

ANNOUNCEMENT OF WINNERS & AWARDS EVENT



TECHNOLOGY INNOVATION
COMPETITION

Lead sponsors



SASOL
reaching new frontiers



PARTNER REPORT
29 November 2013

EXECUTIVE SUMMARY HIGHLIGHTS

- 400 entries across seven sectors
- 160 people attended national awards event
- 42 expert judges from across South Africa
- 8 winners selected from 35 finalists
- Media coverage on CNBC Africa, DSTV, SAFM, online, print, etc.

COMPLETION OF PHASES



NEXT STEPS

- The Step-Up Escalator Commercialisation Programme, post competition phase is focussed on the activation of the winner support offerings, made available by each partner.
- Where winners and runner-ups have indicated an interest, they are being introduced to:
 - TIA for investment funding aligned to existing programmes e.g Youth Technology Innovation Fund
 - SASOL ChemCity to explore linkages for possible enterprise development
 - VC partners for possible investment partnerships
 - Enablis and U-Start for annual membership programmes with access to entrepreneurial support and tools
 - Microsoft Bizspark Plus for software support
 - SAINe's mentors where an individually customised, structured 6 month mentor programme will begin
 - SABLE for international commercialisation support
 - SABTIA for placement at a sector appropriate business incubator

AWARDS EVENT: 21 NOV, CSIR ICC



Registration & Arrival Drinks



Programme Director: Tembisa Marele



Excellent Attendance



Great Networking Event



Acting CEO TIA: Mkhululi Mazibuko



SASOL Chemcity GM: Herman Berry



CEO Traction: Martin Feinstein



Christina Pinto: Dept. Sci. & Tech.



JUDGES: ONLINE & PANEL JUDGES

- Adam Mostert, Fertilizer Society SA
- Anita Burger, Technology Innovation Agency
- Cathy Dwyer, Sasol
- Dr Chamunorwa Togo, Innovation Hub
- Darryl Rose, Business Partners
- Dr Boitumelo Smete, Innovation Hub
- Dr Dugmore, Nelson Mandela Metropolitan University
- Dr H Crocket, Wilbeforce Community College
- Dries Oelofse, Technology Innovation Agency
- Gareth Jane, Microsoft
- Grant Greyling, Technology Innovation Agency
- Hector Makgato, Technology Innovation Agency
- Hedley Manicom, Sasol
- Herman Berry, Sasol
- John Armstrong, Sasol
- Karen Eksteen, Technology Innovation Agency
- Khathu Mashau, KNM Consulting
- Lianne Du Toit, U-Start
- Lungile Shoba, Technology Innovation Agency
- Marc Matthews, Simply Natures
- Marcel Hunt, Sasol
- Marinus du Plessis, Exxaro
- Miana Naude, Microsoft
- Muhammed Karani, Sasol
- Ndivhuho Raphulu, CSIR
- Nelisha Naidoo, Technology Innovation Agency
- Nena Pruzljanin, Sasol
- Nqangi Mjimba, Technology Innovation Agency
- Otto Pepler O2, Coaching and Consulting
- Palesa Makanda, Endeavour SA
- Paul Platinga, Innovation Hub
- Pawel Wuzyk, Sasol
- Phemelo Baholo, Technology Innovation Agency
- Ronnie Zachariah George, U-Start
- Saberi Marais, Technology Innovation Agency
- Sean Moolman, CSIR
- Shaun Clark, Food and Trees SA
- Siya Bacela, Sasol
- Sol Buzuidenhout, Hasso Plattner Ventures Africa
- Tim Newman, Technology Innovation Agency
- Tony Mallam, Cape Venture Partners
- Warren Larkin, Microsoft

Panel Judges Briefing



Panel Interview in Progress



Panel Judges Deliberating



Outside Demonstration



THE 2013 STEP-UP FINALISTS



FINALIST STATISTICS

- In total there were 36 entries, 1 more than the planned 35
- Following a screening of test and duplicate entries the total numbers of entries available for adjudication was 367 entries.
- A fairly even distribution of the 3 entry categories were received.
- Almost half of the the finalists were from the Western Cape and a quarter from Gauteng
- The majority of the finalists were male at 87%

Entry breakdown according to sector

Sector	Chemical	Energy	Food & Agri	Green	Health & Bio	ICT	Min & Man	Total	%
Raw idea	3	1	2	1	1	0	2	10	28%
Idea in Development	2	1	1	3	4	1	2	14	39%
Existing Innovation	0	3	2	1	0	4	2	12	33%

Provincial Breakdown

Western Cape	17	47%
Gauteng	9	25%
KwaZulu-Natal	6	17%
Eastern Cape	1	3%
Mpumalanga	1	3%
Free State	1	3%
North West	1	3%

