entrepreneurship competition.

Two launch presentations will be held on **5 and 6 February 2020** for the various participating Metro Districts in order to help principals and team mentors to prepare for the upcoming competitions. Please make arrangements for transport on this day as you will be receiving the practise and first editions of the Growsmart newspaper at the launch. Not receiving the paper on this day could set your school at a disadvantage.

The competition rounds will begin on **9 May 2020** and will run over a number of months, culminating in the grand finale which will take place on Saturday, **5 September 2020**. Your team will compete at least once on a Saturday in Level 1 and will advance to Level 2 should they win their round. Should they win Level 2, they will proceed to quarter-finals (if necessary) and semi-final. Winning the semi-final round will result in your team advancing to the final round.

The competition rounds will take place at Oude Molen Academy of Science and Technology in Pinelands and run concurrently with other Growsmart competitions.

Why Entrepreneurship?

The focus of the Entrepreneurship competition is to engage with the pillars of the Entrepreneurship Education Ecosystem and forms part of the CAPS Curriculum as part of Economic and Management Sciences (EMS). Learners form businesses and go through the entire process of starting up a business, developing products or services, and learning about all aspects of entrepreneurship, as well as financial literacy and life skills.

The focus will be driven by a) head, b) heart, c) core, and d) hands.

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Growsmart Entrepreneurship format

- Only 48 schools on a first-come, first-served basis from the list of Growsmart-registered schools for 2020 from Metro Districts East, North, South, and Central, may participate in the Growsmart Entrepreneurship competition.
- Each competing team will receive an Entrepreneurship starter kit consisting of:
 1. A Journal. This is an A4 book for scribbling, writing down ideas and notes, and developing the business model. This will be submitted for evaluation along with the below-mentioned display board.
 2. Accounting Journal.
 3. Project Display Board.
 4. Pens, Pencils, Calculator, Rulers, Pritt, Scissors.
 5. Each team will be given R1,000 to cover start-up cost which needs to be accounted for and show how it was used by way of receipts.

Teams must choose one of the following topics:

1. **Identify a social environment problem in your school or community-** Provide an entrepreneurial solution to this problem:
 - 1.1 Pollution - can you address litter, rubbish and water and convert it into a profitable business?
 - 1.2 Water/ electricity saving measures - think of mechanisms that could generate funds.
2. **Recreational space-** Consider safe play areas this may include dance areas such as Hip Hop, a space for skateboarding and/or a music studio.

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3. **Artificial Intelligence/ eLearning centres** - create a product or offer a service using AI or basic coding.
4. **A Market Day with a Difference** - Learners to design a novel idea of changing the format of the traditional market day programme. It requires learners to think outside the box for innovative ideas.
5. **A Corporate Fundraiser**- learners take the lead in engaging with one or more corporates to sell their idea of a fund-raiser. The fundraiser could be toward building a new library, artificial sports field, improved ablution facilities.
6. **Bringing Tourists into your Neighbourhood**- developing a digital tour guide or an App on any device (phone, laptop, tablet, desktop, etc.) that would inform tourists of your neighbourhood the way you see it including local cafes, B&B's, historical buildings, etc.
7. **Focus Foods**- developing an innovative way to present, prepare and sell a new or redesigned food. Food is a commodity that everyone consumes daily and there is always space for new ideas. Example: Chicken fingers with a difference.
8. **Fitness Fever**- creating, developing fitness equipment and creating space for gym sessions at school or in the neighbourhood. Attending a gym is expensive and not very many people have access even though they would want to. There is a demand.
9. **Fashion**- produce designer wear for learners including school wear. This could be fashion in casual wear for a new design for school uniforms or Grade 12 wear.
10. **Arts & Crafts**- example- learners use their talent to create novelty usable items for home, school or office. There is always a desire for novelty items from all sectors of the community. Things for mature people, working people or young people. Example: woodwork; iron creations.
11. **Topic of your own choice.**

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Process to be followed

Starting a Business

- Conduct Market Research: What?
- Do a SWOT (“Strengths, Weakness, Opportunities and Threats”) Analysis
- Choice of product/service: Why?
- Target market for your product: Who?
- List business goals: How?
- Business location: Where?
- Decide on a business name
- Create a defining logo
- Decide when is best to launch the business: When will you launch your business?

