**APPLY FOR IDEA STAGE**

Idea stage is a common way to describe the early stages in an innovation process that involves brainstorming and filtering a large number of ideas until you are left with your best idea that is documented as a business case.

**\*Personal Information**

Surname

First Name

Given Name

**\*Gender**

Male

Female

**\*Age (Check where appropriate)**

18 – 23

24 – 29

30 – 35

Over 35

**\*Personal Address**

Postal Address

Street Name

Current Residence? (City/Town)

House Number (Optional)

Country Name

Phone Number

Email Address

**\*How did you learn about DTBi Incubation Program?**

Internet

Social Media (Television, Radio and Newspaper)

Friends/Colleagues

DTBi Website

COSTECH Program

Start-up Event

Social Network (Instagram, Twitter, Facebook)

DTBi Office

DTBi Staff/Post-Employee

**\*In which industry category does your business idea fits in? (Pic one)**

Agribusiness

Manufacturing

E-Commerce

Tourism

Insurance

Energy

Healthy

Other (Specify)

**\*Briefly describe the solution you are bringing in the market in less than 200 words. (In details tell us what it is and how it will work in two paragraphs)**

**\*Describe the problem you are solving in less than 200 words. (Your potential customers and/or users, why do you think they need your solution, how big the problem is, be specific)**

**\*Indicate your target market in less than 200 words. (Market size, Market segment and Market value)**

**\*Explain your solution competitive advantage in less than 200 words. (Tell us what will attract people to buy/use your product/service)**

**\*Submit Application**

##### STARTUP STAGE

What Is a **Startup**? The term **startup** refers to a company in the first **stages** of operations. **Startups** are founded by one or more entrepreneurs who want to develop a product or service for which they believe there is demand.

**\*Your Startup Name**

**\*Your Startup Website/Social Network Link**

**\*\*Is Your Business Registered?**

**Yes**

**No**

**\*Business Ownership**

**Sole Proprietorship**

**Partnership**

**Company Limited by Shares**

**\*Number of Employees (excluding Yourself)**

**\*Postal Address**

**\*Street Name**

**\*Apartment/Building Number (Optional)**

**\*Ward/Province/State**

**\*District Name**

**\*Country Name**

**\*Current Business Address and Location**

**\*Phone Number**

**\*Email Address**

**\*How did you learn about this Programmer (Check where applicable)**

Internet

Social Media (Television, Radio and Newspaper)

Friends/Colleagues

DTBi Website

COSTECH Program

Start-up Event

Social Network (Instagram, Twitter, Facebook)

DTBi Office

DTBi Staff/Post-Employee

**\*In which industry category does your Business idea best fit (Pick one)**

Agriculture & Processing

Education

E-Commerce

Tourism

FinTech

Insurance

Energy

Health

Other

\*Provide a brief description of your start-up (not more than 200 words)

\*Provide a brief description of your challenges (not more than 200 words)

\*Please describe your requested in joining the incubator (not more than 200 words)

\*Briefly describe your solution or idea you are bringing in the market, be SPECIFIC (not more than 200 words)

\*Describe the problem you are solving and why do you think the market needs your solution (not more than 200 words)

\*Describe your targeted market and its associated characteristics. Include age, gender, career and life style (not more than 200 words).

\*Explain your solution competitive advantage in less than 200 words. (Tell us what will attract people to buy/use your product/service)

\*Submit Application

**COMPANY STAGE**

A company is a body corporate or an incorporated business organization registered under the companies act.  A company may be organized in various ways depending on the corporate law of its jurisdiction.

**\*Your Startup Name**

**\*Your Startup Website/Social Network Link**

**\*\*Is Your Business Registered?**

**Yes**

**No**

**\*Business Ownership**

**Sole Proprietorship**

**Partnership**

**Company Limited by Shares**

**\*Number of Employees (excluding Yourself)**

**\*Postal Address**

**\*Street Name**

**\*Apartment/Building Number (Optional)**

**\*Ward/Province/State**

**\*District Name**

**\*Country Name**

**\*Current Business Address and Location**

**\*Phone Number**

**\*Email Address**

**\*How did you learn about this Programmer (Check where applicable)**

Internet

Social Media (Television, Radio and Newspaper)

Friends/Colleagues

DTBi Website

COSTECH Program

Start-up Event

Social Network (Instagram, Twitter, Facebook)

DTBi Office

DTBi Staff/Post-Employee

**\*In which industry category does your Business idea best fit (Pick one)**

Agriculture & Processing

Education

E-Commerce

Tourism

FinTech

Insurance

Energy

Health

Other

\*Product information

\*What does your company do?

\*What is your product/service and how does it work? What problem is your product/service solving?

\*Who is your target customer?

\*What is your business model? Be specific, indicate your primary revenue streams and your distribution channels

\*Differentiation (What is unique and/or innovative with your business?)

\*Who are your primary direct and indirect competitors as you view them? How do you

differentiate yourself from your competitors?

\*Traction and financials: Please describe the traction of your company has reached. Include the number of customer and/or users, market feedback, any pilots you have conducted, partnerships etc

\*Is your company pre or post revenue? Has it made any money? (Please explain)

\*Describe your fundraising. Include the type of capital (equity, loans, grants, awards), amount, reception month and year. What are your fundraising objectives in the future? How much are you seeking to raise?

\*Describe your exit strategy: How will you generate returns on capital for outside investors?

Scale and impact

\*Describe your company’s national and international strategy and/or plans for expansion into new

markets. Include any specific milestones or a broad overview.

\*Describe your impact. If your company is successful, how will the world be different?

Please include metrics you are using to measure your impact.

\*Team (Why are you thing you have a winning team?)

\*How is the spread of COVID-19 affecting your business? How is your team responding to mitigate the overreaching impacts of the pandemic to your business?

**\*SUBMIT**