

Entrepreneurs to compete for 'Kiln' space

Reinher Behrens, group chief executive McCann Worldgroup SA, announced in early October 2009 that an enterprise development initiative known as 'The Kiln' has space for two more micro enterprises in which to run their businesses. "We have started the search for the last two micro enterprises by launching a competition, in which we ask entrepreneurs to motivate why they should be considered for this project," states Behrens.

Three South African micro entrepreneurs in the communications industry are already part of this opportunity to fast track their businesses to the next level and the company is launching a competition to select the last two entrants.

Prize

The selected enterprises will get rent-free office space, IT infrastructure and support, basic financial services and assistance, as well as mentoring valued at R300 000 for each enterprise, for a maximum of 12 months.

Behrens says that besides the direct overhead savings for the businesses, the company gets a packet of hours per month from each business, in their areas of expertise; giving the micro enterprises exposure to mainstream business and further possible opportunities.

"We have created an environment which allows the entrepreneurs to be integrated into the communication industry. They get invaluable exposure and experience through our strategic partners and us. At the same time they can develop their own networks and skills, which should go a long way to contributing to their sustainable success. We do not take ownership of the enterprises; it is merely a vehicle to assist them in building their businesses."

How to win

For that entrepreneur looking to break into the world of communications, the website contains all the relevant information and is the main channel to enter the competition. The competition is straightforward; entrepreneurs must motivate why they should be considered by either posting a cellphone-created video or completing an entry form.

Entrants are encouraged to get their existing networks to vote for their motivation via the website. Weekly finalists will be profiled on the website and evaluated by an expert panel, made up of McCann and its strategic partners, to select the final winners, which will be announced in November.

The website will also feature blogs and updates from the other entrepreneurs involved in 'The Kiln', profile their work completed and sharing their experiences and thoughts on the project. For further information about 'The Kiln' competition visit www.thekiln.co.za/.