WINNER: CHEMICALS & ENERGY



CHEMICALS: Kraalbos Bio-Health Products (Jeremy Klaasen)

- KBHP is developing the patented **Galenia Africana (kraalbos)** extract as a unique, multi-functional cosmetic ingredient composed of a unique blend of natural ingredients that delivers herbal attributes to personal care products as well as a broad spectrum of antimicrobial activity. Developing new cosmetic formulations by replacing chemical preservatives with ingredients with botanical antimicrobial properties is becoming also a key route to develop self-preserving cosmetics. The kraalbos extract therefore provides innovative functional ingredients with substantial benefits to manufacturers and to end-users when compared with existing ingredients. Galenia Africana grows predominantly on communal land in the Succulent Karoo biome in the Northern and Western Cape. It can provide a valuable supplement to farmer incomes.



ENERGY: Delta Steam Systems (Bryan Anderson & Jacques Verwey)

- The **Delta Venturi Steam Trap** is a technologically advanced device that is able to remove water from a steam system while keeping the high-pressure steam in the system, without the use of moving parts. The Delta uses the energy in the hot water that it is ejecting, as it 'flashes' into steam, to restrict the steam from escaping and allowing the system to remain dry and efficient. The Delta steam trap is more compact than conventional steam traps and, with a life expectancy in excess of 20 years, the Delta steam trap offers distinct advantages.

WINNER: HEALTH & BIOTECHNOLOGY



HEALTH AND BIOTECHNOLOGY – JOINT WINNERS: Advanced Affordable Prosthetics (Drew van der Riet)

- This concept seeks to bring the latest innovations in research to the field of upper limb electromyography (EMG) prosthetics. New sensory feedback technology is under development that will restore the sense of touch to the wearer of the prosthesis. Sensory restoration is lacking in contemporary prosthetics and can greatly improve the prosthetic experience of the amputees. With a sense of touch, the amputee can hold delicate objects more carefully, without breaking or dropping them. A new control system is also under development which will improve the amputee's ability to use the EMG controlled prosthesis. Advances in manufacturing technology allow our proposed upper limb prostheses to be manufactured for less, while greatly enhancing bodily functionality and mobility.



HEALTH AND BIOTECHNOLOGY – JOINT WINNERS: BB Unbraid Spray (Xoliswa Malinga & Malegola Mohlala)

- The Unbraid Spray biochemically breaks down the synthetic polymer used to manufacture artificial hair used for braiding of hair. Unbraid Spray detangles braids from your hair within minutes, saving time, pain and costs. The active ingredient manipulates the properties of the synthetic polymer causing it to expand; this expansion detangles the synthetic polymer from one's natural hair, which enables one to literally pull down the braids away from ones hair. BB Unbraid Spray has been formulated with a protective layer which covers the strands of your natural hair, preventing biochemical damage. BB Unbraid spray brings a solution to hours spent manually taking off braids.

WINNERS: GREEN AND FOOD & AGRI



GREEN ENVIRONMENT: Interloop Global (Michael Suttner)

- The Lightie™ is an extremely efficient patent-pending test-tube shaped solar powered light bulb that has been designed to fit into a standard PET soda bottle, converting the bottle into a multi-functional solar powered lantern/task light. The Lightie™ aims to be a complete replacement solution to paraffin based lighting in Africa and the developing world, where every year fumes and fires from paraffin lamps and stoves kill approximately 1.5 million people. The Lightie™ offers the same affordability and availability as paraffin, but has clear benefits; less shack fires, no carbon emissions, better health, improved education, and savings of up to 20% or more per month. The Lightie™ will light up homes, schools & health clinics with clean, affordable and freely available light from the sun.



FOOD AND AGRICULTURE: Bio Research and Development CC (Amelia Rampersad)

- Flypot is a flytrap equipped with special bio-engineered bait designed to attract fly species (specifically the female fly) common in agricultural areas, including house flies, false stable flies, blow flies, blue and green bottle flies, flesh flies, face flies and many others. The trap has a fully sealable mechanism for hygienic disposal. It contains a specially formulated, non-toxic granular biological attractant that is activated by warm water. Lured by the scent, flies enter through the patented sealable turret/cap. When inside the trap, the flies become contained and cannot escape. Once the trap is full, the turret is tightly sealed and the trap disposed on refuse removal day.

WINNERS: MIN. & MAN AND ICT



MINING AND MANUFACTURING: CSR-Africa Tank Repairs CC (Ismael Hassen & Rashaad Musa)

- The **Bitu-Box** is a mobile storage or transport unit for bulk bitumen with an integrated heating system that offers distinct advantages over the conventional drum. This design also has a life span of 7 years versus drums that can only be used once-off, and it allows for faster depot turnaround times with less labour. It also eliminates environmental air pollution due to hazardous fumes. This unit can also be used as temporary storage facility for petroleum or logistic companies to allow them easier access to. The units have been approved to be transported by sea, road and rail. It was designed to comply with international design codes IMDG, ADR and ASME VIII div 1.



