



# **Application package**

*GrowthAfrica Accelerator, in Kenya, Uganda, Ethiopia, Zambia and Ghana*

# PROGRAMME INFORMATION

Thank you for your interest in the 2021 cohort of GrowthAfrica Accelerator, in Kenya, Uganda, Ethiopia, Zambia and Ghana. We are excited to hear from you and are looking forward to reading about your venture.

We have put together application instructions to give you more guidance on how to answer some of the questions on the application form. For further assistance, the last page of the information package consists of contact details to our country teams

## WHO ARE WE LOOKING FOR?

Entrepreneurs who have businesses that meet these criteria;

- For profit, post-revenue business with an innovative product, service or methodology
- Turnover of 50,000 USD or more
- Existed for 2 years or more
- A dedicated full-time founding team
- Full time and dedicated core team

## WHAT SECTORS ARE WE INTERESTED IN?

We are open to all sectors but have a soft spot for:

- Agribusiness
- Education
- IT/mobile solutions/Tech-enabled businesses
- Financial Services and Fintech
- Renewable energy
- Water & sanitation
- Health
- Manufacturing/processing
- Renewable energy
- Retail/e-commerce

## THE APPLICATION FORM

The application form consists of the following sections:

1. Contact information / basic information about you and your company
2. Multiple-choice questions
3. Short and long questions

## APPLICATION TIMELINE

Applications open on Tuesday 1<sup>st</sup> October 2020 and close on Friday 18<sup>th</sup> December 2020. Only applications submitted online will be accepted.

## DURATION, PROGRAMME ACTIVITIES AND TIMELINE

The programme runs for 6 months from May to October. First 4 months (May to August) is focused on articulating your vision, setting goals, analysing needs, and developing a Growth Plan.

The sessions consist of both online and physical workshops of:

- 14 sessions - Combination of online /offline workshops
- In company support

Subsequent support focuses on the implementation of Growth Plan and provides access to:

- Implementation support to your Growth Plan
- Three 2-day intervention workshops per year *[for accountability, peer learning and action planning]*
- An annual GAZelle Forum with access to investors, strategic partners and mentors
- Topic-specific sessions with industry & subject experts

## THE APPLICATION FORM

The form comprises of several questions that are required\* however, we STRONGLY encourage you to answer all the questions on the form, as this will give us a better understanding on who you are and what your venture is all about.

## MAIN DETAILS

### 1. Company details

- a) Name of your company [Please fill in the legal name of your company]
- b) Your website [URL]
- c) Company's physical office location [Building name, floor/house number, street name, area/estate]
- d) City/town
- e) Country

### 2. Your contact details

- a) Your first name:
- b) Your surname:
- c) Your job title:
- d) Your mobile phone number [Country code followed by the number e.g. +254 721583404, +256 772600118, +406 792905547]
- e) Your alternative mobile phone number [Country code followed by the number e.g. +254 721583404, +256 772600118, +406 792905547]
- f) Your email address:
- g) Your alternative email address:
- h) Your gender:
- i) Your age:

### 3. COMPANY SETUP

- a) Which year did your company start operating?
- b) Year of company registration
- c) How is your company registered? [Sole proprietorship, Partnership, Limited company [LTD / limited by shares], Not-for-profit [e.g. trust or limited by guarantee], To be registered, Other]
- d) What stage is your company in? [Post-revenue [established and having sales], Post-profit [established, selling and making a profit], Growth stage [have been operating profitably for 2+ years, unlocked growth potential]

### 4. BUSINESS DETAILS – INDUSTRY

- a) What industry does your company primarily operate in?
- b) What does your business do? [Tell us more about your Business Model]
- c) What needs/challenges/ opportunities is your business addressing?
- d) Describe your current customers currently and the market segments you are focusing on
- e) Briefly describe the products or services you are offering?

- f) Describe your revenue model [How do you make money]
- g) Who are your competitors? [Those offering the same products/services]
- h) What differentiates you from your competitors?

## 5. GROWTH CHALLENGES

- a) What - besides money - are your three biggest impediments to your growth?

## 6. IMPACT

- a) Which primary impact objective does your company currently address?
- b) Describe the impact your company has had, e.g. nature of the impact, geographical reach, no. of people
- c) What is the main Sustainable Development Goal [SDG] that your business is addressing?

## 7. REVENUE & FINANCE

- a) Are you able to share your audited or management accounts for 2019?
- b) If NO, when will they be ready?
- c) If NO, what is the key reason for not doing your accounts?
- d) What was your total sales [revenue] in USD in the past 12 months?
- e) Have you raised any external financing in the past 12 months?
- f) If YES to the above question, what type[s] of financing did you raise?
- g) Are you seeking to raise external financing?
- h) If YES to the above question, what type[s] of financing are you looking for?

## 8. ACHIEVEMENTS & GROWTH GOALS

- a) Which three key milestones did you achieve in the past 6 months?

## 9. TEAM & MOTIVATION

- a) What is the ownership structure of the company Include shareholders, their roles and % of shareholding held?
- b) How many co-founders does your business have? Do \*NOT\* include "sleeping partners"/non-active:
- c) Which statement is most true about you and your business?
- d) Number of full-time employees by the end of last month. Do \*NOT\* include co-founders
- e) Number of part-time employees by end of last month
- f) Number of casual workers by the end of last month
- g) Why are you and your business a good match for the programme?
- h) What are you hoping to get from participating in the programme?
- i) Have you previously participated in any accelerator programmes?
- j) If Yes to the above question, which one[s]?

## 10. OUTREACH

- a) Who in your network of entrepreneurs would you recommend to participate in this programme? [Please share their contacts details]:

Name  
Company  
Mobile no.  
Email address

Name  
Company  
Mobile no.  
Email address

Name  
Company  
Mobile no  
Email address

- b) Where did you first hear/learn about GrowthAfrica Accelerator?
- c) Name the organisation you got the information from?
- d) Whom from GrowthAfrica Accelerator (if any) did you first meet/talk to/receive an email from about the programme?



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