

2025 OFFLINE APPLICATION FORM

The Do's

- 1. Check that you are eligible to apply!** ABH is open to entrepreneurs from all sectors and African countries but to apply you need to meet particular criteria. Only applicants who meet **all** the ABH criteria will have their application reviewed. To apply, you must:
 - be the **Founder or Co-Founder** of the company.
 - have **African citizenship** or have a Parent or Grandparent who has African citizenship.
 - operate a legally registered business from **Africa**.
 - have market traction demonstrated by at least 3 years of revenue.
- 2. Be honest.** If you are shortlisted to become a finalist, you will have to undergo rigorous due diligence by a third-party firm. Ensure you provide answers that are based on your company's real situation and that can be verified.
- 3. Demonstrate your answers.** Where relevant provide evidence-based examples and details that will allow judges to better understand your points.
- 4. Answer all required questions.** Required questions are indicated with an asterisk (*). Please note that incomplete applications will not be considered, so ensure you have done all compulsory questions. Optional questions will be indicated to avoid any confusion.
- 5. Please keep your answers short and clear.** Inspire us with your business but do so within the word limits and avoid adding unnecessary details or overcomplicating your responses.
- 6. Use USD for all financial figures.** Please ensure that you convert your local currency into USD and include the exchange rate assumption used. A reliable website you can use to aid your conversions is [xe.com](https://www.xe.com)
- 7. Ensure the audio of your video introductions is clear.** Play it to a friend/colleague before uploading and ensure they can hear the audio.
- 8. Check that your referral has submitted their testimonial.** Follow up with your referral and remind them to submit their testimonial by the deadline – **May 23rd, 2025, at 23:59 GMT.**
- 9. Record your videos early and submit your application on time.** The most successful applicants submit ahead of the deadline and with enough time to have peers/mentors review their applications. Quality matters and that takes time. We recommend you aim to complete your application at least a week before the deadline so you have time to make any edits required. The video is mandatory, so plan to record your video early to ensure you can submit your application on time.
- 10. Get support, if you're stuck.** Visit our LiveChat for real-time support, WhatsApp us on +250 792 575 614, or email us at info@afribusinessheroes.org if you're stuck or if you have any questions.

The Don'ts

1. Do not disclose commercial or security-sensitive information.¹
2. Do not miss the deadline!! All applications must be submitted by **May 23rd, 2025, before 23:59 GMT.**
3. Do not copy and paste your answers directly from ChatGPT or other AI tools.

¹ This includes passwords and any ideas, inventions or other that may be patentable, but you have not yet patented. Kindly note, if you disclose potentially patentable information, it may invalidate any patent application you make later.

Part 1: Eligibility Check

ABH HAS STRICT ELIGIBILITY CRITERIA.

PLEASE ANSWER THESE QUESTIONS HONESTLY TO PROCEED WITH YOUR APPLICATION.

Are you a citizen of an African country? *

- Yes
- No, but at least one of my parents/grandparents is an African citizen
- No

Who has African citizenship: *

- Father
- Mother
- Grandfather
- Grandmother

Please provide identification to support your answer: *

Select ID type

- International Passport
- Driver's License
- National ID Card

Please upload the relevant ID page. *

[Choose file] ** format must be 10MB max, in JPG, PNG or PDF

What is the legal status of your business? *

- Business is registered in one or more African countries (i.e. you have a business license issued by an African government)
- Business is operational in Africa but registered outside the continent (e.g. Europe, America)
- Business is operational in Africa but has not been legally registered

Please upload your company's business license/registration document. *

[Choose file] format must be 10MB max, in JPG, PNG or PDF

When was your company formally registered/incorporated? * ²

[Input Date]

Is your business operational in Africa?*

- Yes, my business mainly operates in 1 or more African countries
- No, my business mainly operates in non-African markets

² This date should match the date on the registration document you submitted above.

* While you can skip some questions now, it's important to remember that you must answer all mandatory questions before submitting your application

Please provide your full business address, not a PO Box. * If you have multiple operations, please use the address of your primary operations.

