# APPLICATION

## DO’S & DON’TS FOR APPLICATION

The Do’s

1. **Check that you are eligible to apply!** ABH has strict eligibility criteria.

* Applicant should be the Founder or Co-Founder of the company.
* Applicant is of African origin. You have African citizenship and/or a Parent or Grandparent has African citizenship.
* Company is Africa-based. The business is registered in an African country and primarily operates in Africa.
* Company is post-idea stage. Business has been in operation for at least 3 years and has revenue for at least 3 years.

Only applicants who meet the ABH criteria will have their application reviewed.

1. **Be honest.** If you are shortlisted to become a finalist, you will have to undergo rigorous due diligence by our partner: PricewaterhouseCoopers (PwC).
2. **Demonstrate your answers.**Where relevant provide evidence-based examples and details that will allow judges to better understand your points.
3. **Answer all required questions.** Required questions will be indicated with an asterix (\*). Please note that incomplete applications will not be considered.
4. **Please keep your answers short and clear.** Inspire us with your business but do so within the word limits.
5. **Use USD for all financial figures.** Please ensure that you convert your local currency into USD and include the exchange rate assumption used.
6. **Ensure the audio of your video introductions is clear.** Play it to a friend and ensure they can clearly 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 - June 7th 2021 23:59 GMT
8. **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 application. 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.
9. **Get support, if you’re stuck.**Visit our LiveChat for real-time support, or email us at info@africabusinessheroes.org if you’re stuck or if you have any questions.

The Don’ts

1. Do not disclose commercial or security sensitive information.[[1]](#footnote-1)
2. Do not miss the deadline!! All applications must be submitted by June 6th 2022 23:59:59 GMT.
3. Do not overly elaborate/complicate your answers.

## Part 1: ELIGIBILITY CHECK

ABH HAS STRICT CRITERIA ON ELIGIBILITY OF CANDIDATES. PLEASE ANSWER THESE QUESTIONS TRUTHFULLY IN ORDER TO CONTINUE WITH THE APPLICATION.

Which of the following is true? \*

|  |  |
| --- | --- |
|  | I am a citizen/national of an African country |
|  | I am not a national/citizen of an African country, but my parent(s)/grandparent is/was an African citizen |
|  | I don’t have any African citizenship and none of my parent(s)/grandparent(s) are African citizens/nationals |

Please provide identification to support your answer:

Select ID type

|  |  |  |  |
| --- | --- | --- | --- |
|  | |  |  | | --- | --- | | Type in ID Number\* |  |   International Passport |
|  | Driver’s License |
|  | National ID Card |
|  | Voter’s Card |
|  |  |
|  |  |

Please upload the relevant ID page. \*

|  |  |  |
| --- | --- | --- |
|  |  | Choose File |

\* 10MB max, in JPG, PNG or PDF

Who has African citizenship:

|  |  |
| --- | --- |
|  | Father |
|  | Mother |
|  | Grandfather |
|  | Grandmother |
|  |  |
|  |  |

What is the legal status of your company? Kindly choose one answer:\*

|  |  |
| --- | --- |
|  | Business is registered in one or more African countries (i.e. you have a business license for your present business issued by an African government) |
|  | Business is operated 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 |

\* 10MB max, in JPG, PNG or PDF

When was the company formally registered/incorporated? \* [[2]](#footnote-2)

|  |
| --- |
|  |

Is your business operated in Africa?\*

|  |  |
| --- | --- |
|  | Business’ primary operations are in 1 or more African countries |
|  | Business’ operations are primarily in non-African markets |

Please provide the full address of where your company primarily operates: \*

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 your role:

How much of the business do you own? \*

%

What is the revenue history of your company? \*

|  |  |
| --- | --- |
|  | Business has generated revenue for 3 years or more |
|  | Business has generated revenue for less than 3 years |

## Part 2: REFERENCES

REFEREE’S CONTACT INFORMATION

Please provide contact info for an individual of your choice who can provide a reference on you. He/she will receive an email requesting them to submit a referral on you.