Financial Tools

- Setting up a Board of directors
- Determining shareholding
- Opening a bank account
- Cost of product
- How to determine selling price
- Taking my product to market
- Fixed and variable costs
- Budget
- Profit & Loss
- Income Statement

Selling, Advertising and Branding

- Principles of advertising
- Concept of advertising
- Marketing
- Branding
- Media used in advertising

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- For evaluation purposes, the learners will be given an online questionnaire to complete after each seminar and will have one week to do so. The completed questionnaire will be discussed at the next seminar.
- The learners must submit the completed journal together with receipts and/ or proof of spend, the project display board and a video presentation for the final evaluation. Learners may keep the other stationery items.
- Only one journal book, one accounting journal, one display board and video must be submitted per team.
- The journal, accounting journal and display board must contain:
 - school name;
 - mentor name;
 - learners' names; and
 - the selected business name.
- The learners must present a video showcasing their business.
- The video will be uploaded onto the Growsmart YouTube channel found at https://www.youtube.com/channel/UCMw5_wI7FG3xiCtQ5uK5wUA and the number of likes received will go towards the project's overall scoring.
- The work submitted must be the team's own work.
- Each team will be supported by a Property Point representative as additional mentorship.
- Property Point is a corporate social responsibility initiative by Growthpoint Properties that elevates small and medium-sized enterprises to new heights by focusing on three key elements: minimising the risk perception of small business, building solid relationships and assisting entrepreneurs to establish a good reputation. See www.propertypoint.org.za for more information.
- The included evaluation matrix sets out how the business plan and market plan along with business model will be evaluated, and how the marks will be allocated.

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Evaluation

- The business models will be evaluated by a team of judges according to criteria set by the WCED, based on the CAPS policy document. The judges' decision is final, and no correspondence will be entered into.
- A progress report template has been included in the learner's workbook as part of this year's competition, and mentors are required to indicate the progress of the learners using this template. The report needs to be included with your submission and marks will be awarded for this.
- The top 5 business models will be selected for display at the Growsmart Finals on **5 September 2020** and the winners will be announced on the same day.

Important Competition Rules

- Any breach of the competition rules may result in a competing team being disqualified from the competition.
- Please note that any learner that participated in any Growsmart competition in previous years may not participate in any future Growsmart competitions.
- Learners may not compete in Growsmart unless their parents or legal guardians have signed the Growsmart Indemnity Form.
- Any contestant or school found not to be in compliance with the eligibility requirements after the competition has commenced may be disqualified from the competition. Up to four months after the competition has ended, any school or contestant found not to have been eligible may forfeit their prizes or benefits received.

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Entrepreneurship Workshop and Seminars

- An entrepreneurship workshop for the mentor will take place on Saturday, **8 February 2020** where learners, mentors, and principals will receive guidance regarding the entrepreneurship competition. For the benefit of the young entrepreneurs, everyone is urged to attend.
- This is will be followed by the entrepreneurship seminars for the mentors and learners which are compulsory. These will be interactive sessions led by motivational speakers, experienced and established business persons.

An electronic online registration form will be emailed to your school for the enrolment of your learners in February 2020. The closing date for registration will be 20 March 2020.

Further details will be communicated to all the participating schools as we approach Level 1 of the competition. Should you have any queries at all, please do not hesitate to contact us on the cell phone numbers below. All the best!

Growsmart Coordinators

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ENTREPRENEURIAL THOUGHT AND EXECUTION					
Business idea and process– Maximum of 30 points					
CRITERIA	5	4	3	2	1
Business idea and content Maximum Mark (5)	Business idea is very clear and focused Grabs attention Relevant information Thorough research Shows clearly the business's ability to strive	Business idea is clear and focused. Grabs attention Contains good information Some research done Shows some ideas for the business's ability to strive	Business idea is generic Does not grab everyone's attention Contains adequate information Little research done Adequate ideas for the business's ability to strive	Business idea has no clear sense of purpose Lacks content to grab attention Lacks adequate information No real research done Lacks ideas for the business's ability to strive	Business idea is very weak No attraction Poor information No research done No ideas for the business's ability to strive
Evaluator 1:					
Evaluator 2:					
Setting and achieving goals Maximum Mark (5)	Goals for the realization of the business idea: -specific -measurable -attainable -realistic & -time-bound	Goals set for the realization of the business idea meets <i>four</i> of the criteria: -specific -measurable -attainable -realistic & -time-bound	Goals set for the realization of the business idea meets <i>three</i> of the criteria: -specific -measurable -attainable -realistic & -time-bound	Goals set for the realization of the business idea meets <i>two</i> of the criteria: -specific -measurable -attainable -realistic & -time-bound	Goals set for the realization of the business idea meets <i>only one</i> of the criteria: -specific -measurable -attainable -realistic & -time-bound
Evaluator 1:					
Evaluator 2:					
Choice of product/service Maximum Mark (5)	Product/service meets the criteria: - well understood - well defined - emanates from the research - affordable - quality	Product/service meets only 4 of the criteria: - well understood - well defined - emanates from the research - affordable - quality	The product/service meets only 3 criteria: - well understood - well defined - emanates from the research - affordable - quality	Product/service meets only 2 criteria: - well understood - well defined - emanates from the research - affordable - quality	Product/service meets only 1 criteria: - well understood - well defined - emanates from the research - affordable - quality
Evaluator 1:					
Evaluator 2:					
Name of the product/service Maximum Mark (2)				Original & creates interest Clearly describes the product/service	Adequate Limited description of the product/service
Evaluator 1:					
Evaluator 2:					
A bank account Maximum Mark (3)			Bank account has been opened in the name of the product/service The team are all signatories	Bank account has been opened but not in the name of the product/service The team <i>are not all</i> signatories	Bank account has been opened but not in the name of the product/service The team are not signatories
Evaluator 1:					
Evaluator 2:					

