

Engen Pitch & Polish programme back in cities, towns across SA

The quote 'failure is not an option', popularised by the movie *Apollo 13*, suggests that in order to succeed, one must avoid failure. This is not a good lesson for life or business.



Failing often and an acceptance of failure, as an inevitable part of the process, and then rising stronger, is the premise on which the Engen Pitch & Polish workshop and competition programme is built.

Now in its eighth year, the programme gives entrepreneurs the opportunity to fail but not give up, as they get constructive feedback and the opportunity to give their pitch another go.

Sponsored by Engen Petroleum, in association with Nedbank, Raizcorp and media partners SAfm and Caxton Local Media, Engen Pitch & Polish is in pursuit of South African entrepreneurs brave enough to pitch, fail, take feedback, and stand up again – all in an endeavour to perfect their business pitch, attract funding and grow their venture.

Conceived by Allon Raiz, the CEO of Raizcorp, Engen Pitch & Polish combines the unique elements of workshop and competition – not only do all audience participants learn, they also get to give feedback to the contestants. "Accepting the inevitable failures, that accompany the journey towards success, is a prerequisite for growing a business. Being an entrepreneur takes courage; you can't be afraid to fail," explains Raiz. "Embrace it, as it could be the springboard to your success."

This year's programme kicks off in Rustenburg on 2 September and will be hosted around the country, culminating in the exclusive finale, which will be held in Johannesburg on Thursday 30 November 2017. For more information, visit www.pitchandpolish.com or SMS 43719.

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