Line 1 *	
Line 2	
City *	Region/Province *
Postal Code	Country *

What title best describes your position in the company? *

- Founder
- Co-founder
- Advisor
- Employee
- Other

Please specify:

What percentage of the business do you own? *

%

Has your business generated revenue for 3 years or more? *

- Yes, my business has generated revenue in 3 different years
- No, my business has not generated revenue in 3 different years

Part 2: References

PROFESSIONAL REFERENCE *

Please provide contact details of a person who can provide a reference for you. They will receive an email to submit a written referral explaining why you deserve to be an ABH Finalist.

You should select someone who:

- knows you well and can speak confidently about your character, leadership, and why you would make a good ABH Finalist.
- is an advisor, mentor, supplier, friend, or employee. **Do not** list yourself or a family member (spouse, parent, sibling, or child).

Name: *		Position: *	
Country Code:		Phone Number: *	
Country Code:		WhatsApp Number *:	
Email Address: *			

You will be disqualified if you list yourself or an immediate family member as a referee.

CUSTOMER REFERENCE (OPTIONAL)

We want to hear directly from a customer or beneficiary of your business. Please film a short video, **no longer than 1 minute 30 seconds**, and upload it at the end of your application. This will help our judges better understand the impact your business has on its customers or beneficiaries.

The video should feature a customer or beneficiary:

- introducing themselves
- explaining why they are using your product or service
- explaining how your business has positively impacted them

This video is an **OPTIONAL** part of your application. It is **HIGHLY RECOMMENDED**, and we encourage you to record one. Our judges love hearing from your customers, so take this opportunity to showcase the impact your business is making.

The video upload page is at the end of the application form. However, if you would like to upload your video now you can do so here. We encourage you to start working on your video early so you have enough time to upload it before the deadline and submit a stronger application.

Part 3: FOUNDER PROFILE - Founder Background

YOUR DETAILS:

Country Code *	Mobile Phone Number *
Date of Birth *	WhatsApp Number *

Please upload a high-quality profile photo of yourself. *3

[Choose file] * format must be 20MB max, in JPG or PNG and at least 2000 x 2000px

Please list the languages you can speak, and your fluency-level (fluency-level): *

[Fluency level]

Please share your highest level of education:

[Education]

What is your position in the business? *

- CEO
- CMO
- CFO
- CPO
- CTO
- Other

Please specify:

Please share any links to professional or social profiles/websites you have:

Personal Website/Blog:	[Link]	Facebook:	[Link]
LinkedIn:	[Link]	Instagram:	[Link]
X/Twitter:	[Link]	Other:	[Link]
TikTok:	[Link]		

Do you have any criminal convictions? *

- Yes
- No

Please provide us with additional information to explain the circumstances that led to your criminal conviction. (Max 100 words) *

[Additional information text area]

³ If you are selected to be an ABH Top 50 Finalist, this photo will be used for announcements & social media and will also be included on our website.

* While you can skip some questions now, it's important to remember that you must answer all mandatory questions before submitting your application

Have you ever filed for bankruptcy or been disqualified from being a director of a company? *

- Yes
- No

Please provide us with additional information to explain the circumstances that led to you filing for bankruptcy/being disqualified as a company director. (Max 50 words) *

FOUNDER INTRODUCTION

Introduce yourself and tell us who you are and why you are an African Business Hero!

To do this, create a 1 minute and 30 seconds founder profile video using the prompt "I am an African Business Hero because...." For more details, refer to the video introductions section to learn more.

While you do not need to upload the video right away, it is a **mandatory** part of your application. You won't be able to submit your application without it. Plan to avoid missing the deadline at the final step.

Part 3: Founder Profile - Founder Story

**AT ABH, THE FOUNDERS ARE AS IMPORTANT AS THE BUSINESSES THEY LEAD.
WE WANT TO KNOW ABOUT WHO YOU ARE, WHAT YOU DO AND WHAT YOUR STORY IS.**

What motivated you to become an entrepreneur? (Max 100 words) *

Did you start any other businesses than the one you are applying with?

