PRIME DESK
HOLDINGS
CORPORATE EVENTS DIVISION

MEDIA RELEASE

THE FLOOR

BUSINESS PITCHING & NETWORKING EVENT
CAPE TOWN · 5 DECEMBER 2026



FOR IMMEDIATE RELEASE — 2 NOVEMBER 2026

THE FLOOR comes to Cape Town: 15 business owners, 5 minutes each, pitching live on 5 December

15 BUSINESS OWNERS PITCH LIVE	**5** MINUTES PER PITCH	**2** BUSINESSES PER SECTOR ONLY

CAPE TOWN, 2 November 2026 — Prime Desk Holdings' Corporate Events Division will bring THE FLOOR, its business pitching and networking event, to Cape Town on Saturday, 5 December 2026. Fifteen business owners will pitch live at Fountains Hotel by Neighbourgood, with the day running from 10:00 to 16:00.

THE FLOOR is built on a simple idea: opportunity meets the right ecosystem. Each of the 15 pitchers gets five minutes on the floor to pitch with purpose, in front of investors, financiers, funders, potential business partners, buyers and entrepreneurs. Everyone in the room gets a day to network, learn and grow.

The day features an exciting line-up of panel discussions and a judging panel from reputable institutions. Fountains Hotel by Neighbourgood is the venue partner and 22 On Sloane is the ecosystem partner. There are exciting prizes to be won.

Who can pitch

The R550 entry fee includes lunch, and pitch coaching is included for pitchers. The deadline for pitchers is 25 November 2026. To qualify to pitch, a business must meet the requirements below.

- **CIPC registered**
- **Tax compliant**
- **Trading 6+ months with paying customers**
- **Active business bank account**

PRIZES TO BE WON	
R20 000	**1ST PLACE** worth of business growth support
R15 000	**2ND PLACE** worth of business growth support
R10 000	**3RD PLACE** worth of accounting services



"Opportunity meets the right ecosystem. That is what THE FLOOR is built for. Every business owner who takes the floor in Cape Town gets five minutes, a live room and a day to network, learn and grow."

Noluthando Jacobs
Event Director and Founder, Prime Desk Corporate Events

WHEN
Saturday 5 December 2026, 10:00 to 16:00

WHERE
Fountains Hotel by Neighbourgood, Cape Town

ENTRY
R550
Includes lunch
Includes pitch coaching for pitchers

PITCHING FEE
R1 000, one of 15 pitch slots

PITCHER DEADLINE
25 November 2026

REGISTER ONLINE
corpevent.primedeskvirtual.org.za

MEDIA ENQUIRIES
068 249 8422
info@primedeskvirtual.org.za

Small and emerging business owners who would like to start building as a collective are invited to join THE FLOOR: an ecosystem where opportunity is in one room, people build together, share resources and learn from one another.

ENDS

NOTES TO EDITORS

The programme

Saturday 5 December 2026 · Fountains Hotel by Neighbourgood, Cape Town

TIME	SEGMENT	WHAT HAPPENS
10:00–11:00	Registration & Networking	Doors open, registration, exhibition tables live.
11:00–11:10	Welcome & Opening	Prime Desk welcomes the room and explains the format.
11:10–12:10	**Round One: THE FLOOR**	Businesses 1–8 take the floor, five minutes each.
12:10–12:30	Guest Speaker Address	Guest speaker addresses the room.
12:30–13:00	Break & Open Networking	Refreshments, exhibition tables, informal networking.
13:00–14:00	**Round Two: THE FLOOR**	Businesses 9–15 take the floor, five minutes each.
14:00–14:45	Facilitated Connection Session	Structured introductions between businesses, funders, corporates and partners.
14:45–15:15	**Panel & Judging**	Panel on stage while the judges score and deliberate.
15:15–15:45	**Awards Ceremony**	1st, 2nd and 3rd place announced.
15:45–16:00	Closing & Live Music	Closing remarks, live music, networking continues.

Indicative running order. Final timings are confirmed closer to the event and may shift slightly.