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| **KHOEBO INNOVATION PROMOTION PROGRAMME (KIPP)** |
| SMEGS APPLICATION SCREENING FORM |
| Please complete and email to [KIPP@idc.co.za](mailto:KIPP@idc.co.za)  Fund guidelines at <https://www.idc.co.za/kipp/> |
| How did you hear about KIPP: Click or tap here to enter text. |

1. **COMPANY DETAILS AND BACKGROUND**

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| Name of applicant/company. If company is not registered, please provide proposed name. | GREEN MARVEL (PTY) LTD |
| Company Registration Number | 2023/866045/07 |
| Physical address | House No 10135 Letlhabile Section, Mantserre, Rustenburg, North West, 0339 |
| Registration type | Registered as (Pty) Ltd in RSA |
| Province | North West |
| Business Sector | Agriculture |
| Name of Chief Executive Officer/ Managing Director | Ramoagi Thimothy Segone |
| Name of Company Representative /Contact Person | Ramoagi Thimothy Segone |
| Telephone Number | 0817523336 |
| Cell | 0817523336 |
| E-mail Address | segonert@greenmarvel.co.za |
| Company website | www.greenmarvel.co.za |
| How many co-founders (shareholders) do you have in the business | Three |

1. **COMPANY STAGE**

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| How many years has the business been in operation? | 1 to 3 years |

Provide details of the solution to the customer problems. What is the main business activity?

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| Click or tap here to enter text. |

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| Company Stage | product has market acceptance and we are post revenue |

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| Tick all the appropriate boxes with respect to your business | A disruptive technology solution  Generating revenue  Potential for rapid growth  Dynamic and motivated management team  Strong value proposition (unique selling point)  Scalable: able to increase revenue without significant increase in cost  The founding team has invested time in the business.  The founding team has invested personal funds in the business. |

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| Business 0perating model | B2C (business to consumer) |

What do you hope to achieve in the next 2 years?

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| Click or tap here to enter text. |

1. **MANAGEMENT AND EXPERIENCE**

Why is your team the best in this space/business?

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| Click or tap here to enter text. |

What skills set is your team currently missing?

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| Click or tap here to enter text. |

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| Rate your team's knowledge, experience and professional networks in the field you are operating in. (1 = Getting started - 5 = Excellent) | 5 |

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| Select all appropriate boxes with respect to the team | Has all the required expertise and technical skills  Outsourcing some of the product development  Outsourcing all of the product development  All team members are pursuing the business on a full-time basis  Team has previous startup experience  Team has built and exited a startup |

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| Have you gone through an incubator or accelerator? If so, please state. | Click or tap here to enter text. |

1. **INNOVATION**

Please describe the customer problem being tackled.

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| Click or tap here to enter text. |

Why did you choose to solve the problem?

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| Click or tap here to enter text. |

Is the solution unique as compared to competing products and services? Please elaborate.

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| Click or tap here to enter text. |

Is the product market ready i.e. there is no further development that is still required.

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| Click or tap here to enter text. |

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| Select level of innovation from the list | New concept in existing market |

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| What type of intellectual property (IP) do you have? | Copyright  Trademarks  Patents  Designs  Exclusive license  Trade secret- not patentable  None |

1. **MARKETING**

What is your value proposition to your customers?

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| Click or tap here to enter text. |

Briefly describe your target market.

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| Click or tap here to enter text. |

State your three top competitors.

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| Click or tap here to enter text. |
| Click or tap here to enter text. |
| Click or tap here to enter text. |

How have you validated your solution in the market?

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| Click or tap here to enter text. |

How will your solution be scaled to service the market?

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| Click or tap here to enter text. |

1. **FINANCIAL**

Have you received any funding for development or commercialisation? If so, complete below.

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| **Source** | **Type** | **Purpose** | **Amount** |
| Click or tap here to enter text. | Click or tap here to enter text. | Click or tap here to enter text. | Click or tap here to enter text. |
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What is the funding amount requested?

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| Click or tap here to enter text. |

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| Select type of funding that you are applying for. | Grant |
| If other | Click or tap here to enter text. |

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| **Purpose of funding** | **Amount** |
| Product Development | Click or tap here to enter text. |
| Working/ Operating Capital | Click or tap here to enter text. |
| Asset Acquisition | Click or tap here to enter text. |
| Salaries | Click or tap here to enter text. |

1. **OTHER**

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| Please tick all the documents that are readily available | Business plan  Financials (Historical – where applicable and forecast for 5 years)  Company registration documents  Shareholders agreement  CV's of directors and key staff  Existing Funding agreements (if any)  Proof of IP registration (if any)  Proof of licensing agreements (if any)  Proof of supplier agreements (if any)  SARS tax clearance certificate |