- Yes
 No

Please provide more details about the other business(es) you started including what they do, and if they are still operational. (150 words) *

Why did you start the business you are applying with? (Max 100 words) *

Describe a business failure you've experienced and how you managed it. (Max 50 words) *

Please share examples of how you've taken on leadership roles in your community or sector. (Max 100 words) *

Please provide a summary of your professional background highlighting your key skills, work experience, and career achievements OR upload the latest version of your CV/Resume (Max 150 words) *

OR

[Choose file] ** format must be 10MB max, in JPG, PNG or PDF

Part 4: BUSINESS PROFILE - Business Background

**BEFORE WE DIG INTO THE DETAILS, WE WANT TO HAVE A BASIC UNDERSTANDING OF YOUR BUSINESS.
PLEASE COMPLETE THIS SECTION AS ACCURATELY AS POSSIBLE.**

Business Background

What is the legal name of your business? *

What is the public name of your business, if different than above?

Please upload a high-quality image of your company's logo. *

Please provide any relevant website/social media links of your business (optional):

Company Website/Blog:	[Link]	Facebook:	[Link]
LinkedIn:	[Link]	Instagram:	[Link]
X/Twitter:	[Link]	Other:	[Link]
TikTok:	[Link]		

Which sector does your business operate in? * 4

What sub-sector best describes your business? *

Does your business operate in multiple countries? *

- Yes
 No

Which other countries does your business operate in? *

Does the business operate in rural (non-urban and under-developed) areas? *

- Yes
 No

⁴ Your business may cut across multiple sectors. However, please pick one that you feel is most applicable to your business.

* While you can skip some questions now, it's important to remember that you must answer all mandatory questions before submitting your application

Does your business have a tax identification number? *

- Yes
- No

Does your business have a tax clearance certificate for 2024? *

- Yes
- No

IF YES

Please upload your tax clearance certificate for 2024: *

[Choose file] format must be 10MB max, in JPG, PNG or PDF

IF NO

Please explain why you do not have a recent tax clearance certificate. (100 words) *

Part 4: BUSINESS PROFILE - Business Story**INTRODUCE US TO YOUR BUSINESS AND GIVE US AN OVERVIEW OF WHAT IT IS YOU DO**

Please provide a compelling elevator pitch for your business. (Max 100 words)*

Your pitch should summarize your business's key value and spark interest

OPTIONAL: You have the option to upload a pitch/introductory deck for your business. This is not mandatory, so if you do not have one you can skip this step.

What is the vision (long-term goal) and mission of your business? (Max 50 words each) *

What activities demonstrate the vision and mission of your business? (Max 100 words)

Part 5: BUSINESS DEEP DIVE - Problem & Solution

PROBLEM & SOLUTION

What problem is your business tackling and why is this problem important? *

Ensure you explain the challenge you are solving **and** what issues this challenge creates for customers.

TIP:

A strong answer will:

- Clearly explain what the problem being addressed is and include how big the problem is and why it needs to be solved
- Identify the individuals or groups affected by the problem and describe how they are impacted
- Include data points and facts to validate the existence and significance of the problem

How does your business solve this problem? (Max 200 words) *

TIP:

A strong answer will:

- Clearly explain how your solution helps to solve the problem
- Show a clear link between your solution and the problem described above
- Highlight the value-add of your solution including the impact your solution will have on your customers
- Tell us what makes your solution unique

Which of the United Nations (UN) Sustainable Development Goals (SDGs) does your business tackle? *

- 1. No Poverty
- 2. Zero Hunger
- 3. Good Health and Well-being
- 4. Quality Education
- 5. Gender Equality
- 6. Clean Water and Sanitation
- 7. Affordable and Clean Energy
- 8. Decent Work and Economic Growth
- 9. Industry, Innovation and Infrastructure
- 10. Reduced Inequality
- 11. Sustainable Cities and Communities
- 12. Responsible Consumption and Production
- 13. Climate Action
- 14. Life Below Water
- 15. Life on Land
- 16. Peace and Justice Strong Institutions
- 17. Partnerships to achieve the Goal

