



**IWISA®**



# COMMUNITY CHAMP<sup>1</sup>IONS

## IWISA COMMUNITY CHAMPIONS BUSINESS PLAN SUBMISSION INSTRUCTIONS

*Hello!*

Thank you for applying for the Iwisa No.1 Community Champions Competition! This is your opportunity to showcase your social enterprise's story, impact and vision for growth in detail - really sharing the contribution you are making to your community.

The business plan structure outlined in the pages that follow must be used to create your own business plan. You must upload your own business plan with your application form as a PDF. It will be used to evaluate your business case and ultimately select this year's finalists and winners. Please be specific, honest and bold in sharing your work and aspirations.

Please note that all sections must be included. You must provide an answer for each bullet point. Note that incomplete applications will not be considered. At Iwisa No 1, we believe in the power of South African entrepreneurs who are building businesses that change lives and uplift communities. We are proud to celebrate and support your journey and wish you every success with your application.

*Good luck*



*together* **WE DON'T JUST  
DO GOOD. WE FILL GOOD.**

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IWISA NO.1 ON  **

Competition runs 15 June- 31 July 2025. Ts & Cs apply.





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BUSINESS PLAN INSTRUCTIONS - PAGE 1

Please include the below section on the first page of your business plan.

Declaration

By signing this document, I confirm that:

- All information provided is accurate and truthful to the best of my knowledge.
- I understand that false or misleading information may lead to disqualification.

I have read and accept the **terms and conditions** of the Iwisa No 1 Community Champions competition.

Full name: \_\_\_\_\_

Signature: \_\_\_\_\_

Company name: \_\_\_\_\_

Job Title: \_\_\_\_\_

Date: \_\_\_\_\_

Have you used any AI tools to assist in completing this business plan? [ ] Yes [ ] No

If yes, please briefly state which tool(s) and how they were used:

Please include the below on the second page of your business plan

Company overview

Company name (as per CIPC document)

Your name and surname:

Your job title:

Contact details

- email address
- cellphone number

Company website (if applicable)

Please include all of the sections that follow.

Section 1: Executive Summary

Instructions: Please provide a clear and inspiring overview of your business and what it stands for.

- Registered business name and location
- Business type and legal structure
- Why did you start this business?
- Purpose statement and core values
- Short summary of products/services offered
- High-level social and financial impact to date



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## IWISA COMMUNITY CHAMPIONS BUSINESS PLAN INSTRUCTIONS - PAGE 2

### Section 2: Business history and milestones

**Instructions:** Share the journey of how your business started and the highlights along the way.

- Year of registration and trading start date
- Key achievements and milestones (e.g. contracts, expansion, awards)
- Business growth journey: highlight turning points and key points in the evolution of your business

### Section 3: Products, services and innovation

**Instructions:** Describe what you offer and how it's different or innovative.

- Detailed description of main offerings
- Unique Value Proposition (UVP)
- Innovation and technology use (e.g. digital tools, AI, machinery)
- How your offering solves a core community or market challenge
- Why will your business still be relevant in the next five years?

### Section 4: Market and clients

**Instructions:** Share details about your customer base and client relationships.

- Industry sector and target market
- Who are your clients

### Section 5: Social impact

**Instructions:** Demonstrate your measurable contribution to your community and society

- Key community/social challenges addressed
- Two recent, measurable impact examples
- SDGs aligned to and how business supports them
- What impact goals have you set for your business for the next two years?
- Impact measurement approach and KPIs

### Section 6: Operations and infrastructure

**Instructions:** Detail your day-to-day business environment.

- Town your business is located in and why you chose this location
- Equipment or assets used (owned or hired)



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## COMMUNITY CHAMP<sup>1</sup>IONS

### Section 7: Team and skills

**Instructions: Introduce your team and their capabilities.**

- Total staff breakdown: permanent, fixed-term, freelancers
- Management team: roles and responsibilities
- Staff training and development investments
- Specialist skills or capabilities within your team

### Section 8: Financial overview

**Instructions: Present a snapshot of your business performance and structure.**

- Profit/loss status for past 12 months
- Average annual turnover
- B-BBEE level and ownership demographics
- Financial management approach & tools
- Prior funding (loans, grants, etc.) and sources

### Section 9: Growth strategy

**Instructions: Outline your goals and plan for growth.**

- Goals for next 12 months (financial and impact)
- Strategies to achieve these goals
- Key growth challenges and how you're tackling them

### Section 10: Founder story and motivation

**Instructions: Share your personal journey and passion.**

- Why you became an entrepreneur
- What inspired this business idea
- Legacy you want to leave through this work
- Lessons learned and advice to other entrepreneurs
- Why have you entered this competition?
- How will you use the funding if you win?
- What other development support does your business need?
- Anything else you would like to share with the judges



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