

Invest2Impact

A 2X CHALLENGE INITIATIVE

OFF-LINE ENTRY FORM

Thank you for your interest in Invest2Impact.

You can use this Word document to enter the competition in exactly the same way that you would online.

Simply complete all the required fields on your computer.

Then send the completed document to us via email:

entries@invest2impact.africa

If you need support or help, please see the website for “live chat” support or email us on support@invest2impact.africa, or you can also Whatsapp us on:

+254 71 5185 982

FOR FULL DETAILS OF FUNDING OPPORTUNITIES, CASH PRIZES AND
BUSINESS SUPPORT PRIZES, PLEASE SEE

www.invest2impact.africa

About the competition

Invest2Impact is all about access to funding for women-led businesses plus practical support to grow your business.

We're looking for 100 women-led businesses in East Africa to support with a range of access to funding programmes, business support, and multi-national networking. Let's work together to maximise your potential.

You have a vision of success — and the desire to make a difference in your community, your country, and in Africa. We'd like to partner with you on your journey. Invest2Impact is an exciting women-focused business competition that could change the future of your business.

Enter and you could be selected for one of four Invest2Impact funding access and business support programmes.

Will you be one of the 100 Invest2Impact women entrepreneurs? Maximise your potential and use this form to enter.

See if you qualify:

- Are you based in Ethiopia, Kenya, Rwanda, Tanzania, or Uganda?
- Have you been operating for 3 years or more?
- Do you meet at least two of the following criteria:
 - We have revenues of more than USD \$50,000 per year
 - We have total assets of more than USD \$50,000
- Do you have 5 or more employees?

If you meet the above criteria, you can enter!

Guidelines:

Some guidelines and tips to help you submit an entry form that truly reflects your vision, entrepreneurial energy and potential.

Need help?

Email support@invest2impact.africa or use the chat support feature on the website. Important: we see your business entity as the entrant, not any one individual. If you are completing the entry form, for now you will be the contact person for the competition entry and selection process.

If selected as a finalist or winner in any track, the company can then decide who will attend events or participate in business support activities with Invest2Impact.

(Note: You do not have to be a woman to complete the form, but must have the permission of the shareholders and/or directors. Businesses selected as finalists, winners and participants will have to be represented by a woman shareholder or director.)

WHAT you will need.

A heads up on some of the documents and information you will need to complete this form.

- Information on your management team (including short bios)
- Financial information for the past three years (revenue and expense details)
- Information about your assets and liabilities (including current loans)
- Permission from the business shareholders

HOW the form works.

The is made up of a series of sections, with a number of questions in each section. Questions marked with * are mandatory: they must be completed.

HOW will you know if our information is correct?

During the entry form process, we do NOT ask you to upload financial statements, business registration or other documents. However, if you are selected as a finalist or participant, we will then verify all your business and financial information. If it is found to be misleading or false, your entry will be excluded.

HOW long will it take me?

If you have the necessary information, the form should not take you more than 60 minutes in total. If you have already submitted your entry online, you don't need to complete this form. If you send us this form, you don't need to submit online,

WHY can't I see how the scoring works?

We do not show the specific possible score for each question or section. This is because we need you to give the best and fullest answers.

WILL I get feedback on my entry?

Yes – and no. If you are selected as a finalist or participant, we will contact you, give you the good news, and brief you on what to do next. We will not give you individual feedback on your entry, as the information has not been validated, and it is not practical or beneficial to provide business feedback or advice without a more detailed understanding of your business.

BUT ... here is what we WILL do:

Once the competition has closed, we will send all entrants a report with an analysis of all the entries by sector and by country, to give you some idea of how this group of women-led businesses are doing in East Africa. It will be full of interesting insights ... including general feedback and comments from the judges.

YOUR ENTRY FORM STARTS HERE!

SECTION 1

Business contact person

To start your entry, please provide your details as the business contact person. This needs to be a shareholder, director or partner in the business. The contact person will receive all communication from Invest2Impact. If your business is selected as a finalist or winner in any of the competition tracks, you will be able to then select who from the business participates in the relevant events and activities.

