

2026 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. Be Precise in Your Responses.** Please keep your answers short and clear, using specific, evidence-based examples where relevant. There is no need to add unnecessary detail or overcomplicate your responses.
- 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 answered all compulsory questions. Optional questions will be indicated to avoid any confusion.
- 5. 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)
- 6. Ensure the audio of your video introductions is clear.** Play it to a friend/colleague before uploading and ensure they can hear the audio.
- 7. Check that your referral has submitted their testimonial.** Follow up with your referral and remind them to submit their testimonial by the deadline – **April 24th, 2026, at 23:59 GMT.**
- 8. Record your videos early and upload them on time.** The most successful applicants submit ahead of the deadline and with enough time to have peers/mentors review their applications. The video is mandatory, so plan to record your video early to ensure it does not delay your submission.
- 9. 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 **April 28th, 2026, before 23:59 GMT.**
3. While AI tools may help refine your work, please ensure your application reflects your authentic voice.

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.

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

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]

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

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

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

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

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

Are you a founder or Co-founder of the Business?*

- Yes
- No

Part 2: References

PROFESSIONAL REFERENCE *

Please provide the 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 to your character, leadership, and suitability as an 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.

* 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 a customer or beneficiary of your business. Please film a short video, **no longer than 1 minute and 30 seconds**, and upload it at the end of your application.

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.

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](#).

Part 3: FOUNDER PROFILE - Founder Background

YOUR DETAILS:

Legal Name:

Preferred Name:

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]

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]		

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

Please provide details on any notable awards or recognitions you have received (OPTIONAL).

Name of Award/ Recognition	Issuing Organization	Year	Source (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) *

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 your filing for bankruptcy/being disqualified as a company director. (Max 50 words) *

Part 3: Founder Profile - Founder Story

AT ABH, WE VALUE FOUNDERS AS MUCH AS THE BUSINESSES THEY LEAD. WE ARE INTERESTED IN WHO YOU ARE, WHAT YOU DO, AND THE JOURNEY THAT HAS SHAPED YOU AS AN ENTREPRENEUR.

What motivated you to become an entrepreneur? (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 upload the latest version of your CV/Resume *

SELF INTRODUCTION (MANDATORY)

Please introduce yourself through a short video (no longer than 1 minute and 30 seconds).

In the video, tell us who you are and why you are an African Business Hero by completing the prompt: "I am an African Business Hero because..." For additional guidance, please refer to the video section for more details.

You do not need to record or submit this video at this stage. We are sharing this in advance to give you time to prepare. You will be able to upload it at the end of your application. If you prefer to upload your video earlier, you may do so [here](#).

Please note that this video is mandatory, and your application cannot be submitted without it.

Part 4: BUSINESS PROFILE - Business Background

BEFORE WE DIG INTO THE DETAILS, WE WOULD LIKE 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? *

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 the business operate in rural (non-urban and underdeveloped) areas? *

- Yes
 No

Does your business have a tax identification number? *

- Yes
 No

How has your business been funded to date? *

- Name of the funder
 Please select the type of funding
 Year Raised
 Amount Raised
 Share Ownership

Kindly upload your capitalization table, if you have one.

[OPTIONAL]

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 (description) for your business. (Max 100 words)*

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

OPTIONAL: Upload a pitch/introductory deck of your business. This is not mandatory, so if you do not have one, you can skip this step.

[Choose File] 30mb max, in PDF

What are the vision, mission, and values of your business?

[Vision]

[Mission]

Values

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

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

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 clearly explains the problem, who it affects, why it matters, and includes data points to demonstrate its scale and urgency.

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

How is your solution tackling the SDGs you selected? (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 customers 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

Please complete the table below to provide more details about your customer base and their contribution to your revenue in 2025. Ensure this information is as accurate as possible, and represents your actual customer base in 2025: * ⁵

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

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

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

TIP

- A competitor could either be a company or it could simply an alternative solution
- Consider the different types of competition your business may face when identifying competitors. There are typically three main types.
 - I. **Direct competitors:** a business that provides the same/similar product/service as yours and targets the same customers as your business. (e.g., Uber'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 from 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
- 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]

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

Part 5: BUSINESS DEEP DIVE - Revenue Model & Financials

REVENUE MODEL

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]	[Profit Margin]
-----------------------------	---------------------------	-------------------

What are your primary distribution channels? Select up to three.

