



ARA Application Form **2016**

Dear applicant,

You are about to fill out the form to be a candidate at the 2016 edition of the African Rethink Awards.

Before filling the application, please take a look at the link below to understand what a business model canvas is.

http://businessmodelgeneration.com/canvas/bmc?_ga=1.125314954.1644472901.1429352465

Then, please fill this application form and send it **before August 15th 2016 to the following email address : ara@lelab.info**. Be sure to write as the subject of your mail: **Application LAB/ARA – “Your startup name”**.

You are also expected to join your business plan alongside your application form, and if you want to, you may also attach an introduction video of your startup.

Only complete applications received by e-mail will be considered.

The LAB have a strict confidentiality policy and will not share any project related information with outside parties. This policy is applied during the application process and thereafter. All intellectual, artistic and industrial property rights, which could be derived from the creation, design or invention described in this application will belong solely and exclusively to the candidate(s).



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Your Start-up

Name:

Country of operation:

Field of activity:

Date of creation:

Website:

Social Networks:

Entrepreneur(s) *(copy as many times as necessary):*

Last name:

First name:

Nationality:

Country of residence:

Birthdate:

Direct telephone *with dialing code*:

Mobile telephone *with dialing code*:

E-mail:

*Your answers must **not exceed 3 lines** (unless specified otherwise). Do not change the font size under any circumstances.*

*Please note that any **incomplete** application will not be considered.*

The project

- 1.How would you describe your startup? - **5 lines max**
- 2.Let's make it harder: how would you describe it in one sentence?
- 3.Why did you create your startup? To what need(s) does it respond?
- 4.What are the main risks you have identified?
- 5.What are the most important questions you have yet to answer?

The Market

- 1.Describe your market. What are the main trends of it?
- 2.Who are your supposed customers?
- 3.Can you list your direct and indirect competitors? Then describe your competitive advantage and how you are going to protect it. **5 lines max**
- 4.Also, list the majors key players of the markets: distributors, prescribers and other intermediates.
- 5.Did you sign for partnerships? If yes, which are they?
- 6.What is the market's reference offer? Its price? How is it distributed? **5 lines max**



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Funding

1. What is your current annual turnover? Your expected turnover during the next 3 years?
2. How much financing does your startup require? As of today, how do you meet those needs?
3. How do you make money? Describe your business model. **10 lines max**
4. How is your company financed today? How is shareholding? Who makes the decisions? - **5 lines max**

African Rethink Awards

1. Why are you applying to this competition? What do you hope to obtain by presenting your startup in Paris? **10 lines max**
2. Did you already benefit from any fellowship or mentorship in the past?

Action plan

1. What have you achieved so far? **5 lines max**
2. What are the next major development phases/milestones of your startup? **5 lines max**
3. Where do you see your startup 12 months from now?
4. How do you envision your company 3 years from now?
5. How will your offering evolve over the next few years?

The team

1. Why are you/will you be the best person (or team) in your field of activity? **5 lines max**
2. What are you missing? What are your weaknesses?
3. What is your entrepreneurial experience, in a broad meaning?
4. Your startup fails. What is your reaction?
5. Did you succeed in making your treasury management comfortable enough for the 18 months to come?

You may use one additional page to include your financial projections. Be thorough yet concise.



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