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# FAQs

## 1. Who is eligible to enter?

Female entrepreneurs who own a registered South African business and who are part of the Lionesses of Africa network. The entrepreneurs need to be over the age of 18 at time of entering. Businesses across all sectors and industries can enter the competition by submitting a two-minute video recorded business pitch on the Lionesses Den website. Interested female business owners can find more under the Terms & Conditions on the site

## 2. Is it free to enter?

Yes, it is free to enter. You just have to submit your two-minute video recorded business pitch on the microsite

## 3. How will I know that my application has been successfully received?

You will see a confirmation page after submitting your application. You can also follow up on the following email - [support@vwlionessesden.co.za](mailto:support@vwlionessesden.co.za)

## 4. What is the difference between Lionesses of Africa and the Lionesses Den?

Lionesses of Africa is a social enterprise working to advance Africa's female entrepreneurs, by building and delivering entrepreneur development programmes, mentoring programmes, business tools, digital media channels, community platforms, networking events and information resources.

A key aspect of Lionesses of Africa's success is the Volkswagen sponsored Lean-In Breakfast events, which are a series of monthly networking events hosted nationwide.

Volkswagen South Africa (Pty) Ltd is looking to further support "Lionesses of Africa" by providing financial relief for existing business challenges to top three female-owned businesses in its South African network through the Volkswagen owned initiative – the Lionesses Den.

## 5. Do I need to be part of the Lionesses of Africa network to enter the competition? Or how do I register?



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This campaign was initiated to support female entrepreneurs who are part of the Lionesses of Africa. To register to become part of the Lionesses of Africa network, please visit <https://lionessesofafrica.ning.com/main/authorization/signIn>

**6. Why do I have to be part of the Lionesses of Africa network in order to enter the competition?**

Lionesses of Africa creates impact by growing the next generation of women entrepreneurs across Africa. The networks supports women to achieve their business dreams, empower them to generate economic prosperity and build their business networks.

As a Lioness of Africa, you will have access to entrepreneur development programmes, mentoring programmes, business tools, community platforms, digital media, networking events and information resources that women entrepreneurs really want and need.

**7. Do I need to have an existing business or a business idea?**

To enter the Lionesses Den competition, you must have an already existing and South African registered operational business. All relevant information is under the TERMS AND CONDITIONS section on the microsite.

**8. Do I need to be an entrepreneur in a specific industry?**

No, the Lionesses Den competition will be looking at entrepreneurs across the different sectors.

**9. Does a female-led business qualify?**

Lionesses Den is on the hunt for female-owned businesses in South Africa. A business that is directly owned and controlled by one or more female South African citizens. A woman must hold the highest position in the business as the owner and be active in the management and strategic direction of the business. A business owned by a man or men but led by a woman/women does not qualify.

**10. Does the BBEEE level status matter if it's a female-led business?**

No, not for this specific initiative. Entrants will not be required to submit BBEEE documents. The initiative is aimed to inclusively empower all local female-owned businesses.



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**11. How many entries can I submit?**

Entrants can only submit only one entry per business.

**12. Can I resubmit?**

In order to resubmit your pitch, please email [lionessesden@bonfiremedia.co.za](mailto:lionessesden@bonfiremedia.co.za)

**13. Can I get assistance with my pitch?**

There are some tips on what to include in the pitch, under the RULES section on the microsite to help you ace your pitch - [www.vwlionessesden.co.za](http://www.vwlionessesden.co.za).

For further assistance, please email [support@vwlionessesden.co.za](mailto:support@vwlionessesden.co.za).

**14. When do entries close?**

The competition will run from 01 July 2020 at 00:01 and will end on 02 August 2020 at 23:59.

**15. How many winners will be selected and what are the prizes?**

The top three business pitches will be awarded cash injection prizes.

Prizes are as follows:

1<sup>st</sup> – R100 000

2<sup>nd</sup> – R50 000

3<sup>rd</sup> – R25 000

**16. Is there tax implications on the winnings?**

There may be tax implications regarding the cash prizes. The successful participants are responsible for obtaining independent tax advice. Volkswagen shall not be responsible for any tax obligations arising from participation in the competition

**17. How are the winners decided on?**

There are a panel of five judges that will select the winners based on the following criteria: the business model, validity and uniqueness of the business, strategic direction of the business, product/service offered, the vision for the business, the impact of the business has made, opportunity in the market, the entrepreneur's delivery of pitch, financial need and the entrepreneur's alignment with Volkswagen's tonality and ethics.



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**18. How will I know that I have won?**

Prize winners will be notified by the promoters via the email address provided by the entrant on the competition website. All prize winners will be required to participate in an audit verification process.

**19. When will the winners be announced?**

The winners will be announced during the Volkswagen Lioness Lean-In event on 21 Aug 2020.