



# The **GOOD DESIGN** Competition



EThekweni Municipality, **Economic Development and Investment Promotion Unit's Sector Programme** invites all furniture and product designers as well as manufacturers to apply towards the Good Design Competition.

The competition is geared at SMME's or Start-Ups looking to further their understanding of innovation in business and manufacturing; and apply radical design in product development.

A final selection of *five furniture designers* will be paired with *five manufacturers* to create a *prototype, business plan and marketing strategy* for the prototype. The competition runs over four weeks and the successful candidates are expected to attend one full day a week over the month of August 2018. The full day workshop consists of team challenges, presentations, videos, R&D as well as mentorship.

All candidates of the competition will receive intense and highly interactive training on Design Thinking, Business Model Canvass, Lean Start-up Methodology, Innovation Processes and Marketing Principles. The overall winners and runners-up will each win a design tool (hard or software) to the value of R7000.00 after a pitching den to a jury of industry leaders, against four other teams.

Interested and eligible individuals/ start-ups are invited to apply to [gdc@isupportdoyou.com](mailto:gdc@isupportdoyou.com) with the below requirements.

## DESIGNERS

Write a CV that demonstrates 3 years' experience in design

A resume & motivation letter (maximum 2 pages) that demonstrates your unique design approach

Product Idea with sketches and renders

## MANUFACTURER

A professional company/ business profile.

Evidence of work from the past three years with traceable reference & a 1-page motivation letter

Want to be around creative and sharp thinkers who will be creating products of tomorrow? Then enter this competition for a creative boost and business acumen.

**The deadline for applications is 19 July and successful applicants will be informed by the 23rd July 2018 with workshops happening on the 2<sup>nd</sup>, 10<sup>th</sup> and 16<sup>th</sup> August 2018.**

For more information contact 073 678 1901 or email [marlyn@isupportdoyou.com](mailto:marlyn@isupportdoyou.com)