INFORMATION AND COMMUNICATION TECHNOLOGIES: Steadidrone (Pty) Ltd (Duran & Alexa de Villiers)

- SteadiDrone is an unmanned aerial vehicle manufacturer specializing in advanced aerial photography, HD filming and aerial imaging platforms for the commercial, industrial and film industries. The “drones” combine innovative design, control technology and versatility, including being supplied in kit form, and we are already exporting to several international markets.

AWARDS PUBLICITY ROUND-UP AS AT 29 NOV 2013

#	Date	Venue	Media Item	Show / Publication
PRE-EVENT INTERVIEWS COMPLETED				
1	20-Nov	Live broadcast	Interviewed Acublot (Johan) and Flypot (Amelia) telephonically	Safm Afternoon Drive - Khanyi Magubane
2	21-Nov	Online article published	Interviewed Martin & published pre-Award article	itWeb
EVENT ATTENDANCE & INTERVIEWS				
3	21-Nov	Attended	Interviewed various & winners SteadiDrone for focus story to include U-Start sponsorship	Engineering IT
4	21-Nov	Attended	Interviewed 2 judges, organisers, winners & 12 finalists (producer, presenter & 3-man crew)	Good Morning Africa (DSTV 154: 7-8am & 12:30-13:30)
5	21-Nov	Attended	Interviewed sponsors	World Wide Worx
6	21-Nov	Attended	Interviewed winners, judges & Desi (presenter & cameraman)	ABN Digital Tech @ Work Show (DSTV Channel 410)
7	21-Nov	Attended	Interviewed sponsors and 2-3 winners	Engineering News
8	21-Nov	Attended	Interviewed Todpod (Jared); Deskbag (Yusuf); i-fileme (Jannes); Brilliant Skincare (Wendy); Solar Incidence (Deon) & a judge	Beeld; Die Burger; Volksblad (Art, Leisure & Lifestyle)
9	21-Nov	Attended	Interviewed sponsors and 2-3 winners	EE Publishers / Vector
POST-EVENT COVERAGE CONFIRMED				
10	22-Nov	IT-online Article published	http://www.it-online.co.za/2013/11/22/innovators-step-up-to-the-challenge/	IT-Online
11	22-Nov	Itweb Article published	http://www.itweb.co.za/index.php?option=com_content&view=article&id=69198:Tech-winners-announced-today&catid=106	Article will remain on itWeb online.
12	22-Nov	SUASnews Article published	http://www.suasnews.com/2013/11/26128/steadidrone-wins-2013-step-up-technology-innovation-awards/	Article will remain on Suasnews online before archiving for 1 month.
13	22-Nov	MyPR Article published	http://mypr.co.za/2013/11/sas-innovative-tech-innovators-2013-announced/	Article will remain on MyPR nationally online before archiving for 1 month.
14	22-Nov	Live broadcast	In-studio interview for 2 BB Un-braid Spray partners on Siki Mgabadel's Show (they will thank sponsors)	Power FM
15	26-Nov	Live broadcast	Interview with Martin Feinstein: Grooming Young Entrepreneurs / Step-Up Cape Town studio link-up w Awards footage	CNBC Africa Innovate Africa Show (Channel 410)
16	26-Nov	Gadget Article published	http://www.gadget.co.za/pebble.asp?relid=7337	Article will remain on Gadget online.
17	26-Nov	MSN Article published	http://gadget.tech.howzit.msn.com/pebble.asp?relid=7337&p=4&Local%20drone%20wins%20big%20in%20%91Innovation%20dols%92%20contest	Article will remain on MSN Search web site before archiving for 1 month.
18	21-27 Nov	In studio	21 Finalist interviews set up - all will be broadcast (Soji will send us a schedule!)	DSTV (Good Morning Africa)
19	27-Nov	Live telephonic	Interview with Martin Feinstein	Kovsie FM (UFS) Brunch Show
20	28-Nov	Live telephonic	Interview with Desi Nair, Johan Nortje (Acublot) & Xoliswa Malinga (BB Un-Braid Spray)	UNISA Radio
21	25-Nov	Print article	Requested embargoed winners' release	Business Day
22	27-Nov	Online article	Post-Award article to be published	biz-community.com
23	Dec'13	Print article	Post-Award interviews with winners	Brainstorm
24	Dec'13	Print article	Lifestyle feature: selected finalist profiles	You/Huisgenoot magazines
25	Dec'13	Print article	Post-Award article to be published - release & photo from Awards	Popular Mechanics

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For more competition information, finalist profiles, awards programme, photographs from the awards, press release, etc. go to:

www.step-up.org.za

