

***The Venture* gives a boost to South African entrepreneurs**

Chivas Regal's *The Venture*, which gave South African entrepreneurs the opportunity to 'Win The Right Way', has concluded its campaign with the winner walking away with a staggering R350,000 investment in their business and the opportunity to travel to the UK in March 2017 for Acceleration Week.

The campaign, who saw Native VML add resolution to marketing efforts, provided entrepreneurs with the opportunity to win their share of one million USD in financial investment and global exposure for their business. Participants pitched their ideas in under 60 seconds to one of South Africa's business leaders, Phuti Mahanyele, who cut down the finalists to five and who then pitched their refined ideas to a panel of business experts and celebrities who then decided who will represent South Africa in *The Venture 2017*. See more on the finalist announcements [here](#).

The finale takes place in LA from 9-14 July 2017.

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