* The person you select should be from an advisor, mentor, supplier, friend or employee. It should not be yourself or a family member (spouse, parent, sibling or child).
* The person you select should know you well enough that he/she can speak about your character, leadership and why you would make a good ABH Finalist.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Name: \* |  |  | Position: \* |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Country / Regional Code |  |  | Phone number: \* |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Country / Regional Code |  |  | Whatsapp Number |  |

|  |  |
| --- | --- |
| Email address: \* |  |

If you list yourself or an immediate family member as a referee, you will be disqualified.

CUSTOMER REFERENCE

You will be required to film a video that is 1 minute 30 seconds max and upload it as part of your application. You do not need to upload it now, but we want you to be aware, so you start preparing.

\* Please note that you may skip the mandatory questions at the moment. However, please note that all these questions must be answered before your application can be submitted.

## Part 3: FOUNDER PROFILE - Founder Background

YOUR PERSONAL INFORMATION:

|  |
| --- |
| Mobile Phone Number \*  Country / Regional Code \*  Date of Birth \* |
| Please upload a high-resolution profile photo. \* [[3]](#footnote-3)   |  |  |  | | --- | --- | --- | |  |  | Choose File |   \*20MB max, in JPG or PNG and at least 2000 x 2000px  Languages (fluency-level): \*   |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  |  | Fluency level |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  |  | Fluency level |  | |
| Highest level of education: |
| |  | | --- | | Education | |
| Position in business:\* |
| |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | |  | CEO |  | CMO |  | CFO |  | CPO |  | Other | Please specify:\* | |
| Links to any professional or social profiles/websites.   |  |  |  |  |  | | --- | --- | --- | --- | --- | | Personal Website/Blog: |  |  | Link: |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | | Linkedin: |  |  | Link: |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | | Twitter: |  |  | Link: |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | | Facebook: |  |  | Link: |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | | Instagram: |  |  | Link: |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | | Other: |  |  | Link: |  | |

Do you have any criminal convictions? \*

Yes No

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

|  |
| --- |
| \* Please note that you may skip the mandatory questions at the moment. However, please note that all these questions must be answered before your application can be submitted. |

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) \*

Describe an achievement you’re proud of and why. (Max 50 words) \*

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

How have you shown leadership in your community/industry? (Max 100 words) \*

## Part 4: BUSINESS PROFILE - Business Background

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

Business Background

|  |  |
| --- | --- |
| Name of business:\*   |  | | --- | |  | |
| Please upload a high-resolution image of your company’s logo. \*   |  |  |  | | --- | --- | --- | |  |  | Choose File |   10MB max, in JPG or PNG at least 1500 x 1500px. If you’re selected to be a Top 50 Finalist, your logo may be used for marketing purposes. |
| Please provide any relevant website/social media links of your business (optional):   |  |  |  |  |  | | --- | --- | --- | --- | --- | | Linkedin: |  |  | Link: |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | | Twitter: |  |  | Link: |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | | Facebook: |  |  | Link: |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | | Instagram: |  |  | Link: |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | | Other: |  |  | Link: |  | |
| Which industry does your business operate in? \* [[4]](#footnote-4)   |  | | --- | | Industry | |
| What sub-sector best describes your company? \*   |  | | --- | |  | |

Does the business operate in multiple countries/regions? \*

Yes No

If yes, which other countries/regions does the company operate in? \*

Country

Name of the Region

Name of the Region

Country

Name of the Region

Country

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

Yes No

If yes, please state the name(s) of the rural area(s) your business operates in \*

Country

Name of the Area

Name of the Area

Country

Name of the Area

Country

Does your company have a tax identification number? \*

Yes No

Does your company have a tax clearance certificate for last year? \*

Yes No

## Part 4: BUSINESS PROFILE - Business Story

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

Please provide an elevator pitch of your business. (Max 100 words)\*

Please upload a pitch deck of your company.

|  |  |  |
| --- | --- | --- |
|  |  | Choose File |

30MB max, in PDF

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

Vision Mission

What activities demonstrate your business’ vision/mission? (Max 100 words)

