



M-Net and Telkom SA bring *Shark Tank* to South Africa Boost your business idea with big bucks from tough investors

M-Net, channel 101 on DStv, and Telkom SA will soon be shining the spotlight on entrepreneurs with a local version of the Emmy award-winning US reality show *Shark Tank*. While *Shark Tank South Africa* will be broadcast on Sunday nights from October 2016, all budding business people who want to step into the Shark Tank to garner some financial boosting for their bright ideas, have to pitch their plans before Sunday, 24 July.

In *Shark Tank South Africa*, entrepreneurs go up in front of a panel of esteemed successful South African business moguls, known as the “Sharks”, who are willing to invest their own money and time in deserving and potentially lucrative business ideas. The trick is in convincing these highly critical and experienced Sharks that it will be worth their while to bankroll your business, product or invention.

“It’s indeed the opportunity of a lifetime for everyone who needs some funds to make their money-making dreams come true, says M-Net’s Head of Publicity, Lani Lombard. "But take note, these Sharks have sharp teeth. You will need to tell them how much capital you’re asking for, in exchange for what percentage of equity in your business. Then the Sharks will grill you about your product, business forecasts, competition and growth ideas before even considering an investment. If you stand your ground, have your facts straight and show promise, however, the rewards will be worth the sweat, and you’ll be swimming with the big fish!”

So, how do you get into the Shark Tank? Sponsored in full by Telkom SA, entries for *Shark Tank SA* are now open. All you have to do is visit www.mnet.tv/sharktank and submit a 60-second video with a concise version of your business pitch to the Sharks. The video can be filmed on a camera or on your phone and doesn’t have to be of high production quality. It’s all about giving a short elevator-type of pitch that will illustrate that you really mean business.

Successful candidates will be notified by Thursday, 4 August. You have to be a South African citizen or resident, and must be over the age of 18 to enter.

“Telkom believes in the power of small business to create jobs and grow South Africa’s economy. We are proud to be able to partner with M-Net in bringing *Shark Tank South Africa* to our screens in order to inspire entrepreneurs and start-ups around the country,” said Telkom Chief Marketing Officer Enzo Scarcella.

The names of the Sharks will be announced in due course.