



**economic
development**

Department:
Economic Development
CITY OF JOHANNESBURG

a world class African city



Green Technology Hub: The “GreenCityStartup” Challenge Fund

Presentation to Jo'burg Business Forum
30 January 2015

What is the GreenCityStartup?

- A partnership between CoJ, UJ and Resolution Circle
- CoJ provided R5m funding; project management by Resolution Circle
- Call for proposals announced in mid-December 2014, closing date today
- Three stages: Top 20 given mentorship; best 5-8 given six months and ~R250k to prove idea; then best 1-2 given R1 million, all “light touch”
- Social media campaign has generated 2,000+ Facebook “likes”, ‘000s of clicks and impressions online, almost a dozen mentions in outside articles.
- As of Thursday evening, 45+ entries already received, expecting during the course of today (and late entries accepted through the weekend)
- No predefined sector or specific problem to tackle this year – “challenge” is in competitiveness and rigour of selection

What are its objectives?

1. Open a channel for new ideas from outside the circle of usual partners and established institutions
2. Seed fund a handful of ideas, one or two of which might be game-changers, and all (or almost all) be role models to others
3. Use funding to enhance cooperation among firms, researchers, and other stakeholders, by colocation, peer review and learning
4. Start momentum on green projects right away, leveraging private sector activity / ideas in the pipeline

Not a large-scale incentive scheme or general fund

How is it different?

1. Openness – there are no predefined criteria, only a high bar in the quality of the idea, team and business model
2. Good governance and due process embedded in rigorous, independent review, versus extensive bureaucracy and forms
3. Substantial rewards – winners receive large grants (R250k-R1 million) without giving up any equity, the only requirement being to share lessons learned, connect to innovation system
4. Moving relatively fast, from initial partnership concept in mid-2014, now on track to select winners and disburse in Q1 2015

How will winners be selected?

- No predefined sector or specific problem to tackle this year – “challenge” is in competitiveness and rigour of selection
 - *Revolutionary*: a further step towards a breakthrough that is: far-reaching, technically challenging, multidisciplinary and actionable; or
 - *Immediate*: the final step in bringing a new product to market, e.g., final prototyping or initial batch production
- A shortlisting team will choose the “top 20” in the first 2 weeks of February:
 - Composed of a dozen entrepreneurs, technical experts and heads of SME development programs/incubators
 - No City, UJ, or Resolution Circle employees are on the shortlisting team
- In early March, the top 20 will pitch to an Awards Panel, who select winners:
 - Has ten members, including CoJ, UJ, Resolution Circle, but with the majority from other institutions (e.g., Wits, SAVCA, IDC)
 - Competition will be fierce and selection rigorous—think “Dragons Den”

Challenge Fund timeline

Date	Milestone	Comment
01-Jan	Entries opened	Social media marketing campaign began already in mid-December, so over 1,000 “likes” before entries opened
17-Jan	Idea generation workshop	Free to public, organized by Resolution Circle, will help potential applicants refine their entry
31-Jan	Entries closed	Project management by Resolution Circle, which will organize, store, prepare & archive the entries
2-Feb	Pre-Screening Begins	Will be done by a team comprised of successful entrepreneurs, technical and financial experts
16-Feb	Mentoring for Top 20 (lasts two weeks)	The top 20 from the pre-screening are invited to mentoring for two weeks to refine proposal
4-March	Awards Panel meets	Panel of ~10 eminent judges, from venture capital, entrepreneurs, financiers (e.g., IDC), etc.
9-March	Round One winners selected	“Dragons Den” type process of applicants pitching to and being queried by the awards panel
~20 March	Winners begin product development	Six month period in which first round winners need to take first steps to turning idea into reality
Mid-August	Final winners selected	Awards panel reconvenes to select 1-2 firms that have made the most progress in the six months



LATE APPLICATIONS WILL BE ACCEPTED UNTIL MIDNIGHT THIS SUNDAY 1ST FEBRUARY 2015

Complete the ENTRY FORM online - <https://www.thegreencitystartup.co.za>



The Green City Startup
Community

👍 Liked ▾

✓ Following

💬 Message



Timeline

About

Photos

Likes

Videos

PEOPLE



2,318 likes

Invite your friends to like this Page

ABOUT



🔔 Entries for TheGreenCityStartup close on 30th January!

🌐 <http://www.thegreencitystartup.co.za/>

✓ Suggest Edits



Post



Photo / Video



Write something...



Post



The Green City Startup

8 hrs · Edited · 🌐

We've extended the entry deadline! You have until Sunday at midnight!
www.thegreencitystartup.co.za/



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Website & Entry Form



[HOME](#) [ENTER NOW](#)

DO YOU HAVE AN IDEA THAT COULD CHANGE THE WORLD?

The City of Jo'burg's Challenge Fund is putting millions of Rands into The Green City Startup!

If you have a Revolutionary or Immediately scalable idea in Energy, Waste, Water, Transport or Building you stand the chance
of having your idea developed with R250k!

[ENTER NOW](#) →



IS YOUR IDEA REVOLUTIONARY OR IMMEDIATE?