- Direct sales
- Own retail outlet
- E-commerce (own website or app)
- Social media commerce
- Wholesalers/distributors
- Agents/brokers
- Retailers (independent or chains)
- Franchise networks
- Resellers / value-added resellers
- Direct B2B sales to companies
- Institutional buyers (government, schools, hospitals, NGOs)
- Online marketplaces (B2B or B2C platforms)
- Aggregators
- Other

Financials

Complete the simple online financial template below **as completely and accurately as possible**.

*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 ***

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

TIPS

- Provide historical financial data for the last three years (2023, 2024, and 2025).
- Provide forecasted financial data for 2026, 2027, and 2028.
- All figures **must be reported in USD** and rounded to the nearest dollar.
- If your financials are prepared in another currency, convert them to USD using a reliable source such as [xe.com](https://www.xe.com).
- Report revenue only, not gross merchandise value (GMV). Revenue refers to gross income from normal business operations before costs are deducted.
- If a forecast is not available for any future year, you may enter "0".
- If a field does not apply to your business, you may enter "0".

Revenue (USD)	2023 *	2024 *	2025 *	2026	2027	2028
Product sales revenue						
Service revenue						
Other (please specify)						

Expenses (USD)	2022	2023 *	2024*	2025*	2026	2027	2028
Cost of Goods Sold							
Labour Costs							
Marketing and Sales							
Technology and Operations							
Facilities and Overheads							
Laon Repayment							
Logistics and Supply Chain							
Growth and Strategic Investments							
Miscellaneous Costs							

Is there any additional context to provide on your financial statement? (Max 150 words)

[OPTIONAL]

You may upload financial statements for additional context (for example, income statement, balance sheet, or cash flow statement).

[OPTIONAL]

Are the numbers you provided in the table above in USD? *

- Yes
- No

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

Part 5: BUSINESS DEEP DIVE - Team Profile

Team Profile

Please list all co-founders and key team members of your business and describe their role, leadership responsibilities, and impact within the company. (Max 50 words each) *

TIP

- Include all co-founders who are part-time or no longer actively involved (so long as they have shares).
- Key team members refer to senior management, such as the CFO, COO, CTO, etc.
- Please indicate the ownership % of all co-founders and team members (where applicable), and their core contributions to the business.
- Ensure that the share ownership listed for each co-founder/team member aligns with your capitalization table (if applicable)
- For key team members without ownership, you can indicate 0%.

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

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: *

	Full-Time	Part-Time
2023		
2024		
2025		

OPTIONAL: Upload a simple organizational chart of your business.

(OPTIONAL) [Choose File] Format: JPEG / PNG / PDF

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

* 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)

The Team Sharing Video Introduction is an OPTIONAL but highly recommended part of your application. It offers judges a valuable glimpse into the people behind your business and the culture that drives your impact.

You may upload this video later in the "Video Introduction" section of the application. Learn more about the [Team Sharing Video](#) guidelines and requirements.

Part 5: BUSINESS DEEP DIVE – Future Plans

FUTURE PLANS

What do you plan to achieve with your business over the next 3 years, and how will you achieve your key goals? (Max 200 words) *

TIP

Please outline your key goals and milestones, and describe the strategy you will use to achieve them. Ensure your response aligns with your financial projections and provides a clear, realistic roadmap for growth.

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) *

What motivates you to apply for the ABH Prize, and how would being selected as a Top 10 finalist help you scale your impact and advance your business? (Max 150 words) *

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!

Tell us about the qualities that make you a hero. What should the audience know about you, and what examples best demonstrate these qualities? Please share your response by filming a 1-minute and 30-second profile video, starting with the prompt: 'I am an African Business Hero because...

Guidelines for filming the video:

- Be authentic. This video helps us 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 been 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 uploading your video, please ensure that the access settings are set to 'anyone can access' and that the link you share below works. We recommend sharing the link with a colleague or friend and asking them to confirm that they can access the video.

* 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 product or service. In this video, we 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.

Guidelines for filming the video:

- Choose a customer who 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.

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 been uploaded successfully. Please do not refresh the page until then.

4. 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 uploading your video, please ensure that the access settings are set to 'anyone can access' and that the link you share below works. We recommend sharing the link with a colleague or friend and asking them to confirm that they can access the video.

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.

Guidelines for filming the video:

- Choose a team member who 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 does 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.

5. You can upload your video below. Simply select the correct file and hit 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 been 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 uploading your video, please ensure that the access settings are set to 'anyone can access' and that the link you share below works. We recommend sharing the link with a colleague or friend and asking them to confirm that they can access the video.

We may need to contact one of your team members 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