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Financial Literacy	<i>Costing done competently Successfully demonstrates:</i> - Budget - Income Statement - Expenditure Statement - final Profit/Loss	<i>Costing done adequately Adequately demonstrates:</i> - Budget - Income Statement - Expenditure Statement - final Profit/Loss	<i>Can do some Costing Partially demonstrates:</i> - Budget - Income Statement - Expenditure Statement - final Profit/Loss	<i>Limited Costing done Demonstrates limited:</i> - Budget - Income Statement - Expenditure Statement - final Profit/Loss	<i>No Costing Lacks the ability:</i> - Budget - Income Statement - Expenditure Statement - final Profit/Loss
Maximum Mark (5)					
Evaluator 1:					
Evaluator 2:					
Poster Logical organization of material, Clarity of graphics and legends			Good	Average	Poor
The written language and terminology used are of high quality				Proficient language usage, writing abilities and excellent writing skills	Average language usage, writing abilities and excellent writing skills
Evaluator 1:					
Evaluator 2:					
Total Marks (30)					
Feedback:					

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COMMUNICATION AND PRESENTATION					
2 Minute Video					
SCORE	5	4	3	2	1
Video Presentation Maximum Mark (5)	-Excellent production -Clear, dynamic, thoughtful -Desire for the product/service -Potential impact -Product/Service clearly illustrated	-Good production -Good clarity, dynamic, and thoughtful -Some desire for the product/service -Good attempt to show potential impact -Product/Service illustrated	-Adequate production -Adequate, less dynamic, some thoughtfulness -Adequate desire for the product/service -Adequate recognition of potential impact -Product/Service adequately illustrated	-Limited production -Vague, not dynamic, thoughtfulness -limited -Limited desire for the product/service -Limited show of potential impact -Limited illustration of Product/Service	-Poor production -Lacks clarity, dynamism, thoughtfulness -No desire for the product/service -Does not recognise potential impact -Product/Service not clearly illustrated
Evaluator 1:					
Evaluator 2:					
Video communication Maximum Mark (5)	-Proficient language usage -Excellent communication skills -Demonstrate understanding of the product/service -Captures full attention of audience	Good - use of language - communication skills -Partially demonstrates understanding of the product/service -Captures attention of audience	Adequate - language usage - communication skills - understanding of the product/service -Partially captures attention of audience	Limited - language usage - communication skills - understanding of the product/service - ability to capture attention of the audience	Lacks - language usage - communication skills - an understanding of the product/service - Fails to capture attention of the audience
Evaluator 1:					
Evaluator 2:					
Team Dynamic Maximum Mark (5)	-Excellent teamwork -Roles clearly defined -Excellent understanding of teamwork -Excellent contributions by all members	-Good teamwork -Team roles defined -Good understanding of teamwork -Good contributions by all members	-Adequate teamwork -Roles adequately defined -Adequate understanding of teamwork -Adequate contributions by all members	-Limited teamwork -Roles not clearly defined -Limited understanding of teamwork -Limited contributions by all members	-One man show -No team roles defined -Lack an understanding of teamwork - No contributions by some members
Evaluator 1:					
Evaluator 2:					
ORIGINALITY & CREATIVITY					
Project demonstrates both originality & creativity Maximum Mark (5)	-Unique project -Extremely creative	Very creative project, but based on existing ideas	Project demonstrated a little bit of originality & creativity	Good work but based on existing ideas	Project does not demonstrate originality & creativity
Evaluator 1:					
Evaluator 2:					
Total Marks (20)					
Feedback:					