1.1. I confirm that I am a shareholder / director / partner in the business being entered into this competition and that all other shareholders and directors are aware and approve of this application: YES / NO (please circle – if no, you need to get the necessary permission and then circle YES).

First Name :
Surname :
Gender :
Nationality :
ID Number :
Email Address :

Mobile Number : COUNTRY CODE: NUMBER:

How did you hear about the competition? PLEASE TICK NEXT TO YOUR ANSWER(S).

- Whatsapp group
- Facebook
- Friend or colleague
- Other social media
- Email from organisation
- Newspaper
- Radio
- Attended event
- TV

By completing and submitting this form, I consent to Invest2Impact storing the data provided, and communicating with me by cellphone, SMS and email during the term of the competition and any subsequent business programmes.

Great! You've made a good start.

LET'S GET SOME BUSINESS DETAILS

SECTION 2

Basic business details

2.1 What is the legal registered name of the company?*

TYPE HERE

2.2 What name does the company trade under (if different to above)?

TYPE HERE

2.3 How many years has the company been operating?*

TYPE HERE

2.4 Country of business registration*

TYPE HERE

2.5 Town

TYPE HERE

2.6 Type of Entity*

TYPE HERE

2.7 Business website

www.

INVEST2IMPACT HELPS YOU NETWORK -- STARTING HERE!

Invest2Impact is more than just a competition. It's also about promoting your business and networking with other women entrepreneurs. Please pause your entry and send us (right now, if possible!) a photo of you, your business, your office, your team or your product, and tell us what you're hoping to achieve through the Invest2Impact programme. Aiming to expand? Launch a new product? **Share your aspirations and be seen on our social media pages.**

**Send your pic, your name and comment to us now at:
social@invest2impact.africa**

MORE INFO ON YOUR BUSINESS

SECTION 3

Operations of the business

3.1 Sector

Please tick the sector your business operates in*:

Agribusiness
Business or Personal Services
Chemicals and pharmaceuticals
Clothing and textiles
Construction and infrastructure
Education and skills development
Energy and renewables
Entertainment
Financial services
Food, nutrition and beverages
Healthcare
Manufacturing
Media, marketing and creative
Resources and green economy
Retail and distribution
Technology
Telecommunications
Tourism and hospitality
Transport and logistics
Other:

3.2 Briefly describe your products and/or services. What do you sell to the market?*

TYPE HERE (up to 150 words)

3.3 What area(s) does your business cover (ie where you operate or have clients)?*
Please circle the answer below that best describes your area of operation.

- Only country where we are based
- East Africa region (two or more countries)
- East Africa and other African region(s)
- Whole of Africa
- Asia
- Europe
- North America
- South America

3.4 Please describe your target market* (Who is your market? Where are your clients located? What influences their buying decision?)

TYPE HERE (up to 150 words)

3.5 Which of the following best describes your CURRENT customer base?* (Tick the answer that best describes your customer base.

- One large primary customer accounting for more than 60% of revenue
- More than three large customers
- Multiple corporate customers
- Individual consumers (direct)
- Sell through distributors / resellers

3.6 Which of the following have you undertaken in the past 2 years or have in place currently? (Tick all applicable).

- Staff training programme
- Customer or market research
- Documented business strategy
- Competitor analysis

3.7 What do you believe are the top risks facing your business right now? Next to each one that you select, please explain briefly what the risk is and any plans you have to address the risk.

- Increased competition (describe, max 120 words)

IF SELECTED, TYPE HERE

- Lack of financial resources (describe, max 120 words)

IF SELECTED, TYPE HERE

- Availability of skilled human resources (describe, max 120 words)

IF SELECTED, TYPE HERE

- Industry regulation or compliance (describe, max 120 words)

IF SELECTED, TYPE HERE

- Other (describe, max 120 words)

IF SELECTED, TYPE HERE

3.8 If your business requires specific compliance, certifications or accreditation to operate, please confirm that these are current and in place. (Tick applicable answer).

- No compliance requirements

- We are fully compliant for our industry
- We are partially compliant and working on achieving full compliance
- We are not yet compliant

Last but not least: let's look at your company's approach to the Sustainable Development Goals (SDGs). For more information on the SDG's please visit:

<https://www.un.org/sustainabledevelopment/sustainable-development-goals/>

These goals are important for business owners globally, as they help us to work together towards a cleaner, more sustainable and equitable world.

