



**KISII UNIVERSITY**

## KISII UNIVERSITY INNOVATION CHALLENGE 2021

### APPLICATION FORM

#### SECTION A: GENERAL INFORMATION

**Entrant Names:**

**Student Registration Number:**

**Faculty/School:**

**Gender:**

**Age:**

**Date of Birth:**

**Contact Phone:**

**Contact Email:**

**Innovation/Business Name:**

**Select one:** ☐ Start - up Idea

☐ Scaling up idea

**Thematic Track (Select One)**

☐ Food Security and Nutrition

☐ Enhancing Manufacturing

☐ Universal Health Coverage

☐ Affordable Housing

**Innovation/Business Mentor(s) Names :** *(Max 2 KSU staff)*

**Contact Email:**



## SECTION B

### PART 1: DESCRIPTION OF THE INNOVATION/PRODUCT/SERVICE

What is the problem or customer need you are addressing and why is it important to solve it?  
(Maximum Words 1000)

*(Show that there is a problem worth solving, application benefit, customers benefit and the need for development of new applications)*

Briefly describe the solution and how it works (Maximum Words 1000)

*(Show that you are indeed providing a solution to the problem you described as the customer's need to the extent of impressing potential customers based on the unique value proposition of the innovation)*

What about your solution is innovative? (Maximum Words 1000)

*(Show the superiority, ingenuity or innovativeness of the solution; comment on any proprietary assets associated with the product. Is it patentable/IP Protected/ Opensource)*

Is the business making money from the product as yet? if yes; how. If not; what is the current thinking as to how the business will earn revenue (*Maximum Words 1000*)

*(Show how business' cash comes and grows from customers (for stable revenue businesses), or the progress with revenue stream testing (before revenue stability) - figures for product pricing and unit economics are important)*

## **PART 2: SCALABILITY AND IMPACT**

What are your primary customer segments? and how much bigger can the addressable market become? (*Maximum Words 1000*)

*(Show that there are some early adopters interested to buy the product, and there's big room for customer growth hence a scalable and sizeable business)*

What are the existing and possible future alternatives to your product and why should customers select yours as better? (*Maximum Words 1000*)

*(Show from the product perspective why you are better or different from the existing alternatives by describing your differentiation in comparison to the competition).*

In what ways are you already growing your number of customers and users? Or how do you plan to grow your number of customers and users? *(Maximum Words 1000)*

*(Show that you have thought of, or tested (better) the channels and strategies through which the customers and revenue are growing or are bound to grow in a way that customer acquisition costs are sustainable.)*

What are your next steps or targets to achieve in the next 3-12 months? *(Maximum Words 1000)*

*(Show a roadmap for the immediate (< 3 month) and medium term (4 - 12 month) milestones to be achieved, and to complement the market traction and achievements slide in demonstrating a mindset of speed, focus and learning. Demonstrate how the future might be with or without an investor on board)*

What are the obstacles that have been identified or may be encountered in the future and what steps you will take to overcome these obstacles? *(Maximum Words 1000)*

*(Describe the weaknesses/threats the innovation and product/service has or may encounter in the futures and the strategies to mitigate the obstacles)*

### DECLARATION

I declare that the information provided in this application form is correct, accurate and pertain to my innovation and/or business. I agree to abide by the terms and condition of participation.

**Sign:**

**Date:**

### TERMS AND CONDITIONS

#### PARTICIPATION AGREEMENT

1. This agreement is between the signatory indicated below ("the participant") and Kisii University, a Chartered Public University ("the operators") implementing Kisii University Innovation Challenge 2021.
2. The participant agrees unconditionally to further participation in the competition from the date of signature hereof in accordance participant with these specific terms and conditions, as well as the standard competition terms and conditions as contained in the official competition entry form.
3. The participant agrees to present him/herself at the time and place to be specified by the operators, for training and presentation of his/her business proposal to the competition judging panel.
4. Failure to be present and attend the proceedings specified in clause 3 above, for any reason whatsoever, action shall be taken to constitute automatic withdrawal from participation in the competition and loss of finalist status, and the operators shall not be obliged to give further consideration to the finalist.
5. The participant agrees to abide by and follow the operators' reasonable instructions and requirements with regard to attendance, availability, presentation, conduct and behavior that conforms with the conduct of the competition ; Further, conduct that brings the competition into disrepute, or failure to comply with the operators' reasonable instructions and requests, shall constitute a breach of this agreement and the operators shall, at their sole discretion, be entitled to immediately terminate the finalist's participation.
6. The participant agrees to accept and abide by the decision to the judges and the operators with regard to the evaluation, scoring and outcome of their presentation and submission.
7. The participant hereby unconditionally indemnifies the operators against any claim from the panelist in relation to:
  - 7.1 Their participation in the competition, including any claim related to the confidentiality of trade information or intellectual property;
  - 7.2 Any claim for personal injury, and loss of or damage to personal effects;
  - 7.3 Any claim in relation to the provision or non-provision of funding.
8. The participant accepts and acknowledges that the comments, observations and other communications made by the operators and judges in the course of the competition and judging process is not intended to be and does not constitute financial or business advice, and the finalist hereby unconditionally and without abrogation indemnifies the judges and operators against any claim whatsoever in relation to such comments, observations and communication, whether or not acted upon by the finalist.
9. The participant accepts and acknowledges, unconditionally and without abrogation, that:
  - 9.1 Participation in the competition, acceptance as a participant and selection as a winner in any category does not automatically entitle the finalist to loan, equity or any other type or form of funding;
  - 9.2 Any decision relating to the consideration of, approving, or failure to approve funding, of whatever nature, shall be at the sole discretion of the competition's funding partners, and on such terms and conditions as may be determined by the funding partners at their sole discretion.

9.3 Any consideration for funding shall be subject to the undertaking of a due diligence to the full satisfaction, however for the avoidance of doubt it is recorded that the satisfactory conclusion of a due diligence shall not oblige any funding partner to offer, make available or provide funding.

Thus, signed at \_\_\_\_\_ on \_\_\_\_\_

Name: \_\_\_\_\_ ID No: \_\_\_\_\_