



APPLICATION FORM

Please complete all sections of the following application form in black ink. Please ensure that information is as accurate and up-to-date as possible.

1. Demographic information

Surname: _____ First Name: _____

ID Number: _____ Gender: _____ Age: _____

Current Occupation: _____

Do you qualify as previously disadvantaged? _____

2. Contact information

Postal address: _____ Physical address: _____

_____ (Code) _____ (Code) _____

Telephone: (Cell) _____ (Home) _____ (Work) _____

Email address: _____

How do you wish to be contacted by TechnoServe?

Cell Phone [] Home phone [] Work phone [] Email []

How did you learn about Believe Begin Become (list all applicable)?

Radio [] Newspaper [] SEDA [] Local organisation []

Friend [] Colleague [] Internet []

Other (please specify): _____

3. Business proposal

Which of the following are you proposing (tick one)?

New business [] Expansion of an existing business []

In which industry category does your business best fit (tick one)?

Agribusiness & processing [] Light-manufacturing [] Construction [] Tourism []

If proposing an expansion of an existing business, please answer the following questions, If not, please proceed directly to Section 4.

Location of business:

Postal address: _____ Physical address: _____

_____ (Code) _____ (Code) _____

Name of business: _____ Registration or VAT number: _____

Number of years operating: _____ Percentage of the business you own: _____ %

Total sales revenues for 2008: R _____ Total profits for 2008: R _____

Number of employees at year-end 2008: _____

Average employee annual salary at year-end 2008: R _____

Total value of business assets at year-end 2008: R _____

Signature: _____



4. Business summary

The purpose of the business summary is to provide a clear and concise overview of your business as well as an explanation of your personal motivation for the success of your business.

The business summary will be judged according to the heading and sections below and the percentages then allocated for each section.

The business summary must comply with the following print requirements:

- Strictly 12-point font size
- Strictly 1.5 line spacing
- Strictly no more than 3 pages
- In English
- Submitted with three copies

4.1 Business title (business name or trading name)

4.2 Business opportunity & status

20%

- Describe your business. What does it do? Is it a new or existing business?
- Describe your product(s) or service(s); (If expanding, describe the new product or service).
- Describe the need for your product(s)/service(s) in the market and how your product(s)/service(s) meet that need?

4.3 Viability of business

40%

- Target market** - Who are your customers/potential users?
- Distribution channels** - Which outlets/shops will your product(s) or service(s) be sold at? Where are they located? How will the product(s) or service(s) get there?
- USP (Unique Selling Point)** - Why do you think your target customers will choose your product(s)/service(s) over others that are available?
- Competition** - Are there other businesses selling or providing similar product(s) or service(s) to yours? How many do you know of?
How do you, or how will you, win your customers away from your competitors?
- Gross profit** - What is the value of your annual sales minus the cost of your sales?
- Fixed costs** - What are the costs that occur consistently/regularly every month?

4.4 Business impact

10%

4.4.1. Business location

- Where is or will the business operation be located?
- In which areas outside of the primary business location does your business operate? (provinces, cities, towns, villages).

4.4.2 Employment creation

- How many people do you intend to employ for Year One and Year Two of the business operations?
- How many of these people will be workers from rural/non-metro areas (small towns)?

4.4.3 Local economic development

- Will your business purchase raw materials and/or services from your area or rural areas?
- What is the estimated Rand value of the raw materials and services?

4.5 Entrepreneur experience and commitment

30%

- What is your background or qualification?
- What experience, knowledge or skill do you have to run your business successfully?
- How much money have you or do you intend to commit in the business?
- Give an example of a personal goal and describe how you achieved it.
- Describe a problem you identified in your business and explain how you solved it.

4.6 Business references

Please provide two business references, include their contact details, and describe your relationship to them.

TERMS AND CONDITIONS

1 Eligibility requirements

The following criteria must be met to be eligible for selection into the programme:

- 1.1 Applicants(s) must be South African citizen(s) or permanent resident(s).
- 1.2 Applicant(s) must be 21 years of age or older.
- 1.3 Applicant(s) must not be an unrehabilitated insolvent.
- 1.4 The business must be based in South Africa.
- 1.5 The business must be ready do a turnover of at least R240 000 a year in the next 12 months.
- 1.6 The business must have the potential to create at least 10 new jobs in the next 24 months.
- 1.7 The business must be geared up to attract a minimum investment of R160 000 in the next 12 months.
- 1.8 The business must operate in one of the following sectors:
 - Agriculture (including agri-processing)
 - Light-manufacturing
 - Tourism
 - Construction
- 1.9 This programme is not open to any employees of TechnoServe, Standard Bank (Pty) Limited or any of its subsidiaries, promotional and advertising agencies and their immediate family members.
- 1.10 Applications may be submitted by a group. Every group member must meet all eligibility criteria and the group must nominate one member to participate in training sessions, events, consultant meetings and any other aspect of the programme.