The Sustainable Development Goals (SDGs) set out a framework of 17 goals and 169 targets to tackle the world's most critical social, environmental and economic challenges by the year 2030. Governments have adopted these goals and businesses are in a position to really help achieving these goals. Some companies are even recognising that their business need stable economies to operate and that climate change, growing inequality, water risks and poverty are threats.

3.9 How do you integrate the SDGs (Sustainable Development Goals) into your business?*(Please tick applicable answer).

- We don't yet
- In the process of understanding the SDGs and what they are
- Documented commitment to addressing the SDGs
- Integrated into our strategy and included in our annual report or elsewhere

3.10 Towards which of the following SDGs do you believe your business can contribute in a positive way? (Tick those applicable).

- No Poverty
- Zero Hunger
- Good Health and Wellbeing
- Quality Education
- Gender Equity
- Clean Water and Sanitation
- Affordable and Clean Energy
- Decent Work and Economic Growth
- Industry, Innovation and Infrastructure
- Reduced Inequalities
- Sustainable Cities and Communities
- Responsible Consumption and Production
- Climate Action
- Life below Water
- Life on Land
- Peace, Justice and Strong Institutions

- Developing Partnerships for the SDGs

3.11 Which of the following stakeholder groups does your company engage with on environmental and social issues? (Tick those applicable).

- None
- Customers
- Employees
- Suppliers
- Investors
- Local communities
- Business partners
- Regulators
- Non-governmental and civil society organisations

3.12 Which of the following strategies have you employed to manage water use? (Tick those applicable).

- Measure and reduce water use throughout operations.
- Mapping water use risks in relation to neighbours and stakeholders
- Installation of water saving fittings
- Assessing water inputs and use throughout product lifecycle
- Rainwater Harvesting
- Treating wastewater before disposal
- Using treated grey and/or black water

3.13 Which of the following policies that support the SDGs do you have in place? (Tick those applicable).

- Elimination of forced or compulsory labour (SDG 8)
- Non-discrimination (SDG 8)
- Paying more than minimum wages (SDG1)
- Occupational health and safety (SDG 3)
- Equal remuneration for women and men (SDG5)
- Labour practices in the supply chain (SDG 8)

3.14 What strategies has your company adopted to reduce the impact of solid waste on local landfills and the environment? (Tick those applicable).

- Minimise waste
- Recycling of waste
- Sourcing of sustainable materials for production
- Exploiting waste as a resource

NOW LET'S LOOK AT THE PEOPLE IN YOUR BUSINESS

SECTION 4

Management Team

We'd like to know more about your management team -- the people who are driving the business.

Please provide short profiles of the key manager(s) involved full time in running the business e.g Managing Director/CEO, Sales Director/Manager, Production Director/Manager etc.

You need to add at least two profiles, but not more than six. (ie you can enter with just two profiles, or up to six profiles).

Profile 1:* (required)

4.1.1 Position :

4.1.2 Name :

4.1.3 Surname :

4.1.4 Is this person also a shareholder?: YES / NO

4.1.5 Short description of their role in the business and years of experience (max 50 words):

TYPE HERE

4.1.6 Short summary of their academic and professional qualifications (max 50 words):

TYPE HERE

Profile 2:* (required)

4.2.1 Position :

4.2.2 Name :

4.2.3 Surname :

4.2.4 Is this person also a shareholder?: YES / NO

4.2.5 Short description of their role in the business and years of experience (max 50 words):

TYPE HERE

4.2.6 Short summary of their academic and professional qualifications (max 50 words):

TYPE HERE

Profile 3: (optional – if not needed, please leave blank)

4.3.1 Position :

4.3.2 Name :

4.3.3 Surname :

4.3.4 Is this person also a shareholder?: YES / NO

4.3.5 Short description of their role in the business and years of experience (max 50 words):

TYPE HERE

4.3.6 Short summary of their academic and professional qualifications (max 50 words):

TYPE HERE

Profile 4: (optional – if not needed, please leave blank)

