

Dear Sponsors, Mentors, Partners and Biggest Deal Spectators,

The BIGGEST DEAL Challenge has been concluded with a number of teams crossing the finish line with elated satisfaction.

Some teams made money, some teams did not.

Ultimately, the challenge was all about experiencing real time business scenarios , learn to work in a team, identify quick business opportunities within local environment, follow those and have a taste of what it means to run your own business.

- 26 teams signed up
- 17 teams competed
- 5 teams survived up to the cash up stage and some made an exceptional impression on the observers and panel of experts

There is only one main prize (R10 000) sponsored by Absa, however many of our local businesses and partners pledged willingness to sponsor teams and participate in prize giving.

We would like to present the 5 finalists to you with a potential to contribute to a basket of prizes which we would like to present to the finalists at the prize giving event planned for end of August. I have intentionally left out the names of the teams as all will be revealed at the end of August.

Team A : group of 6

Through the innovative thinking the group convinced the school principle to remain at the school hostel for the duration of the holidays and utilize the school's kitchen to bake their products there. The principal was very moved by their request and decided to sacrifice his holiday too, and stay with the group and supervise.

The group comprises of 6 members, unrelated in age, they have mobilised themselves based on their will to succeed and have successfully completed the contest, generating 2nd highest profit in the challenge.

Team A, made their business all about baking and confectionary, they have tested and worked their networks to infiltrate local markets and sell their products (often door to door).

Their initial input into the business was R178 (collective collection of pocket money), resulting in a final profit of R1245.

Potential prize ideas:

- Transport to CT (the group was offered a complementary visit to Charlie's Bakery incl 2 hour baking session with Charlie's team)
- Baking equipment for their school's kitchen

Team B : group of 6

Here we have 6 ladies focusing on bringing health and beauty treatments closer to the working women/men. Their offering included personalised manicures and pedicures at the comfort of their client's homes.

A young and dynamic team, they have blown the panel away with the quality of their business plan and belief in their product.

They have worked steadily and strategically sourced their clients.

With a start-up capital of R500 (a loan from a family member) - the team was successful in generating a clean profit of R1409.81 and repaying the loan in full.

Potential prize ideas:

- Visit to the Caledon Spa (Day Pass)
- Hamper of beauty products

Team C: group of 3

3 young ladies, driven by creative spirit, settled on turning unwanted things into items of renewed purpose, what we know as upcycling.

Starting slow, they have set up a face book page for their products and managed to generate a small profit and pots of experience and adventure, finishing off with a small profit of R323.

Potential prize ideas:

- Class in Social Media and PR
- Tickets to the next Design Indaba.

Team D: group of 4

Multi-talented team decided to make full use of their skills and talents, combining live entertainment with visual art and commercial drive. The team has zoomed in on their accessible market (other children in the area) and their spending patterns (around R5 was the norm) and quickly realised that trick to success lay in volumes.

Having negotiated space to showcase ‘afternoons at the movies’ they have sold tickets and refreshments to young ‘movie goers’ at an average price of R5, in a town where closest movie house is 200km away and the average child does not have an opportunity to watch a movie on a BIG SCREEN until adulthood.

The team made a hefty profit of R800 and then something despicable happened.... Their money was stolen a day before final cash up.

It was a dark and sad day as reality hit home, we hope that the team will not lose heart and belief in humanity and will retain their enthusiasm to continue with their business idea.

Potential prizes:

- Cash Prize
- Movie tickets and popcorn for the team of 4

Team E: group of 2

One of the furthest removed from anything remotely considered as an obvious business opportunity, the team was also most severely challenged in terms of overcoming personal barriers and social realities.

Settling in on a business idea, utilizing materials readily available in their community and transforming them into beautiful and useful items was the plan.

Yet, the biggest transformation was that what we have seen in their lives, their attitudes, their regained strength and positivity that anything is possible.

This team did not complete the challenge due to losing one of the members along the way, however, the personal transformation taking place within the remaining team members is priceless.

This team also decided to continue building on their business and are now working on orders for their upcycled products. Remaining team members are ages 14 and 18.

Potential prize ideas:

- Tool box with basic tools for working with wire
- Tickets to the next Design Indaba

I hope that you have enjoyed the brief synopses of the teams and should you still wish to participate as a sponsor to any of the above prize ideas, please let us know soonest.

The invitations to the Gala Evening will be sent out shortly.

Thank you for your participation and interest in this, very first Biggest Deal Challenge, we look forward to continue with the initiative next year and observe young lives changing, one team at a time.

With sincere thanks and kind regards,
Joanna and the rest of the Biggest Deal Team