

APPLICATION FORM FOR INCUBATION (START-UPS): 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 SLAgcelerator 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 the questions in this section.

2. 1. Full Name *

3. 2. Sex *

Mark only one oval.

Male

Female

4. 3. Age *

Skip to question 5

CONTACT DETAILS

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

5. 4. Phone Number *

6. 5. Residential Address *

Skip to question 7

BUSINESS DETAILS

7. 6. Business Name *

8. 7. When was your Start-Up founded and is it registered? *

Example: January 7, 2019

9. 8. Select the District in which your Start-Up primarily operates *

Check all that apply.

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

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 Start-Up engaged in production of alcoholic beverages, weapons, tobacco or gambling? *

Mark only one oval.

- Yes
- No

12. 11. Which of these development stages applies to your Start-Up *

Mark only one oval.

- Idea/Concept (Developing the idea)
- Minimum Viable Product (You have tested the market with a sample of your product/service)
- Scale Up (Readily available product/service and market)

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 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 your are trying to solve *

16. 15. Identify key challenges your Start-Up is facing *

Check all that apply.

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

Other: _____

Skip to question 17

**Solution-
Product/Service**

This section is focused on your product and the problem you are solving.

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 will your business contribute to job creation in Sierra Leone? *

21. 20. Does your potential customers validate that your product/service provides a solution to the market problem? *

Mark only one oval.

Yes

No

Still validating

22. 21. Have you created a prototype of the Product/Service you are planning to sell/are selling? *

Mark only one oval.

- Yes, but we have not tested it yet
- Yes, We have tested it at least once and made revisions
- Yes, We have tested it several times, made revisions, but don't consider it to be final
- Yes, We have tested it several times, made revisions, and consider it to be final
- No, We do not have a prototype. We are still in the design phase.

Skip to question 23

Market Articulation

23. 22. 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

24. 23. What are your points of difference from competition? *

Check all that apply.

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

Skip to question 25

Business Model

25. 24. Explain your strategy for revenue generation *

Skip to question 26

Team & Advisers

26. 25. List and describe the roles of your team *

Skip to question 27

Progress & Milestone

27. 26. Highlight 3 recent key accomplishments of your Start-Up *

28. 27. What milestones are your Start-Up hoping to accomplish within a year? *

29. 28. I declare that the information provided in this form is true with no judicial outstanding issues and is financially sound. *

Check all that apply.

Yes

This content is neither created nor endorsed by Google.

Google Forms