



REPUBLIC OF SOUTH AFRICA



G20 SOUTH AFRICA 2025



INNOVATION BRIDGE

SA Tech Challenge Pre-Application Guidelines

So you think you are South Africa's best innovator? Let us help you prove it in your application. This document provides a comprehensive guide for potential applicants of the SA Tech Challenge. It outlines the necessary preparations and required documentation to ensure a seamless and successful application process. You may be tired of repeated applications that have led nowhere, we understand. That is why we want you to be as prepared as possible for this once-in-a-lifetime opportunity to represent South Africa on the global stage. This is what you need to do before completing your application:

1. **Understand the challenge objectives:** Carefully review the challenge objectives on the site www.satechchallenge.co.za, including the definition of the different categories relevant to your enterprise.
2. **Have clarity in how to best describe your enterprise:** Outline your business value proposition in detail from a financial, operational, innovation and technical point of view.
3. **Gather required documents:** Prepare all necessary documents well in advance. Utilize the checklist to ensure you have all the relevant documents before making the application.



SA Tech Challenge - Application Guidelines

Introduction

The SA Tech Challenge aims to empower micro, small and medium enterprises (MSMEs) by providing a platform to showcase innovative solutions. Participants will compete across six categories, with the opportunity to win the national competition and represent South Africa at the international G20 Digital Innovation Alliance (G20-DIA) summit in Cape Town.

This guide will walk you through the application process and help you prepare all the necessary information and documentation.

Competition Categories

You must select ONE of the following categories when applying:

1. **Digital Platforms:** Online spaces or infrastructure that facilitate interactions between different groups of users, transforming how we live, work, and interact.
2. **Fin-Tech:** Financial technology that improves and automates the delivery of financial services, where finance and technology intersect.
3. **Secured Digital Infrastructure:** Protection of underlying systems and networks that enable digital operations, encompassing measures to safeguard data, applications, and hardware from cyber and physical threats.
4. **Circular Economy:** A model of production and consumption that minimizes waste and maximizes resource utilization, shifting away from the traditional "take-make-dispose" pattern.
5. **Innovations for Connectivity:** Technological advancements aimed at improving and expanding how we connect and communicate, driven by demand for faster, more reliable, and ubiquitous connectivity.
6. **Innovations for Development:** Creation and implementation of new ideas, technologies, and strategies that improve social, economic, and environmental well-being, particularly in developing contexts (Agri-tech, Health-tech, Ed-tech).

Application Overview

The application form consists of several sections designed to assess your business's eligibility, innovation potential, impact, and scalability. Below is a breakdown of each section and what you'll need to prepare.

1. Registration

This section captures your basic contact information.

What to prepare:

- Email address



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- First name
- Surname
- Cellphone number

2. Business Information

This section gathers essential information about your business.

What to prepare:

- Competition category (choose ONE from the six categories)
- Trading business name
- Registered business name (as per your CIPC registration)
- Business website address
- CIPC registration number (format: YYYY/NNNNNN/NN, e.g., 2010/123456/07)
- CIPC document: Upload your Business Registration Certificate (COR14.3)
- Business sector: Select the primary industry your business operates in
- Tax Compliance Status (TCS): Upload your SARS Tax Compliance Status Result Letter
 - *How to obtain:* Log into SARS eFiling, select "Tax Compliance Status," request compliance status for "Good Standing," and download the approved letter
- Operational duration: Select the year your business was founded
- Employee count: Total number of people employed (including full-time, part-time, and founders)
- Development stage of your solution
- Geographic focus: Countries in which your business operates
- Team information: List of your team members, their skills/qualifications, and their roles in supporting the solution
 - *Note:* A strong team with complementary skills and relevant experience is critical. The highest-scoring applications demonstrate teams with proven track records, domain expertise, and the complete skill set needed to execute the proposed solution.

3. Financial Information

Demonstrate your business's financial viability and track record.

