

Greenpop wins Enterprise Elevator pitch

Environmental company Greenpop has won the Enterprise Elevator pitch event, sponsored by U-Start. The event, which took place on 29 November, at the Dream Factory in Cape Town, was attended by industry players and high net-worth businesses and individuals looking to invest in profitable impact orientated businesses.



Future Power Solutions and Iono Broadcasting were placed second and third respectively in the SMS audience vote.

MC'd by Cape Talk morning show host Kieno Kammies, the seventeen finalists will receive business coaching valued at R510 000 by FutureFit, a South African person-centred impact entrepreneurship development organisation and investment readiness incubation by Impact Amplifier, an accelerator for impact entrepreneurs, as well as a cash prize from FNB.

"Our judging criteria was straightforward," Enterprise Elevator judge and founder of local consultancy, Sense2Solve, Itha Taljaard said. "The winning pitch needed to demonstrate commercial viability, scalability and transparency; Greenpop demonstrated all three of these."

The Enterprise Elevator pitch event was the first of many more to come, with the next activity being planned to take place in Johannesburg early next year. For more information on Enterprise Elevator visit www.enterpriseelevator.co.za.

For more, visit: <https://www.bizcommunity.com>