

ENDEAVOR EXCELERATOR CLASS OF 2011 **Endeavor 5th Excelerator Program 2011**

Endeavor SA has selected another three remarkable, ambitious and passionate innovative emerging South African entrepreneurs to form part of Endeavor's Excelerator Entrepreneur Program.

2011 has seen the 5th Excelerator Selection episode taking place. The final selection was held on the 24th of November 2011 at Ernst & Young's Wanderers offices. Winners for this year were selected amongst the five finalists that had been shortlisted. The search and selection process for 2011 Excelerator Program started in early 2011 and five finalists were selected from a pool of more than 50 entrepreneurs. All five finalists went through a rigorous assessment process in the presence of about 20 observers. At the end of the assessment process Endeavor announced three winners for the 2011 Excelerator Program at a recognition event that evening held at the Da Vinci Hotel in Sandton.

Life is about to change for the three selected entrepreneurs who now form part of the Endeavor's Excelerator Program. The Excelerator is Endeavor South Africa's initiative which started in 2009 designed to extend Endeavor's reach to more innovative, early stage entrepreneurs in South Africa. The aim of Excelerator Program is to revolutionise the way early stage South African entrepreneurs are developed by leveraging the global skill that makes Endeavor the premier entrepreneurship support network in the world. These early-stage entrepreneurs will have access to training, mentorship, consulting services and strategic introductions. They will be hooked into Endeavor's unparalleled network of business leaders and role models, who volunteer their time to help selected entrepreneurs to develop and grow their businesses.

Endeavor is a global non-profit organisation that supports entrepreneurs, and has differentiated itself by identifying and supporting high-impact entrepreneurs in emerging markets. High-impact entrepreneurs have the biggest ideas and most ambitious plans for high growth businesses. They have the potential to create thriving companies that employ hundreds of people, and generate millions in wages and revenues. And they have the power to inspire countless others. Endeavor targets only these high-impact entrepreneurs by helping them break down a society's barriers to success, they become role models, encourage others to innovate and take risks, and create sustainable economic growth.

Meet the Entrepreneurs

Ashley & Tania Mulligan Kushesh



Ashley and Tania Mulligan started a specialized medical consumables logistics and distribution business in 2011. Kushesh Express specialises in servicing the distribution needs of the medical and pharmaceutical industry. Specialization is critically important in this industry because medical consumables are both time sensitive to delivery and face high risks of contamination when not dealt with properly. The Kushesh Head office based in Gauteng, South Africa services clients both locally and nationally.

Kushesh was established to meet the need in the medical and pharmaceutical market for high standards of care and precision in the transport of critical clinical supplies. Kushesh Express staff is trained with a stringent code of conduct necessary to meet the requirements of any emergency at medical facilities. They pride themselves in providing the highest level of affordable service to their clients. This is achieved by understanding their clients' needs and by providing a medium for constant interaction through a dedicated channel.

Eric Njuguna Rentabox



We have all had the experience of hunting for cardboard boxes behind our local grocery store as we prepare to move houses or offices. These boxes are never the same size as each other and have generally seen better days in terms of their structure. **After several frustrating moving experiences Eric the founder of Rentabox wanted to find an easier and more convenient solution to the packing problem.** He did research and discovered that there were international companies that rented plastic boxes to people that were moving. Eric liked this idea and bought 70 plastic boxes for his next move. Soon afterwards his friends started asking him if they could use his plastic boxes for their moves. Eric realized that he could start a basic business renting plastic boxes, to fulfill an opportunity, and to meet a very real need in the market.

Rentabox offers a low environmental impact alternative to traditional cardboard moving boxes. Their ECO-BOXES and other moving supplies will make moving easier on their customers and on the environment.

Kutlwano Dhlwayo & Mpho Ntholeng

Condom Case



Condoms carried in wallets, pockets, and handbags are often damaged. This is because people do not know how to store and carry condoms properly. Condom Case the company started by Kutlwano and Mpho is bringing a trendy solution to make carrying condoms more socially acceptable and helping to ensure that people can “protect their protection.”

Kutlwano and Mpho first uncovered the issue of condom protection while conducting an assignment on HIV/Aids and its impact on university students. **Doing research showed that condom use was very high, but that the vast majority of sexually active students did not ever talk about how to store or protect their condoms, recent studies have estimated that over 43% of condoms are damaged even before they can be used.**

Kutlwano and Mpho dove into the opportunity of introducing this unique product, through innovative channels, and solving a real problem in the local market. They are currently manufacturing a condom protection case for this purpose and are taking their products to the market through prospective stakeholders such as NGO’s, state government departments, development agencies, public and private companies, and the youth.

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