REVOLUTIONARY

An idea that may lead to a breakthrough new product or process, that is far-reaching and technically challenging. The idea may carry a high degree of risk in its technical challenges or market potential, and require several years to reach scale. It should rest on established science and have a coherent picture of the potential market.

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IMMEDIATE

An idea that is ready to enter the market within the next 6 – 12 months, with a prototype already developed and a market clearly identified. The idea's core technical challenges should already be solved, and initial customers identified. Additional funding can accelerate it achieving scale, or bridge a funding gap, after other sources have been exhausted.

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The City of Johannesburg's Challenge Fund is putting millions of Rands into The Green City Startup, which aims to accelerate visionary entrepreneurs in the green economy.

Twenty Applicants will work and receive mentorships and guidance

THE PROCESS

1. Choose a Category: Revolutionary or Immediate.
2. Fill out the Entry form!
3. Submit your Entry! Entries close on 30th January 2015 (midnight)





PARTICIPANT DETAILS

Company or startup name *

Is your company or startup
registered? *

☒ YES

☐ NO

If YES, when was it registered?

How many people are employed? *

What is the annual revenue? *

What is your BB-BEE score? *

Level 1



If you are non compliant, when do you foresee your company
will be registered?

Address

Street Address

Apt, Suite, Bldg. (optional)

Contact person *

First

Last



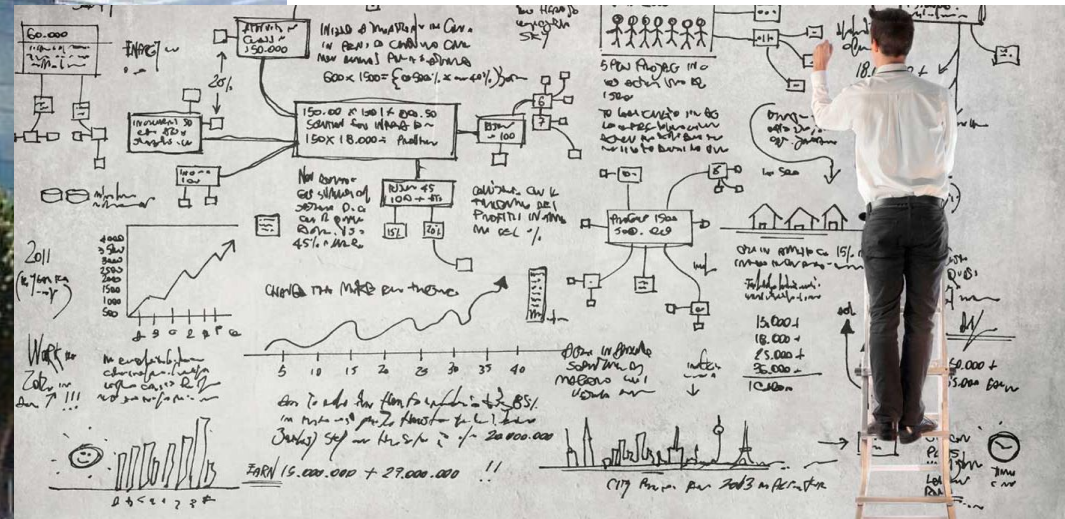
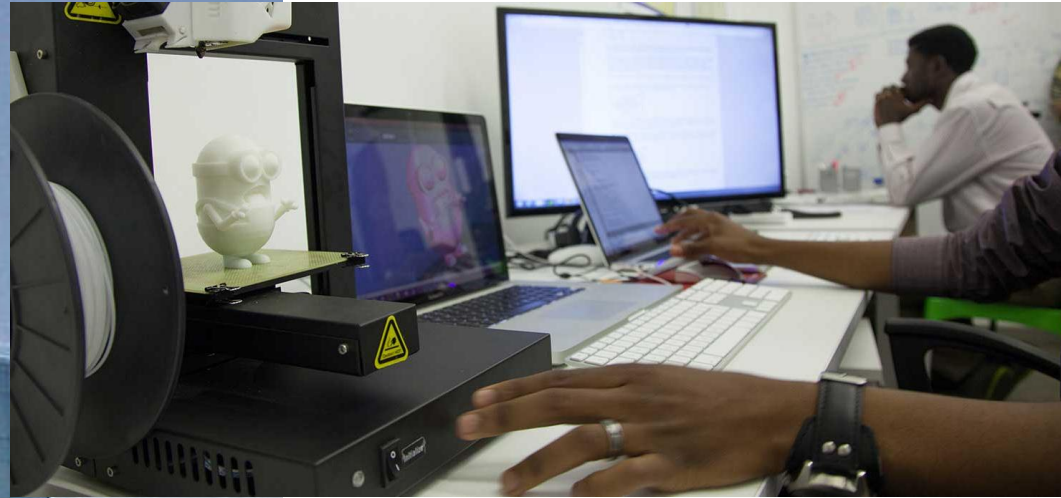


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The centre of activity (Green Hub)



Conclusion

1. A new approach to catalyzing development
2. Aligns to Jo'burgs strengths in the green economy, i.e., a concentration of high-end skills, and the young and ambitious
3. Our intent is that it be ongoing, with the governance structures designed to allow for durable, repeated rounds

Hopefully a source of new, cutting-edge partners and suppliers for existing & large firms – and competitors for them ...