

## Gil Oved joins Shark Tank show

One of the five business moguls bankrolling budding entrepreneurs in M-Net's new reality television series, Shark Tank South Africa, is Gil Oved, co-founder and group co-CEO of The Creative Counsel, the South African advertising agency that was bought over by French mega agency Publicis Groupe for an eight-digit Rand figure.



Gil Oved

M-Net and series sponsor, Telkom South Africa, announced that the young multi-millionaire agreed to be a 'Shark' on the local version of the two-time Emmy award-winning show that be screened in October this year.

In Shark Tank South Africa, dreamers with big business ideas or revolutionary products have the opportunity to obtain the much-needed funding for their enterprises. First, they have to persuade the panel of cutthroat Sharks that their plan is solid and worth an investment. If more than one of the Sharks takes the bait, it can lead to a fierce bidding war, after which the entrepreneur has to decide which of the big fish is offering the best deal.

"Who would not want to swim with a Shark like Gil?" asks M-Net's head of publicity, Lani Lombard. "He is a well-loved and energetic serial entrepreneur who has proven that he is passionate about supporting disruptive thinkers with well-thought-out visions. He is a smart hustler who knows how to boost businesses in just the right way. We're honoured to have him as one of the sharks."

Oved, who has a CFA (Chartered Financial Analyst) and Bachelor of Commerce cum laude, started his business career along with high school friend Ran Neu-Ner, armed with nothing but a telephone and the Yellow Pages. In 2001, they founded The Creative Counsel and, 14 years later, their two-man operation grew into the largest communications and advertising group in Africa, with an annual turnover of over R700m, employing over 1,000 full-time employees and creating tens of thousands of part-time jobs.

Oved is also a board member on South Africa's second biggest venture capital tech fund, Grotech, giving him insight into South Africa's exciting venture capital companies.

Shark Tank South Africa is not his first stint in front of the television cameras. He hosted a youth show in his teens and, after matriculating, he illustrated his entrepreneurial spirit by creating his own television production company. Viewers of M-Net's sister channel Mzansi Magic also saw how he gave several entrepreneurs a break into the world of business on Dragon's Den.

"On Shark Tank South Africa, I am keen on investing in companies with unique and local IP. I am interested in products, services, technology and brands that need channel marketing, branding, distribution, mentorship, guidance and access to capital," says Oved. "I want to see hunger and passion and entrepreneurs focused on innovating and making a difference. Respect the opportunity to present on the show, know your numbers, take the time to package your business case."

Shark Tank SA will be broadcast on M-Net channel 101 from Sunday 2 October at 6pm.

Entries for the series will close on Sunday 31 July 2016. For more information, go to [www.mnet.tv/sharktank](http://www.mnet.tv/sharktank).

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