## Part 5: BUSINESS DEEP DIVE - Problem & Solution

PROBLEM & SOLUTION

|  |  |  |  |
| --- | --- | --- | --- |
| What problem is your business tackling and why is this problem important? \* [[5]](#footnote-5)   |  | | --- | | EXAMPLE  Tega - Gricd  In 2015, I started a vegetable farm where we lost 40% of harvest due to lack of proper cold-chain infrastructure. After this experience, I researched further and discovered an average of 35% loss of food with some crops such as vegetables experiencing 70% losses. This loss has adversely impacted lives, visibly so in Sub-Saharan Africa where there are over 200 million undernourished people in this region. But the unavailability of efficient cold chain systems affects numerous sectors, including healthcare which is the core focus of Gricd today. The UN suggests that Vaccines save up to 20 million lives annually while in Africa today, 1 out of 5 infants do not have access to vaccines due to poor Temperature Controlled Logistics. The lack of cold storage stems from the fact that the essential infrastructure required to operate them including power, the road for last-mile distribution, etc. Gricd directly addresses these problems |  |  | | --- | | TIP   * Explain the importance of the problem – why does it need to be solved? What data can you provide to highlight the urgency of addressing the problem? * Identify who the problem typically impacts and how it impacts them (what their pain points are)   A strong answer will:   * Clearly articulate the nature of the problem (e.g. gap in the market and inefficiency), the scale of the problem and identify who is affected. * This can be something you have observed as a failure in a particular system/value chain or a social problem resulting in negative consequences. * Clearly articulate the pain-point * Use a key data points or facts to validate the problem   A weak answer will:   * Be unclear in why the problem needs to be solved and what would happen if the problem was left unaddressed * Lack the specific details that capture the key aspects of the problem. * Not clearly indicate an opportunity that lies within the challenge |  |  | | --- | |  | |
| How does the business solve this problem? (Max 200 words) \*   |  | | --- | | EXAMPLE  Tega - Gricd  Gricd has built battery powered mobile refrigerators and data loggers that are solar powered, and able to work in the absence of electricity. These refrigerators can be fitted onto the back of a motorbike, boat, or truck to enable the easy movement of produce and lifesaving mediation to and from the last mile. The technology also communicates in real time informing users on location and storage conditions of products remotely and in real time. Beyond this, all the data sent by the hardware device is accessible via a web platform that enables users. |  |  | | --- | | TIP  A strong answer will:   * Explain how your solution works - how does your solution solve the problem or fix a failure or friction point in the system * Show a clear link between the solution and the problem/challenge you stated above * Highlight the value-add of the solution (what the outcome will be with the solution in place) +(impact for the target customers/beneficiaries) * Show what makes your solution or product offering unique and have an edge in the market   A weak answer will:   * Rush to discuss the impact without unpacking how the product/services you are offering solves the challenge * Have an unclear link between the solution and the problem * Be focused on the technical aspects of the business |  |  | | --- | |  |   Which of the United Nation Sustainable Development Goals does your business (solution) 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 and how do you plan to scale this impact? (Max 150 words) \*  \* Please note that you may skip the mandatory questions at the moment. However, please note that all these questions must be answered before your application can be submitted. |