* While you can skip some questions now, it's important to remember that you must answer all mandatory questions before submitting your application

How is your solution tackling the SDGs and how do you plan to scale this impact? (Max 150 words) *

Part 5: BUSINESS DEEP DIVE - Market - Profile & Competition

MARKET – PROFILE & COMPETITION

Please describe your overall market and your main customer(s). (Max 100 words) *

TIP

Your overall market is the overall industry, sector, or audience your business serves. It includes all potential customers, competitors, and trends within your business environment.

A strong answer will:

- Include any unique and notable details about the specific audience you are targeting, including the geographic location of your customer or the industry they represent.
- Highlight any specific characteristics shared by your customers and clearly define who your primary customer is
- Outline any changes you know of that might shape your market in the future

Are your company financials in USD? *

- Yes
- No

What currency do you use to report your financials?

Please complete the table below to provide more details about your customer base. Ensure this information is as accurate as possible, and represents your actual customer base in 2024: * ⁵

Customer Type	Example of Customer	Number of Customers	% of revenue	Revenue in USD
Government			%	\$
Businesses			%	\$
Individuals			%	\$
NGO's			%	\$
Others			%	\$

How many people in total do you estimate your product/solution **could** potentially benefit in the next 10 years? *

TIP

- The answer should be a number (e.g. 5,000)
- Please be realistic and do not exaggerate
 - focus on the maximum number of people you think you could reach with your product, service, or solution
 - the number should reflect how many people can directly be impacted by your solution

⁵ If the category does not apply to your business, please leave it blank

* While you can skip some questions now, it's important to remember that you must answer all mandatory questions before submitting your application

- Think about any additional types of customers you could reach and how many additional people your customer base could include

How did you calculate the estimate above? (Max 100 words)

TIP

- Provide details about how you arrived at your estimate
- Include data sources that validate your assumptions
- *While this question is optional, we strongly encourage you to answer it, as it helps our judges understand the accuracy of your estimate*

How do you plan to grow your customer base to reach the full potential of the market? (Max 150 words)

** Be specific in terms of the exact ways you plan to reach additional customers.*

Who are your competitors? * Please list and describe up to three

TIP

- A competitor could either be a company or it could simply be an alternative solution
- Think through the type of competitors that may exist for your business to help you identify your competitors. There are usually 3 different types of competitors:
 - I. **Direct competitors:** a business that provides the same/similar product/service as yours and targets the same customers as your business. *(e.g. Ube's direct competitors would be other ride-hailing services like VW Go and Bolt)*
 - II. **Indirect competitors:** a business that sells the same/similar service but it's not the focus of the business or their main source of revenue. *(e.g. Uber's indirect competitors would be buses, trains, and other public transport options)*
 - III. **Replacement competitors:** offer services or products that are different or like yours, but they address the same pain points or issues as your product or service. *(e.g. Uber's replacement competitors would be car dealerships and options like walking or cycling)*
- You can list competitors from the same category (e.g. direct competitors) or pick a competitor for each type

	What they offer (20 words) *	What are the key differences between your solution and theirs (50 words) *
[Competitor]		

What is your unique selling point or competitive advantage? Please list up to three. (Max 75 words) *

TIP

A strong answer will:

- Describe how your solution fills a gap in the market or works with an existing solution in a unique way
- Highlight the value your solution adds

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- Reference a specific aspect of your business model that makes it unique (e.g. *input sourcing, technology, the make-up of your team, or positioning of your product in the market*)

[Competitive Advantage]

[Description]

Part 5: BUSINESS DEEP DIVE - Business & Revenue Model

BUSINESS & REVENUE MODEL

Complete the table below to provide details on each of the streams your business makes money from. If your business has more than five revenue streams, please list your five biggest contributors. *

e.g. B2B, B2C etc	Description of Stream (50 words)	Product Example	Gross margin
[Revenue Stream]			

Provide the unit selling price of up to three products or services you offer. (Max 20 words) * If you have more than three, please list your main products/services.

