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# A Re Kopaneng Local Business Competition

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## Terms and Conditions

The competition will be governed by the following terms and conditions:

- a. The selection of the eventual winner of the competition entails a rigorous process designed to ensure the integrity of the competition and those participating. By submitting an application for this competition, the applicant fully recognises and agrees to adhere to the process set out in this document. No exceptions will be made to any applicant and failure to participate at any level will lead to disqualification from subsequent levels.
- b. Entry is open to Citizens of Botswana except employees (and their immediate families) of the Botswana Investment and Trade Centre (BITC) their agents and any other companies associated with the competition/Expo.
- c. To avoid conflict of interest, the A Re Kopaneng Local Business competition selection panel members, technical validation experts, and their immediate family members shall not be eligible to submit an entry or have any association to the competition.
- d. By being the recipient of the A Re Kopaneng Local Business competition prize, the winner will be requested to play an active role in documenting, for means of marketing, their participation at the Expo 2020. By accepting the Prize, the winner also accepts and agrees to dedicate their time and business towards the set-out Expo 2020 participation requirements as will be detailed.
- e. The Winner will be expected to do pre, during and post Expo publicity whereby the winner will share and document different stages of their participation.
- f. By entering this competition, participants agree to provide biographical details, videos and photographs as and when requested by The Botswana Investment and Trade Centre (BITC) for usage and publication of these data on any media and for any advertising or promotional campaign related to this competition and Botswana's participation in Expo 2020.
- g. The above (f) information may be shared internally and with BITC technical service providers, for its smooth running.
- h. Entries that are incomplete, illegible or indecipherable will not be valid and deemed void.
- i. The Botswana Investment and Trade Centre wholly reserves the right to cancel the Prize at any time, if a selected applicant is found ineligible or does not fulfil the conditions laid down for the Prize. Any misrepresentation of any kind or use of copyrighted material will lead to removal from the competition.
- j. Upon receipt of submission of entry, BITC will ensure the strict protection of submissions, and everyone involved in the Challenge selection process will be required to sign a Non-

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Disclosure Agreement (NDA) to safeguard the submissions.

- k. Competition may be modified or withdrawn at any time without notice.
- l. BITC or any of its partners will not be liable for the costs of entering the competition, or development of material for purposes of participating in this competition in whatever form.

In the event of a discrepancy between these standard terms and conditions and the details in the promotional materials (or any other terms and conditions provided/referred to at the time of entry), the details of the promotional material (and any other terms and conditions provided/referred to at the time of entry) shall prevail.

- m. The decision of the BITC selection panel shall be final and no correspondence will be entered into.

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## ASSESSMENT MATRIX

ASSESSMENT VARIABLE		RATINGS
<b>Years in operation</b>		1-2 (1mark) 3-5 years (2-4 marks) 6+years(5marks)
<b>Quality assured product</b> Has the product been quality tested at a recognised entity such as BOBS	10	Not quality assured (1-2marks)
<b>Employment level</b> Ongoing provision of employment to citizens and, where required, non-citizens to support skills development & innovation / localisation policy	5	0-2 employees (1-2marks) 3-5 employees(3-6marks) 6+ employees(7-10marks)
<b>Product</b> Is the product made locally? Preference is given to products made largely in Botswana.	10	Product is made and packaged internationally, and brand owned by a Motswana (0-2 marks) Raw materials sourced internationally, only manufacturing and packaging done locally (5-10marks)
<b>Product Availability</b> Production capacity will be determined by type of product. Products such as water are large as opposed to more niche products such as sauces for example.	5	Low Production capacity. (0-2 marks) Medium production capacity (3-5 marks) High production capacity (6-10 marks)
<b>Product Packaging, branding and Labelling</b> SMME and its products should be appropriately branded. Has the company adopted use of the Botswana Pride Mark? Intellectual property protection.	8	Pixelated or stretched labelling (1-2 marks) Good product labelling (3-6 marks) Clear labelling but no barcode, ingredients and expiry date Excellent labelling: barcode, expiry date, ingredients (7-8 marks)
	2	Use of Pride mark (2 marks)

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<b>Pricing</b> Is the product priced competitively looking at the market?	5	High Medium Low (reasonable)
<b>Product Marketing</b> Demonstrate use of strategic and marketing plans and show commitment to marketing products to drive sales	5	Product marketing initiatives/ strategies shared Has commitment to market product has been submitted Yes No
<b>Business Practices</b> Compliance with environment requirements, tax, labour-(staff welfare and training, training policies, staff manual), health and safety. Company must meet and adhere to all export market requirements.	5	Partial compliance (5 – 8marks) Compliance (8-10marks)
<b>Motivation</b>	10	
<b>Second Round Evaluation – Top 10</b>		
<b>Pitch</b>	10	Product knowledge Product Testing Knowledge of business Understanding of the market
<b>People's Vote</b>	5	Public polling from social media
<b>Third Round Evaluation – Top 3</b>		
<b>Pitch</b>	<b>10</b>	
<b>People's Vote</b>	<b>5</b>	
<b>Total</b>	<b>100</b>	