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

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| MARKET – PROFILE & COMPETITION  Please describe your overall market and your main customer. (Max 100 words) \*   |  | | --- | | EXAMPLE  Nava - Enda  The athletic footwear market is estimated to be worth $98 billion globally. Our products primarily target runners and ethical consumers - consumers who want products that are good for the society and environment. We estimate this market to be over $4 billion in revenue annually. |  |  | | --- | | TIP  Your answer should:   * Emphasize what is unique/notable about your market (e.g size) * Indicate the type of customers that primarily make up your market * Highlight how your customer based has changed over time (growth, demographic shift etc.) * Point out any trends/developments that can shape your market in the future |  |  | | --- | |  |   How many people do you estimate your product/solution could benefit? \*   |  | | --- | | TIP   * The answer should be a numerical figure (e.g. 5,000) * Please be realistic. Aim to focus on the upper limit of the number of people that you think you could most likely reach with your product/solution. These should be people for whom the product/solution is specifically addressing pain points * Think about the additional types of customers you could reach and how many people make up each of those customer types. |   How did you arrive at this estimate? (Max 100 words)   |  | | --- | | TIP   * Share the rationale you used to come up with your estimate. * Indicate any data sources that validate your assumptions/benchmarks. * While this is optional, we highly recommend it as it helps judges understand the validity of the number you’ve indicated above. |   Please indicate the current number of customers you have for each category (only where relevant) and the % of revenue that they generate. \* [[6]](#footnote-6)   |  |  |  | | --- | --- | --- | | Customer Type | Number of Customers | % of revenue | | Government | |  | | --- | |  | | |  | | --- | | % | | | Businesses – Corporates | |  | | --- | |  | | |  | | --- | | % | | | Businesses – SMEs | |  | | --- | |  | | |  | | --- | | % | | | Individuals | |  | | --- | |  | | |  | | --- | | % | | | NGOs | |  | | --- | |  | | |  | | --- | | % | | | Others | |  | | --- | |  | | |  | | --- | | % | | |  |  |  | |
| How do you plan to grow your customer base to reach the full potential of the market? (Max 150 words) \*   |  | | --- | | TIP  Be specific in terms of the exact ways/strategies you plan to reach additional customers. |   Who/what are your competitors? Please list up to three. (Max 20 words each) \*   |  | | --- | | TIP   1. A competitor could be a company/brand or simply an alternative solution. 2. Think through the type of competitors that may exist for your business to help you identify your competitors. There are usually 3 types of competitors:    * + - Direct competitors: a business that provides the same/similar product/service as yours and targets the same customers as your business.        - Indirect competitors: a business that sells the same/similar service but it’s not the main focus of the business or their main source of revenue.        - Replacement competitors: offer services or products that are different or similar to yours but they address the same pain points/issues as your product or service. 3. You can list competitors from the same category (e.g direct competitors) or pick a competitor for each type. |   Name of Competitor  Description  What is your unique selling point or competitive advantage? Please list up to three. (Max 50 words each) \*   |  | | --- | | TIP  A strong answer will:   * Describe how your product/service fills a gap in the market or complements an existing solution in a unique way * Explain what value you are adding and what gives you an edge over your competitors * Reference a specific aspect of your business model that makes it unique (e.g. input sourcing, technology, make-up of your team or positioning of your product in the market) * Do not underestimate your competitors   A weak answer will:   * Be vague - the answer will be more descriptive of the solution rather than highlight the unique elements of the solution * Fail to be convincing that competitive advantage is real and sustainable |   Competitive Advantage  Description  \* Please note that you may skip the mandatory questions at the moment. However, please note that all these questions must be answered before your application can be submitted. |

## Part 5: BUSINESS DEEP DIVE - Business & Revenue Model

BUSINESS & REVENUE MODEL

How does your business make money? (Max 150 words) \*

* Describe the revenue model the business operates (e.g. B2B, franchise model etc.)
* Provide an overview of the supply/distribution channel – highlighting anything particularly unique/insightful that allows you to maximize sales
* Indicate anything insightful about your pricing model that enables you to make money

Example

Yvette - Iriba

IRIBA Water Group pioneered IRIBA Tap&Drink innovation to bring affordable and reliable drinking water access to low-income communities and schools through a two-fold business model:

Tap&Drink for urban communities: Smart water ATMs installed in low-earning communities providing safe drinking water to people at a 70% cheaper price than bottled water ($0.2/l). Water ATMs are franchised by youth.

Tap&Drink for Schools: Smart water ATMs installed in schools to provide students with reliable access to safe drinking water. Students pay a low subscription fee per term (2USD), allowing them to have unlimited access to safe drinking water for the whole academic term.

Ikenna - Releaf

Releaf’s business model is structured in a B2B model.

Our business earns money by working with smallholder farmers in the Niger Delta. We buy palm nuts and crack them to obtain crude vegetable oil palm. We supply this oil to processors and food product manufacturers who use oil palm in production or refining. These factories pay us in advance because of the vegetable oil demand in Nigeria.