TIP

The unit selling price is the amount your business charges for a single product or service

If you have several types of products or services, please focus on the 3 that account for most of your sales

[Name of product / service]	\$ [Unit selling price]

How do you sell your product/service?* (100 words)

--

What percentage of your revenue is contributed by each channel? * For channels that do not apply to your business, please enter '0'. Ensure the total percentage is 100%.

Wholesalers	%	Retailers	%
Agents	%	Social media	%
Virtual or online shop (Website)	%	Physical shop (Retail outlet)	%
Instant messaging Apps (WhatsApp etc.)	%	Contracts & business development	%
Other	%	Specify:	

Part 5: BUSINESS DEEP DIVE - Financial Profile

How has your business been funded to date? * Please select all that apply

- Self-funded
- Family & friends
- Bank loans
- Grants
- Investments
- Other

Please specify:

Please indicate the name(s) of the investor(s), the amount raised (in USD), and their ownership share in your business.* It should match your capitalization table (if you have one)

	Amount Raised	Share Ownership
[Name]	\$	%

Complete the simple online financial template below **as completely and accurately as possible**. You must indicate a simple breakdown of your **historical and forecasted** revenue, costs, and margins. Financials **must** be completed in **USD**. *Ensure the numbers in the table below represent your **actual** financials as due diligence will be conducted if you progress in the competition. Inflating your financials could lead to your disqualification**

Applicants who submit financials that are missing key data such as costs, revenue, etc. will be eliminated. **Please note that the financials will be kept confidential, and all judges are required to sign a non-disclaimer ***

TIP

- You must provide data for the last 3 years – 2022, 2023 and 2024
- You should provide forecasted data for 2025, 2026 and 2027
- All figures **must be in USD**
 - If you need help converting from your local currency, you can use [xe.com](https://www.xe.com) to convert your local currency to USD
- Ensure your financials are rounded to the nearest dollar
- Please ensure you're stating revenue not gross merchandise volume (GMV)
 - Revenue is the money you make from normal business operations.
 - It is your gross income (top-line) **before any costs** are subtracted and can be calculated as the average sales price times the number of units sold.
- You can input '0'
 - for any of the forecasted years (2025 – 2027) if you do not have forecasts yet
 - for any fields that do not apply to your business. *For example, if your business is a pure B2C business you can input "0" in all the rows for B2B Sales and B2G Sales*

Revenue (USD (\$))	2020	2021	2022 *	2023 *	2024 *	2025	2026	2027
B2B sales								

* While you can skip some questions now, it's important to remember that you must answer all mandatory questions before submitting your application

B2C sales								
B2G sales								
Other								
[Type of Revenue]								

Expenses (USD (\$))	2020	2021	2022 *	2023*	2024*	2025	2026	2027
Personnel Costs								
Marketing & Sales								
Technology & Operations								
Facilities and Overheads								
Financing Obligations								
Logistics & Supply Chain								
Growth & Strategic Investments								
Miscellaneous Costs								
[Type of Expense]								

Is there any additional context to provide on your financial statement? (Max 150 words) *If you were unable to convert your financials to USD, indicate the currency they are in and why you could not convert them*

Part 5: BUSINESS DEEP DIVE - Team Profile

Team Profile

Please list and describe all your co-founders (including those who are part-time or no longer involved), their ownership, and their contribution. *

TIP

The share ownership listed for each co-founder should align with your capitalization table (if you have one)

	Role *	Share Ownership *	Main Responsibilities * (50 words)	Previous Experience * (50 words)	LinkedIn (optional)
[Name]		%			

Please list and describe up to 5 of your most significant team members and their contributions. *

TIP

- Select the team members who play the most important role in your business
- Highlight the key skills of your team and what makes them unique

	Role *	Main Responsibilities * (50 words)	Previous Experience * (50 words)	LinkedIn (optional)
[Name]				

What changes do you plan to make to your team in the next year, and why? (100 words) *

Describe up to two challenging experiences you have faced with your team and how you've resolved them. (Max 150 words) * *Please provide specific details about the context, your team, and how you resolved the situation.*

Please indicate how many full-time employees your business has had over the last 3 years: *

2023	
2024	
2025	

OPTIONAL: Upload a simple organizational chart of your business.