4.4.1 Position :

4.4.2 Name :

4.4.3 Surname :

4.4.4 Is this person also a shareholder?: YES / NO

4.4.5 Short description of their role in the business and years of experience (max 50 words):

TYPE HERE

4.4.6 Short summary of their academic and professional qualifications (max 50 words):

TYPE HERE

Profile 5: (optional – if not needed, please leave blank)

4.5.1 Position :

4.5.2 Name :

4.5.3 Surname :

4.5.4 Is this person also a shareholder?: YES / NO

4.5.5 Short description of their role in the business and years of experience (max 50 words):

TYPE HERE

4.5.6 Short summary of their academic and professional qualifications (max 50 words):

TYPE HERE

Profile 6: (optional – if not needed, please leave blank)

4.6.1 Position :

4.6.2 Name :

4.6.3 Surname :

4.6.4 Is this person also a shareholder?: YES / NO

4.6.5 Short description of their role in the business and years of experience (max 50 words):

TYPE HERE

4.6.6 Short summary of their academic and professional qualifications (max 50 words):

TYPE HERE

WE'RE LOOKING FOR POTENTIAL, NOT JUST PROFITABILITY

SECTION 5

Financial information

We'd like to know more about your financials -- both historical and projected. It's important to note that your business will not be disqualified if you are not profitable. We are more interested in your strategy and your potential for growth than your current profitability. **If you are do not have exact figures, please provide estimates as accurately as possible.**

The information provided in this section will enable us to see which funding track is best for you. 2Xcelerate is for funding from the competition partners, while 2Xcapital provides tailored support, using our expertise, networks and funding experience, to access funding from other investors.

Before you go ahead, please confirm the following by typing YES after this statement:

- I am authorised by the shareholders and/or Board to share the financial information of the business which is entering the Invest2Impact competition.

5.1 How much external funding would you like to secure? (Please tick only ONE).

- Less than \$100k
- \$100-\$500K
- \$500K-\$1M
- \$1-2M
- \$2-3M
- \$3-5M
- \$5-10 M
- More than \$10M

5.2 Please explain what you would use this funding for, that will support your business growth.*

TYPE HERE

5.4. Please provide your business revenue (ie total income) per year for the past three years, in US Dollars.* (Use – for a negative).

- 2016: \$
- 2017: \$
- 2018: \$

5.5 How is your revenue made up? Please indicate approximate average percentage figures for the last 3 years. In other words, how each year's revenue is made up. This is a percentage number, not a currency number.*

	2016	2017	2018
Fees for services	%	%	%
Sale of goods	%	%	%
Commissions, royalties etc	%	%	%
Not sure	%	%	%
TOTALS	%	%	%

5.6 Direct cost of sales for the past 3 years *

These are the direct money costs incurred in the sale of your products or services (excluding your regular overheads such as rent, salaries etc.)

	2016	2017	2018
Raw materials	\$	\$	\$
Stock	\$	\$	\$
Licenses	\$	\$	\$
Distribution	\$	\$	\$
Other	\$	\$	\$
Other	\$	\$	\$
TOTALS	\$	\$	\$

5.7 Operating costs (overheads) for the past 3 years.*

	2016	2017	2018
Rent	\$	\$	\$
Wages and salaries	\$	\$	\$
Services (legal, insurance etc)	\$	\$	\$
Finance costs (if any)	\$	\$	\$
Depreciation (if any)	\$	\$	\$
Other	\$	\$	\$
Other	\$	\$	\$
TOTALS	\$	\$	\$

Profit / Loss summary*. Please summarise your nett profit/loss for the last 3 years. Use the – sign to indicate a loss. This is your total revenue minus your cost of sales and overheads.

	2016	2017	2018
TOTAL PROFIT / LOSS	\$	\$	\$

Now let's look to the next 3 years. Please put your forecast (estimated projected) figures for the next three years (2019, 2020 and 2021) into the relevant fields.

	2019	2020	2021
Total estimated revenues	\$	\$	\$
Total estimated cost of sales	\$	\$	\$
Total estimated overheads	\$	\$	\$
ESTIMATED PROFIT (LOSS)	\$	\$	\$

Any relevant information you would like to give us in connection with your projections?