We use SALT software to source and Kraken hardware to crack the nuts. Our Kraken deshelling hardware and SALT sourcing software enable us to profitably source oil palm directly from smallholder suppliers.

What is the unit selling price of your main product/service? Please list up to three. (Max 20 words) \*

* The unit selling price is the amount your business charges for a single item of a product or use of a service.
* We understand that you may have several types of products/services. We suggest you focus on the 3 items that account for most sales.

Name of Product/Service

Unit Selling Price (USD)

Description

Name of Product/Service

Unit Selling Price (USD)

Description

How do you sell your product/service and what % of revenue does it contributes to? \*

For categories that do not apply to your business, please leave it blank. Ensure the total percentage is 100%.

Retailers

Wholesalers

% of Product/Service

% of Product/Service

Social Media

Agents

% of Product/Service

% of Product/Service

Retail Outlet/Shop

Website

% of Product/Service

% of Product/Service

Business development & contracts

Other

% of Product/Service

% of Product/Service

Total

% of Product/Service

## Part 5: BUSINESS DEEP DIVE - Financial Profile

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| How has the business been funded to date? \*   |  |  | | --- | --- | | * Self-Funded | * Family & Friends | | * Bank loans | * Grants | | * Investment | * Other |   Please specify: \*   |  | | --- | |  |   Please indicate the name of the investor(s) and the amount raised (in USD). \*   |  |  |  |  |  | | --- | --- | --- | --- | --- | | Name |  |  | Amount Raised |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | | Name |  |  | Amount Raised |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | | Name |  |  | Amount Raised |  |   Please use this online template to indicate your HISTORICAL and FORECASTED revenue, costs, and margins in USD. \*  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 non-disclaimers. \*   |  | | --- | | TIP   * You must provide data for the last 3 years: 2020, 2021 and 2022. * You should provide forecasted data for 2023, 2024 and 2025. * All figures must be in USD. You can use xe.com to convert your local currency to USD. You will be penalized if your figures are in local currency. * Ensure your financials are rounded to the nearest dollar. * Please ensure you’re stating revenue not gross merchandise volume (GMV). Revenue is the money generated from normal business operations, calculated as the average sales price times the number of units sold. It is the top line (or gross income) figure before costs are subtracted. * Please note that you can input 0 for any of the forecasted years (2023 – 2025) if you do not have the forecast. * You can input “0” to 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$) | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | | B2B Sales |  |  |  |  |  |  |  |  | | B2C Sales |  |  |  |  |  |  |  |  | | B2G Sales |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | | Expenses (USD$) | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | | Labor |  |  |  |  |  |  |  |  | | Marketing |  |  |  |  |  |  |  |  | | Hardware & IT |  |  |  |  |  |  |  |  | | Office Expenses |  |  |  |  |  |  |  |  | | Type of Expense |  |  |  |  |  |  |  |  | | Type of Expense |  |  |  |  |  |  |  |  | | Type of Expense |  |  |  |  |  |  |  |  | | Type of Expense |  |  |  |  |  |  |  |  | | Type of Expense |  |  |  |  |  |  |  |  |   Is there any additional context to provide on your financial statement? (Max 150 words)  \* Please note that you may skip the mandatory questions at the moment. However, please note that all these questions must be answered before your application can be submitted. |

## Part 5: BUSINESS DEEP DIVE - Team Profile

### **TEAM PROFILE**

|  |  |
| --- | --- |
| Please list and describe your most significant team members and their contribution. (Max 50 words each)  This can include members of your management team (e.g CFO), partners, co-founders and directors. You can list up to 5.   |  | | --- | | TIP   * Highlight the key skills & profiles present on your team. * Tell us what makes your team unique and why they are the ones that can properly execute on the problem and solution. |   Role  Name  Main Contribution  Role  Name  Main Contribution  What challenges have you experienced with your team and how have you addressed them? (Max 150 words) \* |
|  |
| Please indicate the number of your full-time staff over the last 3 years: \*   |  |  |  | | --- | --- | --- | | 2021 | 2020 | 2019 | |  |  |  | |
| Please upload a simple organisational chart of your business. \*   |  |  |  |  |  | | --- | --- | --- | --- | --- | | (Optional) |  | Choose File |  |  |   Formats: JPEG/PNG/PDF  What plans do you have to make your team better? (Max 50 words) \*   |  | | --- | |  |   \* Please note that you may skip the mandatory questions at the moment. However, please note that all these questions must be answered before your application can be submitted. |

