



**PGM 2011**  
INDUSTRIAL COMMERCIALIZATION  
C O M P E T I T I O N

**WHAT'S YOUR  
BIG  
IDEA?**

**CALL TO ENTRY**

# PGM INDUSTRIAL COMMERCIALIZATION COMPETITION

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*South African innovators have pioneered many unique products that have had a major impact worldwide...*

- On the medical front, the CAT scan was developed by physicist Allan Cormack.
- Eric Merrifield was the creative genius behind the simple, yet effective “dolosse” a massive, interlocking concrete block used to dissipate wave action.
- Pratley's Putty was used to hold together parts of the landing craft from Apollo XI.



# THERE ARE COUNTLESS SOUTH AFRICAN INVENTIONS IN OUR PAST

## – WE'RE LOOKING FOR THE INNOVATIONS OF TOMORROW...

South Africa, with its treasure trove of mineral resources is home to nearly 80% of the world's platinum reserves. Currently, approximately only 15% of platinum production is further manufactured in South Africa.

The unique qualities of Platinum Group Metals (PGMs) make them a vital component in many technological inventions and a part of our everyday lives. PGMs are utilised in many diverse fields from automotive, industrial, electronics, medical and even domestic. They're found in aircraft turbines, cell phones, computers and anti-cancer drugs to name but a few. Their catalytic properties make them a significant contributor to the environment by providing cleaner, more efficient energy. PGMs can also be recycled.

**Anglo Platinum** the world's leading primary producer of platinum accounts for about 37% of newly mined production globally. We recognise that beneficiation of our mineral wealth before export has huge potential for major financial growth with many opportunities for job creation. In addition, we recognise South Africa's strengths to include technical and production expertise as well as comprehensive research and development activities.

As a company, we are fully aware of our core strengths and abilities and are fully committed to the development of PGM markets. To stimulate PGM value added ventures, Anglo Platinum launched the **PGM Development Fund**, a private equity fund managed by Douglas Investments with the specific objective of providing capital for future PGM market development and beneficiation. The Fund seeks to generate market-related risk-adjusted returns as well as value beyond financial returns in the long-term local development of PGM technologies.

The Fund focuses on partnering innovators in PGM technologies by investing in ventures at various stages of development. It seeks to invest primarily in early stage or start-up activities that demonstrate commercial viability.

In order to stimulate interest for potential investment, the company initiated a *"call for ideas"* to tap into the intellectual genius of talented South Africans. Innovation and economic growth are integrally linked. We're looking for innovative, commercially viable technology that will add value to the PGM economic chain.

**The competition will be a platform for funding consideration by the PGM Development Fund. There will be a risk free capital injection of R300 000 into the best proposal submitted. So tell us about your "BIG IDEA"!**



# CONDITIONS OF ENTRY

*The qualifying criteria will be those opportunities that are in late stage research, prototype and/or market acceptance phase, early start up phase and early commercialisation phase.*

- Entry is open to researchers, institutions, manufacturers, designers or teams resident in South Africa.
- The names of all individuals involved in the development of your design must be included on your entry.
- All entries must be the original work of the entrant(s) and a true innovation and/or an improvement on an existing commercialised product.
- The intellectual property developed will be managed in accordance with legal requirements. The IP will remain the property of the researchers or institutions unless negotiated fairly with other interested parties.
- A confidentiality agreement will be signed with participants to ensure that intellectual property is secured.
- All expenses related to the entries into the competition are for the participants' account.
- The decision of the judges is final and no correspondence/dialogue will be entered into between the participants, adjudicators and administrators.
- If selected, participants will comply with all Anglo Platinum's requests pertaining to the competition and its media coverage, within reason, and agree to participate in media events.
- By entering the competition participants agree to all above-mentioned conditions of entry.



## ADJUDICATION

A panel of experts comprising representatives from inter alia, industry, Anglo Platinum, DST and fabricators will convene to consider all proposals and to adjudicate the entries.

## PRIZE

The top business proposal will receive a risk free capital injection of R300 000 towards the commercialisation of their idea. Please note, all commercially viable projects submitted will be referred to the PGM Development Fund for investment consideration.

## DEADLINES

The deadline for submission is the 30 November 2011. If you already have a proposal, you may submit it now for early consideration. However, no late submissions will be accepted.

## HOW TO ENTER

Each participating institution, individual or company will be required to submit:

- an executive summary;
- a detailed business plan and proposal; and
- a brief statement, maximum 200 words, on their venture to be used for public relations purposes.

The format of the PGM Industrial Commercialization Competition business plan can be downloaded at [www.pgmdevelopmentfund.co.za](http://www.pgmdevelopmentfund.co.za)

## PGM INDUSTRIAL COMMERCIALIZATION COMPETITION CONTACT DETAILS

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**PLATINUM**