5.8 What needs to happen and what do you need in order to achieve your forecast targets? Please outline the financial and non-financial circumstances or support needed to make your forecast a reality.*

AREA OF BUSINESS	WHAT SUPPORT OR CIIRCUMSTANCES DO WE NEED TO ACHIEVE OUR GROWTH TARGETS?
Sales	
Internal funding	
External funding	
Operations	

Marketing	
Other	

Thanks for the information on your income and expenses. Now let's take a look at your balance sheet. If you don't have a balance sheet, or aren't familiar with its contents, please ask your accountant or bookkeeper to assist you with this section.

5.9 Balance sheet (latest available)*

Please provide the total value of **fixed assets** that are on your balance sheet.

FIXED ASSET	ACTUAL OR ESTIMATED VALUE
Property	\$
Vehicles	\$
IT equipment	\$
Other equipment	\$
Investments	\$
Intellectual property	\$
Other	\$
TOTAL	\$

Note: Intellectual property (eg trademarks, patents, business models, proprietary software) can be estimated or you can consult an accountant for a valuation.

CURRENT ASSETS	ACTUAL OR ESTIMATED VALUE
Accounts receivable (ie trade debtors)	\$
Cash	\$
Stock	\$
Loans payable	\$
Other	\$
Other	\$
Other	\$
TOTAL	\$

CURRENT LIABILITIES	ACTUAL OR ESTIMATED VALUE
Shareholder loans	\$
Trade creditors	\$
Taxes payable	\$
Shareholder loans	\$
Other loans payable	\$
Equity (retained profits, share capital)	\$
Other	\$
TOTAL	\$

Thank you for completing the financial section. Now you will have the opportunity to apply for other Invest2Impact programmes.

PLEASE CONTINUE TO THE NEXT PAGE

INTERESTED IN CROWDFUNDING SUPPORT? MARKETING SUPPORT?

SECTION 6

More business support options

There are three more business support prizes to enter now that the most difficult part of the entry process is complete. Now you have the opportunity to decide if you would like to be considered for the three other Invest2Impact competition tracks.

2XCrowd

Win your own crowdfunding campaign

- Use the power of crowdfunding for a new product, project, innovation or social good campaign.
- Specialist support to develop and implement your crowdfunding strategy
- Tap into the fast-growing African and global crowdfunding market

Open to businesses with annual revenue of less than \$100,000 and which have a unique innovation or social mission which can attract crowdfunding support.

If you want to be considered for 2Xcrowd, please provide the details below:

Briefly describe the project, product or type of business growth you would like to crowdfund. Note: Crowdfunding works best when your crowdfunding campaign is for a specific product, innovation or business expansion.

I'm looking for crowdfunding to ... (write here)

What amount do you envisage setting as your crowdfunding target (in US\$)? Tick the relevant amount.

5000
10000
20000
25000
25,000 - 50,000
> 50,000 (specify)

Running a crowdfunding campaign requires an extensive commitment to work with a specialist consultant to promote your business online, generate ongoing marketing and promotional content and build your crowdfunding campaign momentum. Please confirm that you are prepared to make this commitment to your campaign if you are selected.

Yes, I would like to get expert support to launch and run a crowdfunding campaign for my business, and am prepared to commit the necessary time for this.

Tick here to accept.

2XCatalyse

Business networking and profiling

- Attend an international industry expo or conference event to grow your business network and meet “movers and shakers”;
- Profile your business, develop your industry knowledge;
- Get support with your marketing strategy.

Apply to this category and you could be selected and sponsored to attend a major international industry event, or receive support to market your business.

Apply here to attend an industry event. Choose ONE from one of the events below, or you can also propose a different event for us to consider. Attending industry expos and events is a powerful way to network and promote your business, and meet potential customers and partners.



SANKALP AFRICA SUMMIT
(2020 date to be advised)

Sankalp Africa has become one of the region's leading events for social entrepreneurship and impact investing. The summit is a platform for high-potential, game changing social entrepreneurs to interact with and pitch to investors

Tick here to apply to attend this funding and networking event.



