



GENERATION AFRICA

APPLICATION QUESTIONS: GOGETTAZ AGRIPRENEUR PRIZE

This document is a preview of application questions for the GoGettaz Agripreneur Prize 2019. Applications must be submitted via the online form at: <https://vc4a.com/generation-africa/gogettaz/>

1. ABOUT YOU

Eligibility Criteria

- On the date of submission to the competition, my age is below 35 and I am legally recognised as an adult in my country of nationality
- I hold nationality (with an official ID) from a country which is a member of the African Union
- I'm the founder/co-founder of the venture I represent in the competition and play an active role in its operations and leadership
- I have no criminal record related to corruption, tax evasion, financial impropriety, felony or other offence, and will provide a signed declaration to that effect, if requested

Nationality

Country of Residence

City/Village of Current Residence

Date of Birth

Which gender do you identify with?

Do you have a co-founder(s)?

Upload your profile photo (optional)

Personal LinkedIn Profile (optional)

Upload your CV with details of work experience, qualifications and references

Please share an example of your entrepreneurial mindset (1000 characters)

2. ABOUT YOUR VENTURE

Agree to venture eligibility criteria – tick box that you've read, understood and agree to the following criteria

- My venture is already legally registered in a country which is a member of the African Union or I will have commenced with the registration of such a legal entity prior to 21 July 2019
- My venture is headquartered in a country which is a member of the African Union
- My venture is designed to be financially sustainable, either as a for-profit business or a non-profit generating some revenue and aiming not to be dependent on donor funding
- My venture plays a role in the agri-food sector and/or supports the development of the agri-food sector through an innovation or process improvement

REMEMBER: Share enough information to help us make a decision but do not include commercially sensitive or proprietary information!



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Name of your venture

Does your venture have an online presence? Share links with us for all that apply. (optional)

Founding Date

Business Stage

- Idea
- Start-up
- Pre-revenue
- Post-revenue
- Expansion scale

Explanation - "Idea" - You have a great idea but have not yet put it into action. - "Start-up" - You have created a company and it's in a very early stage - "Pre-revenue" - You have momentum underway developing/selling your product/service, but have not yet received revenue - "Post-revenue" - You are receiving revenue from your products/services - "Expansion scale" - Your business has a track record and a defined customer base, and is poised for significant growth

What part of the agri-food value chain does your venture best fit into?

- Agri-food research and development, including seed production
- Primary production (farming)
- Crop nutrition
- Irrigation
- Mechanisation or robotics, including drones
- Crop protection
- Hydroponics or urban farming
- Transport, distribution, storage or logistics
- Food processing
- Packaging or marketing
- Food retail or service
- Waste management or recycling
- Digital or technology solutions/services to the agri-food sector
- Innovative finance solutions/services to the agri-food sector
- Renewable energy or environmental solutions/services to the agri-food sector
- Education or business model solutions/services to agri-food sector
- Other

Is your business registered?

Please select the country of your business headquarters

In which countries does your business operate?

Number of Employees

How have you covered your costs so far?

- Personal investment
- Family and friends
- Crowdfunding
- Angel Investor
- Grant
- Bank Loan
- Incubator
- Venture Capital
- Revenue from paying clients

Please indicate your average cost and revenue

Do you/your venture own all intellectual property for this business (e.g. patents, trademarks, copyrights, logos)? If so, please list references.

Have you received any media, awards or recognition that might be relevant to our decision? If so, please provide us the name, year and any relevant links. (optional)

Upload your logo (optional)

3. BUSINESS VISION

Describe your business in two sentences (300 characters)

How does your business work? Please describe the problem your business model solves, and indicate if you have a for-profit, non-profit or hybrid model (1000 characters)

Do you have a marketing and distribution plan? If so, please describe (1000 characters)

Who are your main customers? (300 characters)

Who are your main competitors and what is your company's competitive advantage? Why is it better than others? (1000 characters)

How do people pay for your product or service?

- Cash
- Mobile money
- Monthly billing
- Credit card
- Other
- My business has not launched yet

What are your biggest business challenges so far and how have you overcome them? (1000 characters)

Be as specific as you can for how you would invest the US\$50,000 into the current and expected needs for your company to be able to grow. (2000 characters)

4. VIDEO

Please upload your video via WhatsApp, Vimeo, YouTube or Google and share your link with us

Instructions: Please prepare a video on your phone, between two and three minutes in length. This video could reach millions of your peers online, potential investors, media, and of course potential business competitors, so please consider that wide audience when you prepare and record. Do not include commercially sensitive or proprietary information. Please read all pitch materials provided to give yourself the best chance possible to win. Please make sure the audio works properly so your pitch can be heard. Experiment with different backgrounds. Think about the whole picture, not just your words. Who, what, how, why... **Tell the world:**

- **Who** – Introduce yourself and your venture. What is unique about your story?
- **What** – Tell us what your venture or idea is. What is the potential?
- **How** – Describe your business model. How is it designed for success, and how is it innovative? Does it use any unique technology or approach?
- **Why** – What inspires you about this work? What social impact could it have? What problem does it solve? What jobs does it create? It is important to practice your video pitch.

Here are a few resources to study to get you started. You can find many more online. Remember you have a maximum of three minutes **ONLY**.

- <https://www.entrepreneur.com/article/251311>
- <https://www.adjustproduction.com/news/pitchvideo-tips>
- <https://entrepreneur.indiegogo.com/education/article/6-tips-for-a-good-pitch-video/>
- <https://www.americanexpress.com/en-us/business/trends-and-insights/articles/12-easy-steps-to-a-perfect-pitch/>
- <https://ventureburn.com/2013/07/7-incredible-ted-talks-that-will-get-your-entrepreneurial-juices-flowing/>