



THE HELLO AMBASSADOR AWARDS FOR CREATIVE EXCELLENCE

**BRIEF
CATEGORY 2
BEST CREATIVE STARTUP**



CATEGORY 2 - BEST CREATIVE STARTUP

Category 2 caters for creative startups and entrepreneurs in South Africa.

Anyone who recently started a business within the creative industry in SA (registered January 2015 or later), or who plans to start such a business in the near future, can enter this competition. The winner of Category 2 will receive an Entrepreneurial package including CI and web design, marketing consultation and legal advice from experts in the respective fields.

HOW TO ENTER:

STEP 1 - DOWNLOAD THE BRIEF AND ENTRY FORM

Your Submission should be in the required digital format and should adhere to the Submission Specifications and Entry Requirements explained in this document.

STEP 2 - EMAIL ENTRY FORM

Complete the Entry Form and email it to info@helloambassador.co.za before 18 August 2015. Make sure that you provide as much info as possible in your business plan.

STEP 3 - JUDGING

5 Finalists will be chosen and will be informed on 20 August. All finalist submission will be featured on the Hello Ambassador website. Based on the Judges' decision, one winner will be chosen and announced at the Hello Ambassador Awards ceremony at Sci-Bono on 1 September 2016.

CLOSING DATE - 18 August 2016



THE BRIEF

WHO SHOULD ENTER?

Are you a creative with a dream to own your own company? Are you passionate about the creative industry in South Africa? Does your company or initiative work to promote creative talent or develop our local creative economy? Do you have a business idea that is so innovative it will blow peoples minds? Or perhaps your goal is to contribute towards developing sustainability within the creative industry?

If your answer is “YES” to any of these questions, then this competition is for you! We know how difficult it can be to start and grow a business, not even to mention the costs involved. Paying a designers to design the perfect Corporate Identity, getting a professional looking website up-and-running, developing and implementing a marketing strategy and getting business and legal advice, can set you back quite a bit. Through this competition, we aim to assist you in this process.

WHAT CAN YOU WIN?

5 Finalists will be chosen, each receiving a full ticket to #HA2016. The overall winner will receive a Startup package consisting of the following:

1. A full Corporate Identity crafted by our Design team to suit your needs.
2. A basic website, developed and designed by our team. This will include 1 year hosting and domain registration with Wix, as well as a short workshop on how to use the interface and update your website regularly.
3. A marketing workshop to help you develop a marketing strategy and implementation plan.
4. Consultation with a legal and business strategist to assist you in finding the best legal and business registration options for your business / idea.
5. Access to our team of experts should you need any follow-up advice or consultation.



HAND-IN SPECIFICATIONS

Your entry should consist of the following:

1. A fully filled-in Category 2 Entry Form, downloadable from our website.
2. A short biography about yourself (pdf or Word format).
3. Your latest CV (pdf or Word format).
4. Optional: If you have any accompanying visual material such as a presentation, slide shows, photographs or videos to help support your business concept, please include this in your email entry.
5. Optional: If you have a concise Business Plan, you can also include it in your entry. Otherwise, please make sure to provide all necessary information on the Entry Form.

ENTRY REQUIREMENTS

1. All entries must be submitted via email to info@helloambassador.co.za with the subject field: "HA2016 AWARDS: CATEGORY 2 ENTRY." No hand-delivered or posted entries will be accepted.
2. Your emailed entry should not exceed 20MB (the standard Gmail limit). Should it be bigger, please upload it to Google Drive and send us the link.
3. All entries must be accompanied by a fully filled-in ENTRY FORM (downloadable at www.helloambassador.co.za/awards). Entries without an ENTRY FORM will not be accepted.
4. The closing date is 18 August 2016 at 23:00. No late entries will be accepted.

*.*This is not an ENTRY FORM. Entry forms can be downloaded from our website*

***Please be sure to read the terms and conditions included on the entry form*

If you have any questions, please visit www.helloambassador.co.za or email us at info@helloambassador.co.za