



Innovating the SAB World of Beer

In collaboration with SAB KickStart Ignite

Applications are open 4 September – 30 November 2017



**Do you have what it takes to
innovate the SAB World of Beer?**

APPLY NOW TO OUR CHALLENGE

**STAND A CHANCE TO WIN R1 MILLION TO COMMERCIALISE
YOUR IDEA & HAVE IT IMPLEMENTED BY SAB!**

APPLICATIONS CLOSE 30 NOVEMBER 2017 | WWW.SABENTREPRENEURSHIP.CO.ZA
MAKE THE SAB WORLD OF BEER GAUTENG'S TOP AND SUPER COOL TOURIST EXPERIENCE



Brief overview of SAB World of Beer

SAB World of Beer (WOB), based in Newtown in Johannesburg, came into being in 1995 and is the home of beer culture in South Africa. It has enjoyed many high profile visitors over the years, such as Thabo Mbeki, various government ministers, community organisations, radio and television personalities, actors, local and international sportsmen and women, and even Prince Charles during his official visit to South Africa several years ago.

SAB WOB is a NPO registered as SAB Centenary Centre (Pty) Ltd and supported and governed by the South African Breweries.

Its main activities are beer tours, and beer and food pairings, beer tastings, conferencing, as well as the Tankard and Togs merchandise shop.

SAB WOB won SA Tourism's 'Best Attraction' award in 2009 and 2011 and has achieved a five star rating for its conferencing facilities. WOB was also awarded the Gauteng Lilizela Award for Cultural Attractions in 2016.

Nature of the challenge

SAB WOB's mandate when it first opened was to educate the public on beer culture and to preserve the rich history of the beer in South Africa. Not only do we wish to nurture this, but we wish to elevate this experience for the SAB WOB to be able to compete with the world's greatest tourist attractions in a self-sustaining way.

Through our partnership with SAB KickStart Ignite, for 2018, we are looking for South Africa's next disruptive, youth innovator who will take part in the challenge of *Innovating the SAB World of Beer!*

Key Items to Consider in Your Solution

To develop an idea of how to address this challenge, there are some key elements we recommend you consider.

1. What is the current visitor experience at WOB?
2. What are examples of the world's most attractive tourist attractions. Consider what makes them attractive.
 - a. **Activities** – leading tourism destinations have activities that cater for adults and children. How could activities at the WOB that would attract local and international visitors?
 - b. **Thrill factor** - Many destinations have high adrenaline activities that tourists seek to experience at least once. Can WOB incorporate a thrill factor to the experience while remaining true to the mandate?
 - c. **Interactivity** – Destinations that achieve high levels of interactivity with tourists achieve very memorable status as tourists can interact with aspects of the destination. Can WOB expand the interactivity with visitors to increase memorable status?
 - d. **Culture** – leading tourism destinations expose tourists to cultural elements that are attractive and not available anywhere. Can WOB create cultural experiences that align with its mandate and create experience and exposure for visitors?
 - e. **Technology enhancement** – leading destinations leverage technology to enhance the experience of tourists. How can WOB use existing and emerging technologies to enhance the experience of visitors at WOB?
 - f. **Diversity** – leading tourist destinations achieve diversity in attraction elements to meet a wide array of visitor interests. How can WOB increase diversity to broaden the number of visitors that it can attract?
 - g. **Ecosystem** – leading destinations inspire ecosystems of complimentary entities that extend the experience beyond the primary destination. What ecosystem can WOB develop to expand the visitor's experience?
3. Criteria that your idea must attempt to meet:
 - a. Cost effective – ideas must be implementable cost effectively and cost effectiveness will reflect positively on your idea
 - b. Implementable within 12 months – can your idea be implemented in 12 months? The shorter the time for implementation the better.
 - c. Innovative – how different is your idea from previous projects undertaken by similar destinations.
 - d. Environmentally friendly – will your idea have a positive impact on the planet?

Through SAB KickStart Ignite, selected participants in the preliminary stage will be supported with technical product and business development support which includes one on one mentoring,

prototyping, commercialisation, and financial support where required. As part of the challenge, you will get an opportunity to work alongside internal SAB stakeholders that will guide you in ways that will advance the solution.

In the final stage, the best solutions (either individually or in collaboration with other solutions) that best meet our criteria will be taken forward to be implemented by SAB WOB, as well as to continue in more advanced programmes such as SAB KickStart Boost.

About SAB KickStart Ignite

SAB KickStart Ignite supports disruptive innovators that have innovative businesses and products with high potential to grow into viable businesses which can solve our business challenges, and grow to be future creators of employment. Eligible entrepreneurs receive technical product and business development support which includes one on one mentoring, prototyping, commercialisation, and financial support where required. SAB KickStart Ignite acts as a pipeline of entrepreneurs for more advanced programmes such as SAB KickStart Boost.

For 2018, we are looking for innovators with outstanding ideas and inventions that we can support and take further.

The SAB business challenge that we're solving for in this period is Innovating the SAB World of Beer and creating an iconic, top and super cool tourist destination.