What to prepare:

- Funding confirmation: Total amount your business has raised to date
- Financial statements: Upload statements for the last 1-2 years or burn rate documentation for pre-revenue startups
- Revenue 2025: Total revenue from March 1, 2024 to February 28, 2025 in ZAR
- Revenue 2024: Total revenue from March 1, 2023 to February 29, 2024 in ZAR
- Profit 2025: Net profit from March 1, 2024 to February 28, 2025 in ZAR
- Profit 2024: Net profit from March 1, 2023 to February 29, 2024 in ZAR
- Total Debt 2025: Total debt as of February 28, 2025 in ZAR





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- Total Debt 2024: Total debt as of February 29, 2024 in ZAR
- Total Assets 2025: Total value of all assets as of February 28, 2025 in ZAR
- Total Assets 2024: Total value of all assets as of February 29, 2024 in ZAR
- Cash Balance 2025: Cash balance as of February 28, 2025 in ZAR
- Cash Balance 2024: Cash balance as of February 29, 2024 in ZAR

4. Solution and Problem Statement

This is a critical section where you'll describe your innovative solution.

What to prepare:

- Problem statement: Clearly articulate the specific problem your solution addresses. Include relevant data points, statistics, or evidence that demonstrate the significance and scale of the problem. Explain who experiences this problem, how it impacts them, and why existing solutions are inadequate. Be specific about the economic, social, or environmental consequences of this problem remaining unsolved.
- Solution description: Provide a comprehensive description of your solution. Explain how it works, what technologies or approaches it uses, and how users interact with it. Highlight the key features and functionalities that make your solution effective. Describe the current stage of development and include any evidence of user testing or adoption. Be specific about how your solution directly addresses the problem you identified.
- Market size & target audience: Describe your total addressable market in monetary terms and provide supporting data sources. Detail who specifically experiences the problem your solution addresses, including demographics, characteristics, and behaviors of your target users/customers. Explain how your solution meets their specific needs and why they would adopt it.
- Innovation description: Explain what makes your solution innovative and unique. Describe how your technological approach or business model differs from existing alternatives in the market. Highlight any novel concepts, creative applications of technology, or groundbreaking methods your solution employs. Explain why your innovation represents a significant improvement over current approaches. If applicable, mention any intellectual property that protects your innovation.
- Competitive position & unique advantages: Identify your main competitors (direct and indirect) and explain how your solution compares to existing alternatives in the market. Detail the unique benefits and sustainable advantages your solution offers that competitors cannot match. Why would customers choose your solution over others? What specific features, capabilities, or approaches make your offering superior?





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Additional Requirements

- All submissions must be original work with no plagiarism or Intellectual Property violations
- Shortlisted applicants must be available to attend all required sessions, including possible mentorship sessions, pitch events, and award ceremonies
- The application form must be completed in English

Evaluation Criteria

Applications will be evaluated based on the following criteria:

1. **Innovation (30%)**: The originality and uniqueness of the solution
2. **Impact (20%)**: The potential social, economic, or environmental impact
3. **Scalability (20%)**: The potential for regional/global growth
4. **Feasibility (10%)**: The practicality of implementing the solution and the team's capability
5. **Team (10%)**: The expertise and experience of the team
6. **Presentation (10%)**: Clarity, engagement, and professionalism of the pitch delivery

Competition Process

1. **Application Submission**: Submit your complete application through the official competition website
2. **Initial Screening**: Applications will be checked for completeness and eligibility
3. **Evaluation**: A panel of judges will review all applications according to the evaluation criteria
4. **Finalist Selection**: Ten finalists per category will be selected
5. **Final Pitch**: Finalists will present their solutions to the judging panel, followed by a Q&A
6. **Winner Selection**: One winner per category will be selected to represent South Africa in the G20 competition
7. **G20 Summit Participation**: Category winners will participate in the G20 Digital Innovation Alliance Summit

Prize Structure

- **Overall winner**: R1 million
- **Second overall winner**: R750,000
- **Third overall winner**: R500,000
- **Fourth, fifth, and sixth overall winners**: R250,000 each

Additionally, all category winners will receive post-competition support in intellectual property protection, development, and growth.





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Document Checklist

Before submitting your application, ensure you have prepared:

- Completed application form
- Business registration certificate
- Tax clearance certificate
- Financial statements or burn rate documentation
- Functional demo materials
- Evidence of testing/user feedback
- Any supporting testimonials, partnerships, or letters of support
- Proof of Intellectual Property ownership (if applicable)

Contact Information

For any questions or assistance regarding the application process, please contact info@satechchallenge.co.za

Good luck with your application!

