

APPLICATION FORM FOR ACCELERATION (SMEs): SIERRA LEONE ECONOMIC DIVERSIFICATION PROJECT, 2021

Applicants should note that providing false or misleading information will lead to your immediate disqualification, and therefore you are required to give valid information on all the questions in order for you to increase your chance to qualify.

If you have participated or currently are participating in SLAccelerator or Skills Development Program funded by the World Bank, you are not eligible to apply.

Deadline for submission is December 3rd, 2021.

For further enquiries contact : +232 (73) 620 339 and +232 (33) 719 243.

* Required

1. Email *

Skip to question 2 *Skip to question 2*

PERSONAL
INFORMATION

Instruction: You are required to answer all questions in this section.

2. 1. Full Name *

3. 2. Sex *

Mark only one oval.

Female

Male

4. 3. Age *

Skip to question 5

CONTACT DETAILS

Instruction: You are required to answer all questions in this section.

5. 4. Residential Address *

6. 5. Contact Number *

Skip to question 7

BUSINESS INFORMATION

7. 6. Business Name *

8. 7. When was your business incorporated?

Example: January 7, 2019

9. 8. Select the District in which your SME primarily operates? *

Check all that apply.

- Kailahun
- Kenema
- Kono
- Bombali
- Falaba
- Koinadugu
- Tonkolili
- Kambia
- Karene
- Port Loko
- Bo
- Bonthe
- Moyamba
- Pujehun
- Western Area Rural
- Western Area Urban

10. 9. Have you ever participated or currently participating in SLAgcelerator or Skills Development Project funded by the World Bank? *

Mark only one oval.

- Yes
- No

11. 10. Is your enterprise engaged in the production of alcoholic beverages, weapons, tobacco or gambling? *

Mark only one oval.

- Yes
- No

12. 11. SME type *

Mark only one oval.

- Small Enterprise (An annual turnover of less than 100 million Leones)
- Medium Enterprise (An annual turnover between 100 million Leones and 500 million Leones)

13. 12. Business sector *

Mark only one oval.

- Circular Economy
- Light/Small Scale Manufacturing
- Other: _____

14. 13. What are your Social Impact Objectives

Check all that apply.

- Access to Clean Water
- Access to Education
- Access to Energy
- Access to Financial Services
- Access to Information
- Affordable Housing
- Agricultural Productivity
- Capacity-Building
- Community Development
- Conflict Resolution
- Disease-Specific Prevention and Mitigation
- Employment Generation
- Equality and Empowerment
- Food Security
- Generate Funds for Charitable Giving
- Health Improvement

Skip to question 15

Problem

15. 14. Describe the market problem you are trying to solve *

16. 15. Identify key challenges your SME is facing

Check all that apply.

- Lack of Capital/other Resources
- Lack of Sales and Marketing Capacity
- Team work/Team building
- Business Competition
- Poor Management
- Access to Mentorship

Other: _____

Skip to question 17

Solution- Product/Services

This section is focused on your Product/Service.

17. 16. What is your solution to the market problem you are trying to solve? *

18. 17. Who are your targeted Customers? *

19. 18. How does your product/service provide value to your Customers? *

20. 19. How does your business contribute to job creation in Sierra Leone? *

21. 20. Customer feedback shows that your product provides a solution to the market problem *

Mark only one oval.

- Agree
- Strongly Agree
- Disagree
- Strongly Disagree
- Neutral

Skip to question 22

Market Articulation

22. 21. You know your addressable market size and target market share *

Mark only one oval.

True

False

23. 22. What percentage of your addressable market have you captured? *

Mark only one oval.

10 - 25

26 - 35

36 - 45

46 - 55

56 - 75

Above 75

Other: _____

24. 22. What percentage of the addressable represent your targeted market? *

Mark only one oval.

10 - 25

26 - 35

36 - 45

46 - 55

56 - 75

Above 75

Other: _____

25. 24. What is your annual sales in SLL (Sierra Leone Leones) *

26. 25. What kind of market research have you conducted?

Check all that apply.

- Identifying customer needs & target groups
- Characterizing these markets & target groups
- Defining a product/service that meets the needs of these markets
- Assessing competition and key trends in these markets
- Assessing the country-specific market, cultural and legal environment
- Developing a market plan specific to the target segment(s)
- Assessing the necessary internal capacity to respond to the segment's characteristics
- Using information from a previous pilot project
- We have not conducted any type of market research

27. 26. What are your points of difference from competition? *

Check all that apply.

- Performance
- Customization
- "Getting the Job Done"
- Design & Usability
- Price
- Reducing Costs
- Reducing Risk
- Accessibility & Convenience
- Brand or Status

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Business Model

28. 27. Have you validated your business model and generating income? *

Mark only one oval.

Yes

No

29. 28. Explain your strategy for revenue generation and customer acquisition *

Skip to question 30

Team & Advisers

30. 29. List and describe the roles of your team

Skip to question 31

Progress & Milestone

31. 30. Highlight 3 recent key accomplishments of your SME *

32. 31. What milestones are your SME hoping to accomplish within a year *

33. 32. I declare that the information provided on this form is true with no judicial outstanding issues and is financially sound *

Check all that apply.

Yes

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