

# Start Up Challenge

## Moçambique



Start Up  
Challenge  
Moçambique

# Ficha de Candidatura

Application Form

## 1. Company Presentation

1.1 COMPANY INFO			
Company name			Company Logo:
Company Address/Details			
Company Website			
1.2 PERSONAL CONTACT			
Name			Telephone
Email Address			
1.3 COMPANY PRESENTATION			
Startup	<input type="checkbox"/>	Ongoing Business	<input type="checkbox"/>
Business Volume (Previous Year):		Market Sector:	
Business Scope			

## 2. Company Motivation

2.1 MOTIVATION				
	Residual	Some Interest	Important Reason	Dominant Reason
1. Test/Improve Business Model	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Raise Funding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Build Global Network	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Access to Specialists	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Commercial Objectives	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Cultural Stimulus / Personal Growth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Description (max. 350 characters):				

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### 3. Business Viability

#### 3.1 CUSTOMER NEEDS TO BE SATISFIED

The client of the business is (max. 500 characters):

Unmet Need, Problem or Opportunity (max. 350 characters):

The solution: Presentation of the Product/Business proposition (max. 600 characters):

Why the client will pay for this (max. 350 characters):

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### 3.2 MARKET OPPORTUNITY SELF ASSESSMENT EVALUATION

**Is the market size and opportunity large enough to make this a compelling business?**

- |  |                          |
|--|--------------------------|
| 1 = small total addressable market; many dominant players.             | <input type="checkbox"/> |
| 2 = modest market, primarily domestic, strong established competitors. | <input type="checkbox"/> |
| 3 = large global market with strong competitors, but no clear leader.  | <input type="checkbox"/> |
| 4 = significant global market with no dominant competitor.             | <input type="checkbox"/> |

Description (max. 350 characters)

### 3.3 STRATEGIC INNOVATION SELF ASSESSMENT EVALUATION

**Does the company address a clear and large market need with an innovative solution?**

- |   |                          |
|---|--------------------------|
| 1 = concept doesn't address strong need in market served by other competitors.                                  | <input type="checkbox"/> |
| 2 = concept addresses market need currently served by a number of strong competitors.                           | <input type="checkbox"/> |
| 3 = concept addresses clear need in market with no dominant competitors.  | <input type="checkbox"/> |
| 4 = a compelling concept addresses large unmet market need; potentially disruptive to current market leader(s). | <input type="checkbox"/> |

Description (max. 350 characters)

### 3.4 COMPETITIVE LANDSCAPE SELF ASSESSMENT EVALUATION

**Are there significant or dominant competitors? Has the company constructed strong differentiation and/or barriers to entry?**

- |   |                          |
|---|--------------------------|
| 1 = many dominant players and incumbent competitor "owns" consumers. Solution is not well differentiated. | <input type="checkbox"/> |
| 2 = many strong competitors and solution is not clearly differentiated.                                   | <input type="checkbox"/> |
| 3 = multiple competitors but no dominant player; solution if differentiated vs. competitors.              | <input type="checkbox"/> |
|   | <input type="checkbox"/> |

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4 = no single dominant competitor, and solution is clearly differentiated and/or disruptive.

Description (max. 350 characters)

## 4. Business Model

### 4.1 BUSINESS PLAN INFORMATION

	in '000 USD	2017	2018	2019
1. Investment Needs				
2. Revenue				
3. Gross Margin				

### 4.2 PRICING INFORMATION AND ADVANTAGE (max. 350 characters)

### 4.3 CHANNEL STRATEGY (max. 350 characters)

### 4.4 FUNDING SOUGHT

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in '000 USD	2017	2018	2019
<ul style="list-style-type: none"> <li>Funding Sought</li> </ul>			-

**4.5 USE OF FUNDING** (max. 350 characters)

**5. Team Member who will participate in the SUC**

**5.1 STRENGTHS** (max. 150 characters)

**5.2 PROFILE OF THE TEAM MEMBER WHO WILL PARTICIPATE IN THE START UP CHALLENGE** (max. 150 characters)

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### 5.3 OVERALL TEAM SELF ASSESSMENT

**Right people, with the right experience and/or talent to make this business successful? Do they know what they don't know?**

1 = founder lacks critical skills, missing key players for technology &/or business execution.	<input type="checkbox"/>
2 = founder(s) knows market & has credibility, missing key team members/skills.	<input type="checkbox"/>
3 = management team near-complete, strong experience in market segment.	<input type="checkbox"/>
4 = complete management team with relevant experience for market opportunity.	<input type="checkbox"/>

## 6. Current State of Business Development

### 6.1 PRODUCT STAGE SELF ASSESSMENT

**How much work from concept to current status? Smart engineering, good use of technology? Degree of product/market fit?**

1 = product is concept and/or first prototype only.	<input type="checkbox"/>
2 = product is alpha/prototype, not ready for market exposure, nominal product/market fit: users interested in the product.	<input type="checkbox"/>
3 = product is in beta test w/ early customer feedback, adoption, modest product/market fit: users enjoy the product.	<input type="checkbox"/>
4 = product is complete, first version in market, first customers acquired, strong product/market fit: users love the product.	<input type="checkbox"/>

Description (max. 350 characters)

### 6.2 BUSINESS STAGE SELF ASSESSMENT

**Partner deals? Customers? Distribution? Go to market strategy clear, being executed and demonstrating traction?**

1 = founders have not incorporated company, limited traction.	<input type="checkbox"/>
2 = company incorporated, first key hires made, limited traction.	<input type="checkbox"/>
3 = corporate frameworks, staffing in place, building partner and customer network, strong or accelerating traction.	<input type="checkbox"/>
4 = established operations, key staffing; established partners/distribution, strong and rapidly accelerating traction.	<input type="checkbox"/>

Description (max. 350 characters)

### 6.3 BUSINESS MODEL STAGE SELF ASSESSMENT

**Will it work in today's market?**

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1 = no clear path to revenue.	<input type="checkbox"/>
2 = business model vague, revenue concepts not tested.	<input type="checkbox"/>
3 = business model determined, revenue OR customer acquisition model proven.	<input type="checkbox"/>
4 = clear, proven revenue model & customer acquisition model with metrics to demonstrate working model.	<input type="checkbox"/>
Description (max. 350 characters)	

## 7. Other Relevant Information

### 7.1 PATENTS (max. 150 characters)

### 7.2 OBSERVATIONS (max. 150 characters)

Print

Save

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