

## SiMODiSA Start-up announces finalists

SiMODiSA Start-up, an entrepreneurship initiative, is hosting a start-up conference on 10 October 2014 at the Cape Town International Convention Centre (CTICC). Encouraging entrepreneurship and aligning to government, this initiative aims at alleviating poverty, creating jobs and reducing crime.



10 finalists have been selected for the inaugural 10-10 Get-Up Start-Up Stage. The start-ups will be judged by two of SA's Dragons featured on the television series *Dragon's Den SA*: Vusi Thembekwayo, a private equity practitioner and global speaker; Vinny Lingham, a South African Entrepreneur based in Silicon Valley; Justin Stanford, partner at 4Di; Pontsho Maruping, a group executive from the Technology Innovation Agency and Anita Nel from Innovus associated with the University of Stellenbosch.

### Finalists

The chosen Start-ups are:

Company	Affiliated Accelerator/Hub/Incubator
Peach Payments	88MPH
Iono.fm	Grindstone
Genwye	Sw7
Wumdrop	Microsoft Bizpark
Flavalite	Innovation Hub
Rethink Education	Knife Capital
Apurimac Media	Grindstone
The Lightie™	Edge Growth
Sweet South	Seed Engine
Mzansi Stores	Microsoft Bizpark / SW7

Each start-up will have 15 minutes of fame where they will pitch to the judges who could possibly invest in their business venture. The grand prize winner will be jetted off to the United States of America to experience the technology boom taking place in Silicon Valley, California. They will receive the opportunity to network with global entrepreneurs, influencers, and learn the tricks of the trade in a unique effort to help build their business.

If the winner should be a 'non tech' company then they will be entered into the "Vumela" program. Vumela is capitalised by FirstRand and managed by FNB in alliance with Edge Growth.

"FNB is proud to be part of this initiative. It's great to see that entrepreneurs are looking at various avenues that will ensure that their business ventures are successful. Ongoing partnerships and collaboration like the SiMODiSA Start-up conference, is placing South African business on the roadmap for global investment and interest," Says Heather Lowe, Head FNB Enterprise Development.

The audience is also in for a treat with prizes like a 3D printer to be won. So, be sure to show your support and feedback.

The conference is sponsored by First National Bank (FNB), SAVCA, OMIDYAR Network and many more.

For more, go to [www.simodisa.com/events/get-start](http://www.simodisa.com/events/get-start)

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