What plans do you have to build the capacity your team? (Max 50 words) *

Part 5: BUSINESS DEEP DIVE – Future Plans

FUTURE PLANS

What do you plan to achieve with your business in 3 years? (Max 200 words) * *Ensure your plan aligns with your financial projections and provides a clear roadmap for achieving these goals.*

TIP

- Include details on the specific growth you plan to achieve within 3 years (e.g. increase revenue/customers by XX%, establish (YY) stores, partners, distribution channels, etc.)
- Highlight any innovations, products, or services you plan to develop or launch
- Indicate any additional impact you would like your business to have created
- Link your plan to measurable statistics including your financial projections (where possible)
- Include any underlying assumptions you have made that are crucial in achieving your plan

What is your strategy to achieve your 3-year plan? (150 words) *

TIP

A strong answer will:

- Outline how you plan to scale your business
- Highlight your plans to attract and retain customers
- Provide insight into how your business plans to stay competitive

Please select the top 3 challenges facing your business growth. *

- Hiring talent/employees
- Insufficient capital
- Resource (supply) constraints
- New competitors/increased competition
- Weak distribution channels
- Cashflow & financial management
- Government/industry policies
- Reaching or developing new markets
- Changes in governmental policies
- Other

Please specify:

How do you plan to overcome the challenges you selected above? (Max 100 words) *

Why are you applying for the ABH prize? (Max 100 words)*

* While you can skip some questions now, it's important to remember that you must answer all mandatory questions before submitting your application

If you were selected as an ABH Top 10 finalist, how would you use the grant funds to benefit your business?
(Max 100 words)*⁶

TIP

A strong answer will:

- Demonstrate a clear link between your growth plans and how you plan to use the funds
- Highlight specific results the funds can help you achieve
- Clearly show how the funds can positively impact your business

⁶ Prize money ranges from \$100k to \$350k

* While you can skip some questions now, it's important to remember that you must answer all mandatory questions before submitting your application

Part 6: VIDEO INTRODUCTIONS

THESE VIDEOS BRING YOUR APPLICATION TO LIFE AND ALLOW YOU TO MAKE YOUR APPLICATION MEMORABLE

FOUNDER PROFILE VIDEO *

Tell us who you are and what makes you an African Business Hero!

Imagine you are motivating what your 'hero' qualities are. What would you want the audience to know about you and are there any examples you can share to help demonstrate these qualities? To do this, you will need to film a 1 minute and 30 seconds founder profile video using the prompt "I am an African Business Hero because...."

Guidelines for filming the video:

- Be authentic, this video helps our judges understand the person behind the business and your fit for the ABH prize
- Speak English or French **only**. If you use any other language in the video, you need to either add English subtitles to the video OR verbally translate the testimonial into English or French
- Keep the video within 1 minute 30 seconds or less
- Record the video in a landscape (horizontal) format. You can use **any** device to record the video, including a smartphone (videos do NOT need to be professionally recorded)
- Watch the video when you are done to ensure you can clearly **hear and see** yourself in the video

Once you are satisfied with your video, you can upload it to your application using one of the methods below. If you have any challenges uploading your video, please reach out to us on WhatsApp at +250 792 575 614 so we can assist.

1. You can upload your video below by selecting the correct file and hitting upload.

UPLOAD VIDEO: [Choose File] Format: MP4 / MOV

You can upload your video directly from your phone – watch this tutorial for tips. You will get a notification once your video has uploaded successfully, please do not refresh the page until then.

