LIONS' DEN
BUSINESS PLAN COMPETITION

APPLICATION FORM 2025

ARE YOU READY TO ROAR?

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The eThekwini Municipality's Business Support, Tourism and markets Unit Launched the Lions' Den Programme in 2006. Over the years, business support has enabled SMME's to benefit from the programme through this competition. The competition is once again running this year, the Municipality is inviting SMME's and Co-operatives with innovative ideas within the eThekwini Region to participate in the Lions' Den Business Plan Competition.

The objective of the competition is to stimulate good business ideas, encourage sustainable entrepreneurship and competitiveness amongst entrepreneurs. It is also to further join the SMME's and Co-operatives with other business development opportunities.

The competition awards will be in the following three categories in which SMME's and Co-operatives can apply:

CATEGORY	QUALITY
Emerging business with viable business ideas.	Businesses with a turnover of less than R100 000 per annum.
Established business in need of venture expansion.	Businesses with a turnover of more than R100 000 below R500 000 per annum.
Businesses that have demonstrated entrepreneurship excellence.	Businesses with a turnover of more than R500 000 per annum and have demonstrated exceptional business practice.

RULES OF THE COMPETITION

1. This competition is run by the eThekwini Municipality: Business Support Tourism and Markets Unit.
2. This competition is open to residents who own and run SMMEs and Co-operatives with innovative ideas within the jurisdiction of eThekwini Municipality.
3. As eThekwini Municipality's Business Support Tourism and Markets Unit is part of local government it is specifically recorded that the Unit is bound by Section 67 of the Municipal Finance Management Act 56 of 2003, and is required to act in accordance with legislation when transferring funds to organizations and bodies outside the government when transferring funds to organizations and bodies outside the government.
4. The competition runs from 10 March 2025 and ends on 18 April 2025 at 16:00. All entries received after the closing date will not be considered.
5. EThekwini Municipality's Business Support Tourism and Markets Unit shall not be held responsible for any lost, incomplete or illegal entry forms.
6. The judges' decision is final and no correspondence will be entered into in this regard.
7. The eThekwini Municipality 's Business Support Tourism and Markets Unit reserves the right to use the images taken of the winner for publicity purposes in any manner it deems fit, without any further remuneration being made payable to the winner.
8. The eThekwini Municipality's Business Support Tourism and Markets Unit reserve the right to change any of the prizes at its discretion in the event of unforeseen circumstances. The Unit reserves the right to substitute prizes of equal/ similar value.
9. The winner may be required to sign a waiver of liability and indemnity in the form determined by the eThekwini Municipality's Business Support Tourism and Markets Unit in its entire discretion.
10. Neither eThekwini Municipality 's Business Support Tourism and Markets Unit , the employees agents or representatives shall be liable for any loss or damage whether direct, indirect, consequential, or otherwise arising from any cause whatsoever , which may be suffered by the entrants participating in the competition.
11. Participation in the competition constitutes acceptance of the competition rules.
12. Previous winners are not allowed to enter.
13. Only typed business plans will be accepted.

APPLICATION FORM 2025

BUSINESS PARTICULARS

Entry category *(Please tick appropriate category)*

Emerging ☐ Established ☐ Entrepreneurship excellence ☐

Business Name

Business Sector

Business Registration number

Tax Number Number of employees

Contact Person

Business address

Telephone Fax

Cellphone Email

Website

FINANCIALS OF THE BUSINESS

What is the businesses average monthly turnover?

(Please provide the following data of your business in the last three years)

Year 2022 Average Turnover

Year 2023 Average Turnover

Year 2024 Average Turnover

To support your entry please provide a copy of a business plan or comprehensive company profile.

APPLICATION FORM 2025

ENTRY CATEGORY

Please describe your business, it is important that you give a clear outline of your proposal here and use the opportunity to sell yourself and your business or your business idea. *(Limited to 100 words)*

Please describe the impact the award would have on your business. *(Limited to 100 words)*

APPLICATION FORM 2025

Who are the intended customers for the product / service?

How will the business make money?

How do you believe that your business / idea / service / product could benefit from the Lion's Den Business Competition if you were selected? *(Limited to 100 words)*

APPLICATION FORM 2025

To support your entry please provide a profile of a business idea / innovation.

Please describe your idea, it is important that you give a clear outline of your idea here and use the opportunity to sell yourself and your proposed business or your business idea. *(Limited to 100 words)*

State an example of a competitor or similar product / service to your business idea.

What makes your idea / innovation offering unique and different to those currently on the market?

APPLICATION FORM 2025

OBJECTIVES

1. To provide awareness of enterprises in the eThekwini Municipal area.
2. To promote successful business role models & success stories of empowerment.
3. To provide practical assistance to emerging SMMEs, Co-operatives and learners.
4. To showcase successful business enterprises and encourage good business practices amongst SMMEs, Co-operatives and learners.
5. To reward and encourage participation on eThekwini's Business Support Programmes.
6. To improve competitiveness amongst SMMEs, Co-operatives and business concepts from learners.
7. Promote entrepreneurship within the eThekwini Municipal area.

ENTRY

1. SMMEs, Co-operatives and learners must enter using only this application form submission of any forms other than the prescribed will lead to disqualification.
2. Only one application per business in each category is allowed. A company with multiple applications will be disqualified.
3. All competition entries should be accompanied by a detailed business plan not exceeding three pages with the following guidelines:

   • Executive summary
   • Operation Plan
   • Human Resources plan
   • SWOT analysis
   • Marketing Plan
   • Financials: List all your assets

4. SMMEs, Co-operatives and learners must be a resident and operating within the eThekwini Municipality.

APPLICATION PROCEDURE

1. The entry form must be completed in full and approved by a designated authority within the business.
2. All applicants should clearly indicated which category they are entering.
3. All applicants must be submitted in duplicate.
4. Applications will be opened and short listed against the agreed criteria by the committee consisting of eThekwini Municipality's Business Support Offices and Credible Stakeholder Business Development practitioners and sponsors.
5. Short listed applicants will be invited to pitch their proposals to a judging panel made up of representation from eThekwini Municipality, Credible Stakeholders Business Development practitioners, Sponsors and Programme Patrons.
6. All entries should be submitted in a sealed envelope and clearly addressed in the Lions' Den box located at the 07th floor Embassy Building or at the Entrance (Security Desk), 199 Anton Lembede Street, Durban (and not any other Municipality Department), no later than 18 April 2025 at 16h00.
7. Applications can also be emailded to yanga.nyakeni@durban.gov.za

FOR ANY ENQUIRIES CONTACT:
Yanga Nyakeni (031) 309 8280

BY EMAIL ON:
Yanga.Nyakeni@durban.gov.za

CLOSING DATE
18 APRIL 2025 AT 16:00