2 Selection Process

- 2.1 Applicants agree to make themselves available for interview with TechnoServe as part of the entrance requirement to the programme. Failure to attend interviews will result in disqualification.
- 2.2 TechnoServe reserve the right to select programme participants and TechnoServe's decision is final.

3 Judging process

- 3.1 The participant accepts and acknowledges that all decisions related to judges evaluations during the competition process is final and no correspondence will be entered into.
- 3.2 The judging process at each phase of the competition will be as transparent and objective as possible. Judges will include established entrepreneurs, university professors, technical experts, venture capitalists, private investors and bankers. All judges will attend an orientation session and be required to sign confidentiality agreements. The judges will follow the scoring guidelines throughout the judging process. All judging will be anonymous, both for the judges and for the participants. At each phase, each business concept or plan will be evaluated by at least two judges to ensure greater objectivity. At the end of each judging phase, participants will receive brief written feedback on their business plans. Participants should not expect to receive more feedback beyond what is provided in written format. All decisions related to the evaluations by the judges are final. The results will be audited by an independent audit firm.

4 Indemnification

- 4.1 Applicants waive any and all claims that they may have against TechnoServe, its employees or agents, arising out of their participation in the Believe Begin Become Programme as a participant on any grounds whatsoever, including in particular, but without limiting the generality thereof, any claim based on the negligent act or omission of TechnoServe, its employees or agents, or of any person or persons for whose negligence TechnoServe would otherwise be liable.
- 4.2 Applicants indemnify TechnoServe, its employees and agents against any claim which their estate, dependants and/or surviving heirs may make, or which may be made on their behalf, against TechnoServe, its employees or agents, arising out of their participation in the Believe Begin Become Programme as a participant on any grounds whatsoever, including in particular, but without limiting the generality thereof, any claim for damages or loss to property, injury or death based on the negligent act or omission of TechnoServe, its employees or agents, or of any person or persons for whose negligence TechnoServe would otherwise be liable.
- 4.3 Applicants indemnify TechnoServe, its employees and agents against any claim which any third party may make against TechnoServe, its employees or agents, arising out of participation in the Believe Begin Become Programme as a participant on any grounds whatsoever including in particular, but without limiting the generality thereof, any claim for damages or loss to property, injury or death based on their negligent act or omission, or of any person or persons for whose negligence they would otherwise be liable.

5 Confidentiality

- 5.1 Officials of the programme and registered representatives have signed confidentiality agreements prohibiting disclosure of, copying or reproducing business ideas and/or business plans submitted.

6 Disclaimers

- 6.1 Believe Begin Become and/or TechnoServe accepts no responsibility for any copying, reproduction or copyright infringement of business ideas and/or business plans, submitted by Applicants, by its employees or third parties.
- 6.2 Believe Begin Become does not guarantee participants that their business plans will qualify for financing as a result of participation in the programme.
- 6.3 TechnoServe and/or its accredited business development services providers accept no responsibility for providing finance to participants.

Participants' agreement

This Agreement must be read and signed in order to complete the Believe Begin Become application.

Conformity with programme's terms and conditions

The participant has reviewed the Terms and Conditions of the programme and by his/her signature on this document, confirms that his/her application and that of the group or individual he/she represents are in accordance with the Terms and Conditions and that he/she agrees to be governed by such Terms and Conditions.

Media

The participant accepts and acknowledges that he/she may be required to participate in any reasonable marketing and promotion activities, including those covered by the broadcast and print media, which Standard Bank wishes to undertake in relation to the Believe Begin Become Programme. In addition, participants are requested to inform TechnoServe before releasing any information to the media or granting interviews in relation to the programme.

Graduating from training

Participants who complete the training and mentoring, and submit a business plan by the deadline date, will graduate and be awarded a Certificate of Attendance in Business Plan Development. Failure to attend classes in accordance with the rules, or failure to submit the draft business plans by the deadline date, will result in disqualification from the programme.

CHECK LIST

Please tick boxes

- | | | | |
|--|--------------------------|------------------------------------|--------------------------|
| 1. Complete Business Summary
(attach 3 copies.) | <input type="checkbox"/> | 3. Attach copy of proof of payment | <input type="checkbox"/> |
| 2. Payment of R100 for application | <input type="checkbox"/> | 4. Read Term and Conditions | <input type="checkbox"/> |
| | | 5. Submit Application Form | <input type="checkbox"/> |

I hereby declare that I understand and agree to the foregoing terms of this Participation Agreement.

NAME: _____ DATE: _____

SIGNATURE: _____