2. If you are unable to upload your video directly, you may upload it to an external platform. We **only** accept links to videos on the following platforms
 - Google Drive
 - YouTube
 - Vimeo
 - Facebook
 - Instagram

link to Google Drive / Vimeo / YouTube / Facebook / Instagram: [Link]

After your video is uploaded, check if **anyone can access** your video, and ensure the link you share below works. We recommend sharing it with a colleague or friend and having them confirm they can access it.

* While you can skip some questions now, it's important to remember that you must answer all mandatory questions before submitting your application

CUSTOMER REFERENCE (OPTIONAL)

We want to hear directly from one of your customers about why they use your business. In this video, our judges want to hear about what kind of impact you are making directly from the people you are impacting. Film a 1-minute and 30-second customer reference using the guidelines below. The video is an **OPTIONAL** part of your application, but it is **HIGHLY RECOMMENDED**, so we encourage you to record one. Our judges love hearing from your customers. Take this opportunity to showcase your impact.

Guidelines for filming the video:

- Choose a customer that knows your business well and can speak to exactly how your business has impacted them, sharing examples where possible
- Have your customer speak English or French, if possible. If your customers do not speak English or French, you need to either add English or French subtitles to the video OR verbally translate the testimonial into English or French
- Keep the video within 1 minute 30 seconds or less
- Record the video in a landscape (horizontal) format, you can use **any** device to record the video including a smartphone (your video does NOT need to be professionally recorded)
- Watch the video when you are done to ensure you can clearly **hear and see** your customer in the video

Once you are satisfied with the video, you can upload it to your application below in a few different ways. If you have any challenges uploading your video, please reach out to us on WhatsApp at +250 792 575 614 so we can help.

3. You can upload your video below, simply select the correct file and hit upload.

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- Google Drive
- YouTube
- Vimeo
- Facebook
- Instagram

link to Google Drive / Vimeo / YouTube / Facebook / Instagram: [Link]

After you upload your video, please check **anyone can access** your video and the link you share below works. We recommend sharing it with a colleague/friend and having them confirm they can access it

We may need to contact your chosen customer for further details so please be ready to provide their contact details below. *

Name*		Email Address	
Country / Regional Code		Phone Number *	
Country / Regional Code		WhatsApp Number	

* While you can skip some questions now, it's important to remember that you must answer all mandatory questions before submitting your application

TEAM SHARING (OPTIONAL)

We want to know who else helps to make the magic happen at your company and why they work for/with you. Film a 1-minute and 30-second team introduction using the guidelines below. The video is an **OPTIONAL** part of your application, but it is **HIGHLY RECOMMENDED**, so we encourage you to record one. Meeting your teams and learning about the impact you have on those you employ helps is a highlight of the application for our judges so take this opportunity to showcase your star employees.

Guidelines for filming the video:

- Choose a team members that knows your business well and can speak to your leadership qualities and how working at your business has impacted them, sharing examples where possible
- Have your team speak English or French, if possible. If your team do not speak English or French, you need to either add English or French subtitles to the video OR verbally translate the testimonial into English or French
- Keep the video within 1 minute 30 seconds or less
- Record the video in a landscape (horizontal) format, you can use **any** device to record the video including a smartphone (your video does NOT need to be professionally recorded)
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UPLOAD VIDEO: [Choose File] Format: MP4 / MOV

You can upload your video directly from your phone – watch this tutorial for tips. You will get a notification once your video has uploaded successfully, please do not refresh the page until then.

6. If you are unable to upload your video directly, you may upload it to an external platform. We **only** accept links to videos on the following platforms

- Google Drive
- YouTube
- Vimeo
- Facebook
- Instagram

link to Google Drive / Vimeo / YouTube / Facebook / Instagram: [Link]

After you upload your video, please check **anyone can access** your video and the link you share below works. We recommend sharing it with a colleague/friend and having them confirm they can access it

We may need to contact one of your team featured in the video for further details so please be ready to provide their contact details below. *

Name*		Email Address	
Country / Regional Code		Phone Number *	
Country / Regional Code		WhatsApp Number	

* While you can skip some questions now, it's important to remember that you must answer all mandatory questions before submitting your application