

# The E2theMax Business Makeover Challenge 2010

Be one of up to 50  
businesses nationwide  
that will each experience a  
**\$60,000 12-week boost**

**Details here**

## What's on offer?

- Extensive access to a group of highly-regarded experts, working collaboratively with a whole-of-business focus.
- The opportunity to pitch for up to \$60,000 in contributed expertise and services to be worked in to your business throughout a 12-week boost.
- Extensive promotion of your boosted business at the Challenge 2010 Reveal Event, in this year's Challenge publication and online at [www.E2theMax.biz](http://www.E2theMax.biz).

## Who should apply?

Any established business that has real potential to thrive with a Challenge boost (the Masterclass, 12-weeks of collaborative work, the connections and the promotion).

## What does it cost and what's the return?

- Cost to apply: \$250 + GST  
Redeem coupon 1 (see over for coupons)
- Cost if selected to participate: \$2,700 + GST  
Redeem coupons 2 and 3

"The power of E2theMax is the contributions and a whole lot more. It's about the team. All this input is coming together in a team environment, working on a combined strategy to get maximum impact."

Jon Sherlock, iFarm (Hawke's Bay Challenge winner 2009)

The North Shore, in its 2nd Challenge year, plays host for the Masterclass and Reveal Events that start and finish the Challenge programme. Support from Air New Zealand means return air travel for these events is sponsored for up to 20 of the businesses NZ-wide that are selected to participate.

1. *Starting with a **unique Masterclass**.* Bringing up to 50 business owners (or their nominated decision-maker) together for 2.5 days of interaction, boost workshops and mentoring (late April). Each will identify what their business most needs and in which order.
2. *Continuing with a **comprehensive and collaborative expertise boost**.* Each business will pitch for expertise that's most needed and with the plan all set, the 12-week boost will begin, project managed by E2theMax.
3. *Finishing with a celebratory **Reveal Event*** to showcase the Challenge-boosted businesses nationwide. Two businesses that are voted 'most significantly boosted' will be named the E2theMax Challenge 2010 winners. Each will receive additional prizes and a comprehensive feature in NZ Business Magazine.

**You have so much to gain, so don't miss out.**  
**Applications close on 2 April 2010 or earlier**  
**depending upon response.**  
**Apply online today at**  
**[www.E2theMax.biz](http://www.E2theMax.biz)**

Applications close on 2 April 2010 or earlier depending on response. Up to 50 businesses that have real potential to thrive with a boost will be selected to participate. A growing number of experts are joining the Challenge. See [www.E2theMax.biz/experts](http://www.E2theMax.biz/experts) for updated details. Thank you to the following organisations for their support in making the Challenge a nationwide opportunity to encourage, support and boost established businesses:

Award-winning for  
innovation. 100% kiwi  
made. E2theMax is in its  
**4th year** in 2010