AFRICA ENERGY INDABA
March 2020

International energy, resources and renewables expo and matchmaking This extends to services for major energy projects on the continent, rural energy solutions, urbanization and energy needs and the renewable & sustainable energy industry and the management thereof.

Tick here to apply to attend this energy industry event.



AFRICA ENERGY INDABA
May 2020

Africa's largest health expo, with more than 560 businesses from across 39 countries displaying their products, services and innovations, and 10,000 healthcare professionals attending the exhibition alongside a host of accredited conferences and workshops.

Tick here to apply to attend this health expo and conference event.



WORLD TRAVEL MARKET
April 2020

The place for anyone in the tourism and hospitality sector to generate sales leads, launch new products, enter new markets, raise brand awareness. Size up your competition, conduct market research and develop and maintain relationships.

Tick here to apply to attend this major tourism industry event.



MEDEXPO
November 2020

Position your business alongside an exhibitor line-up from over 25 countries, and a comprehensive medical product, equipment & machinery showcase at Kenya's biggest international medical trade exhibition. Africa's prime medical, healthcare products & equipment expo.

Tick here to apply to attend this major medical industry event.



AFRICA-APP
(2020 date to be advised)

Africa's most influential event for Infrastructure Investment Partnerships – the place to see and be seen for construction, infrastructure and

related professional services businesses.

Tick here to apply to attend this infrastructure-related event.



FOODAGRO
November 2020

Africa's premier food & agriculture exhibition will showcase top products, equipment and machinery presented by exhibitors from over 20 countries. If you are in agriculture, agri-processing or operating anywhere in the agri value chain, this event is for you.

Tick here to apply to attend this major agriculture industry event.

IF THE ABOVE EVENTS ARE NOT RELEVANT TO YOU AND YOU WANT TO ATTEND ANOTHER EVENT OF YOUR CHOOSING, YOU CAN DO SO BELOW.

If you know which event you would like to attend, provide the details below. You can also search on the internet for an industry event that will benefit your business. If you have selected an event above, you can leave this blank.

EVENT NAME: Write here

EVENT LOCATION: Write here

If you have selected an event in this section, please complete the following question.

HOW WILL ATTENDING THE EVENT BENEFIT YOUR BUSINESS? Please provide up to three specific objectives you would like to achieve by attending.

WE WOULD LIKE TO ATTEND THE SELECTED EVENT BECAUSE ... Write here

2XConnect

Be part of this network of like-minded women entrepreneurs

2Connect is an online business networking and support platform.

- Join this online community and benefit from business tips and advice
- Grow your network by sharing experiences and opportunities
- Get access to exclusive business growth resources and events

Yes, I would like to participate in this on-line business community of women entrepreneurs.

Please tell us which of the following 2XConnect features you would most like to see. Circle the number on the right using the following ranking:

- 1: Essential, value this highly
- 2: Would welcome this as very beneficial.
3. Would be useful to me.
4. Might use this but not essential.
5. Not important to me.

Networking online with other women entrepreneurs	1	2	3	4	5
On-line forums and discussion groups with other women entrepreneurs	1	2	3	4	5
Access to articles and videos relevant to my specific industry	1	2	3	4	5
Technology tools to support better productivity, collaboration and connectivity	1	2	3	4	5
Webinars (online seminars and discussion groups) with leading experts in my industry	1	2	3	4	5
Introductions to overseas and international women business owners in my industry	1	2	3	4	5
On-line consultations with specialist mentors familiar with my industry	1	2	3	4	5
Funding readiness and financial management tools, checklists and seminars	1	2	3	4	5
Other:	1	2	3	4	5

CONGRATULATIONS! YOU HAVE COMPLETED YOUR ENTRY FORM

HERE IS HOW TO SUBMIT YOUR FORM

By submitting your form, you agree to the Invest2Impact terms and conditions. These are available on the website.

1. Save a copy on your computer.
2. Email the form as a Word document or PDF to:
entries@invest2impact.africa.

(You can send the document as a normal Word document, or print it out and scan it for email.)

3. We will email you to confirm we've received your form.

END OF ENTRY FORM