1. FINANCIAL UNDERSTANDING (10 marks)  
2. LEADERSHIP/ ENTREPRENEURSHIP SKILLS ( (15 marks)  
3. BUSINESSES FEASIBILITY ( 20 marks)  
4. MARKET OPPORTUNITIES (25 marks) and lastly  
5. SCALABILITY (30 marks)

Now let’s take a more detailed look at how you can earn all maximum 100 points.

**BUSINESS FEASIBILITY 20 points**

Heres a quick video on TEF requirements on business feasibility :

* Can you clearly define the features of your product/ services 4pts
* Can you define in clear terms the benefits of your product/ services 4pts
* Is your business practical, are you certain people will be willing to pay for it? 4pts
* Is your business solving a known problem in a new way that could lead to improved efficiency, added value to customers e.t.c? 3pts
* Is your business tapping into a new market that no one else has been able to reach, or is it solving a problem no one else has addressed? 3pts
* Does your business have the capacity to create jobs for up to 10 people? 2pts.

**MARKET OPPORTUNITIES 25 points**

What’s opportunities abound for your product in your chosen/ target market. Here’s a quick 3 mins video on market opportunities and business scalability

* Is the market for your product/service sizeable enough to justify investment into your business? 5pts
* Have you the entrepreneur, been able to sufficiently describe how your business will generate income and earn profits? 5pts
* Have you provided the workable marketing/ advertising strategy for your product/ service? 5pts
* Have you defined your target market or market segment for your product/ service? 4pts
* Have you position your product/ service against competition? 4pts
* Have set a price for your product/ service? 2pts

**SCALABILITY 30 points**

* Can this your business model be replicated outside your immediate community or current market? 5pts
* Can your business be able to multiply its revenue through increased production, service lines expansion e.t.c, while keeping expense as low as possible? 5pts
* Is there any opportunities for your business to use technology (automation) to improve margin and reduce operational cost 5pts
* Will your business be able to surmount cultural barriers to enable it expand to other geography in Africa? 4pts
* Will your business be able to surmount legal/ regulatory barriers to enable it expand to other geography in Africa? 4pts
* Will your business have adequate access to raw materials (if application) or critical skills if it decides to expand to other markets? 4pts
* Have you the entrepreneur, demonstrated the desire to scale your capacity? 3pts

**FINANCIAL UNDERSTANDING 10 points**

* Does the logic you describe for making money (revenue) for the business make any sense 3 pts
* According to your business type, does your description of your business current expense reflect all the possible operating cost associated with running that business? 3pts
* Is your business financial forecast realistic/ based on reasonable assumptions? 2pts
* Does your break-even revenue/ volume reflect the time value of the invested cash/ cash to be invested given the price of the product involved? 2pts.

**LEADERSHIP 15 points**

* Have you demonstrated ability to influence, lead or motivate people in any capacity? 3pts
* Have you demonstrated any ability to manage resources ( time, money, materials) ? 3pts
* Is your desired impact in line with the TEF goal of increasing jobs, building businesses and creating wealth across Africa? 3pts
* Does the business challenges you have outlined, show a true understanding of the industry you’re operating in? 2pts
* Have you truly identified the skill gaps as areas you need to learn about? 2pts
* Does your current or next milestone show any desire realistically accelerate your business growth? 2pts
* And finally, **DO YOU HAVE ENOUGH PASSION FOR THIS BUSINESS?**

Here’s 3 quick tips; the questions are basically in 3 parts ( sections)  
**Your Leadership:** Here, try to show a well written story of a recent leadership feat you have achieved.  
**Your Idea:**Your idea would probably take you to the top 1500 whereas the story behind your idea takes you to the top 1000 successful applicants.  
**Your impact:** this must be well articulated, it should show how your idea/ business would affect the people and or your environment, try to talk about numbers.