



R4.2 MILLION. 2 CITIES. 1 PITCH.

SMEgo
PITCH
A-THON

Calling all SMEs in the **ICT and Financial Services**.

FSP & Ins. Ts & Cs.

Dear Entrepreneurs,

Old Mutual SMEgo has launched its second edition of the SMEgo Pitchathon, for businesses in the **ICT and Financial Services** offering a prize money of **R4,2million** an increase of over R1million from the 2024 edition. Fourteen (14) businesses will be awarded **R300,000** each towards their business needs.

Applications to enter the competition have been open as of the 24th of June 2025, the closing date is the 15th of August 2025. The pitch battle (pitch presentations) will take place over two cities, Johannesburg and Cape Town, at Old Mutual office respectively.

Pre-qualifying criteria to enter competition

Entry requirements:

- Applicants must subscribe on any SMEgo Plan with a minimum of R299 or above
- CIPC registered
- BEE: Must be minimum 51% black owned
- Industry: ICT / Financial Services, and for Financial Services must be registered with the relevant regulatory body
- Annual Turnover: R500k - R50M
- Operating Period: at least 6 months and above
- Not currently providing services to Old Mutual Limited or be an Old Mutual staff member
- **Documents to upload:** CIPC registration document, BEE certificate, Business plan/proposal, Copy of ID

To Enter, visit: [SMEgo - Pitchathon](#)

Having trouble with your application?

Call us on 021 137 6078 or 067 718 5598 or email smego@oldmutual.com

About Old Mutual SMEgo

Old Mutual SMEgo is a comprehensive digital platform specifically designed to empower businesses and entrepreneurs. As a proud component of Old Mutual's extensive range of financial solutions, SMEgo provides business owners with seamless access to resources that help accelerate their business potential. The platform offers an array of services, including business funding and financial management tools, all tailored to meet the unique needs of South African businesses. By leveraging decades of industry expertise and a deep understanding of the challenges faced by businesses, Old Mutual SMEgo is committed to fostering a thriving business sector, contributing to economic growth and creating sustainable local jobs.

To learn more about SMEgo, visit: [Old Mutual SMEgo | Operations Platform for Business Growth](#)

SMEgo is brought to you by Old Mutual Corporate Ventures, a company in the Old Mutual Group. Ts & Cs apply

A promotional poster for the SMEgo Pitch A-Thon. The background is a teal gradient with a blurred image of a diverse group of people in the foreground. The text is white and yellow. At the top left is a logo with a stylized 'S' and 'M' inside a circle. To its right is the text 'FOR SME'. At the top right is the 'SMEgo' logo with a small orange arrow, followed by 'PITCH A-THON' in large, bold, white letters. The main headline is 'READY TO PITCH?' in large white letters, followed by 'R4,2 MILLION. 2 CITIES. 1 PITCH.' in yellow text on a black background. Below this are two location pins: 'Johannesburg, South Africa' and 'Cape Town, South Africa'. The bottom section says 'APPLY FROM' in large white letters, followed by '24 June to 15 August 2025' in yellow text on a black background. At the bottom left, it says 'IN COLLABORATION WITH' above the logos for 'asapp' (Association of South African Payment Providers) and 'MIGTSETA'. At the bottom right, it says 'SMEgo is brought to you by Old Mutual Corporate Ventures, a company in the Old Mutual Group. Ts & Cs apply'.