## Part 5: BUSINESS DEEP DIVE - Future Plans

### **FUTURE PLANS**

What do you plan for your business to achieve in 3 years? (Max 150 words) \*

|  |
| --- |
| TIPS   * Please include details on the specific growth you plan to achieve within 3 years (e.g. increased revenues/customers by XX%, established (YY) stores, partners, distribution channels etc.) * Highlight any new innovations/product/services you plan to develop/launch * Kindly indicate any additional impact you would like your business to have created (e.g jobs created) * Provide measurable statistics wherever possible |

|  |
| --- |
|  |

What is your strategy to achieve this plan? (150 words) \*

|  |
| --- |
| TIPS  Please ensure you answer the following:   * How will you scale your business? * Marketing & Sales: how will you acquire new customers? * Customer Service: how will you retain customers? * How will you stay competitive? |

|  |
| --- |
|  |

Please select your business' top 3 challenges/risks to growth. \*

* Hiring talent/employees
* Insufficient Capital
* Resource (supply) constraints
* New competitors/increased competition
* Weak distribution channels
* Cashflow & financial management
* Government/Industry Policies
* Reaching/Developing new markets
* Other

How do you plan to address/overcome the challenges and risks? (Max 100 words) \*

|  |
| --- |
|  |

Why are you applying for the ABH prize and if you were to become an ABH Top 10 finalist, how would you leverage it? (Max 150 words)\* [[7]](#footnote-7)

|  |
| --- |
| TIPS  A strong answer will:   * Have a clear link between growth plans and suggested use of funds * Explain the how the use of funds, will lead to specific results/outcomes and overarching impact   A weak answer will:   * State specific expenditure items without showing their importance * State reasons that do not link to the growth plans listed * Provide unsupported points on the impact the funds can create |

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|  |

## Part 6: VIDEO INTRODUCTIONS

THE VIDEO INTRODUCTION IS AN IMPORTANT WAY FOR JUDGES TO UNDERSTAND HOW CUSTOMERS FEEL ABOUT YOU AND YOUR BUSINESS

CUSTOMER TESTIMONIAL VIDEO

We want to understand who your average customer is and why they purchase your product/service.

1. Videos can be recorded using a smartphone. They do NOT need to be professionally recorded.
2. You can upload directly from your phone – watch this tutorial for tips OR you can upload a link to your video.
3. Please note that we only accept links of videos on Google Drive, Vimeo and Youtube. If you upload your video to any external website, please ensure that the video is not restricted.
4. Ensure that the video is audible.

Guidelines:

The video should:

* Feature you introducing yourself briefly and introducing the customer
* Feature a customer who shares his/her impressions on your product/service and how it has impacted him/her
* Be within 1 minute 30 seconds or less.
* Be recorded in a landscape (horizontal) format
* Be recorded in the language you are applying in (English or French). If any of the videos features any other language, please include English or French subtitles OR translate the testimonial verbally.

UPLOAD YOUR VIDEO

|  |  |  |
| --- | --- | --- |
|  |  | Choose File |

Formats: MP4/MOV

Or links to Google Drive, Vimeo, Youtube, Facebook or Instagram:

|  |
| --- |
| Link |

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 |  |

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. [↑](#footnote-ref-1)
2. This date should match the date on the registration document you submitted above. [↑](#footnote-ref-2)
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. [↑](#footnote-ref-3)
4. Your business may cut across multiple industries. However, please pick one that you feel is most applicable to your business. [↑](#footnote-ref-4)
5. Define the challenge you are solving and what the pain points for customers looks like. [↑](#footnote-ref-5)
6. If the particular category does not apply to your business, please put “0” [↑](#footnote-ref-6)
7. Heroes prize money ranges from $100k to $350k. [↑](#footnote-ref-7)