



Impact Inspired 2017

Launchpad Incubator Application



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Impact Inspired

Simanye's Impact Inspired programme, in partnership with Impact Hub Joburg, Accelerate2030 and the Bertha Centre, offers incubation and acceleration to social enterprises at every stage of development and operation in an environment where they can learn from each other and 'hack' challenges together. The programme brings together a range of funding, business support and technical partners to ensure success. Selected enterprises also receive post programme support, physical office space and access to networks for continued success.

Impact Launchpad

Impact Hub Joburg's Impact Launchpad is an incubator designed to move social solutions from concept stage to market-ready ventures and consists of several modules over a 4-month period.

Between modules participants are to immerse themselves in the environment of their end-user and test their solution, receiving feedback on their prototypes, as well as receiving guidance from mentors and industry experts. Midway through the process a hackathon takes place where participants and community members hack solutions.

Impact Hub Johannesburg (IHJ) is part of a rapidly expanding global network of over 13 000 members in over 85 locations. IHJ's community comprises of entrepreneurs, freelancers, techies, consultants, investors, creatives, artists and more. They offer a unique ecosystem of resources, inspiration, and collaboration opportunities to grow their members' impact. They are a practice-based community that provide change-makers the space to get to work while pioneering initiatives and educate the market through inspiring, connecting and enabling their community to develop into viable social enterprises.

2017 Launchpad Programme information and requirements

2017 Theme: ICT (Information, Communication, Technology) sector

Closing date for applications: 30 June 2017 with finalists announced in July 2017

What you will receive if you are selected:

- A 4-module incubation programme with world-class facilitators, covering:
 - Learning Journey into a low-income community facing a multitude of challenges;
 - Design Thinking;
 - Leadership;
 - Theory of Change;
 - Business Model Canvas;
 - Customer Discovery;
 - Prototyping;
 - Financial Literacy;
 - And Scaling.
- Business mentorship
- Technical mentorship



- Funding (R25,000 – R200,0000)
- A 3-day-a-week Impact Hub membership at Impact Hub Joburg (office space and shared services in Rosebank 3 days a week from start of programme until March 2018)
- Access to networks and opportunities

Time commitment required: One weekend (Friday evening to Sunday evening) a month for 4 months (August 2017 – December 2017), weekly and monthly mentoring sessions (totalling approximately 4 hours with mentor per month), 1-2 days in December for pitching of ideas in order to access funding.

Location: weekend modules take place at Impact Hub Joburg in Rosebank, Johannesburg. *Please note, if you are not located in Johannesburg and cannot make use of the 3-da- a-week Impact Hub membership the value of this will instead go towards paying for your travel costs from anywhere within South Africa to enable you to attend the weekend modules. The mentorship can be done virtually but the modules must be attended in person.*

Fee: A small commitment fee of R2000.00 is payable by the successful applicants at the start of the programme in order to ensure commitment. 50% of this fee will be refunded upon completion of all modules and the remaining 50% will be pooled and go to the winner of a peer pitch. If you cannot afford the commitment fee, please provide a convincing motivation as part of your application as to why this is the case.

Who should apply

- Ideation and start-up stage ICT social enterprises (businesses, non-profits, and individuals without a registered entity are all welcome to apply)
- You can apply as individuals or a team of up to 3 people
- Innovative and scalable ideas addressing a challenge in South Africa using any form of ICT
- Business models that show potential for financial sustainability and not donor reliance
- Preference will be given to those from disadvantaged backgrounds, including Black people and women
- Preference will be given to ideas that show significant potential for impact at the base of the pyramid or in the most disadvantaged communities

Application Guidelines

Please submit your application electronically to programmes@simanye.co.za no later than **17:00 on 30 June 2017**.

The questions below serve as a guide for the format of your application and you are welcome to add more information, but please **do not** omit any of the listed questions. Any additional information should be added as annexures and the question numbers as indicated in this document should remain as is.

About you

1. Type of application – single or team
2. Name and Surname (of all members of team)
3. Name and registration number of organisation (if you have a registered entity)



4. Gender & Race
5. Date of Birth
6. South African ID number
7. Email
8. Cell phone number
9. Physical Address
10. Please feel free to submit company profiles, marketing material or links to relevant media if you have them.

General questions

11. Please show evidence of how you are entrepreneurial or good at getting things done. (max. 500 words)
12. Have you ever had to raise money for a specific reason or cause? Explain how you went about it and what you achieved (max. 250 words)
13. (for project lead) Please demonstrate what makes you a good leader and give some examples of your leadership style and abilities. (max. 250 words)
14. If you have attended another Incubator Programme, please provide the name of the programme, who provided it, when you attended and why. Did you find the programme useful? (max. 150 words)
15. What do you hope to get out of the Launchpad incubator? (max. 250 words)
16. Can you (one or more of the team members) tell us about a time that you failed at something and what you learned from this? (max 150 words)

Your idea

17. Date when you first started working on your idea?
18. Stage of idea (select one):
 - a. Idea phase (refining concept and working on business model. May have attempted a few prototypes but haven't yet hit upon the right one i.e. have not yet proved the concept)
 - b. Start-up phase (have proven your concept using a prototype, operational software or technology and are now starting your first activities as a venture and are trying to put some systems in place).
 - c. Up-and-Running (regular activities with regular income from several clients i.e. an established organisation)
 - d. Growth phase (look to scale and expand operations beyond South Africa, and drastically increase impact)*

**If your idea falls into d) Growth phase, please click [here](#) for the Accelerator application form instead.*

19. Please summarise your idea (max. 150 words)
20. Explain what problem your idea is trying to address (max. 150 words)
21. How do you know that your beneficiary group(s) have this problem? (max. 150 words)
22. Explain how / why your idea is innovative (max. 150 words)



23. Please explain the impact you want to achieve with your idea. If you have ways to measure the impact, please include them (max 250 words)
24. Why do you think your idea will work? (max. 150 words)

Your business model

25. Who is your target market and please describe some of their characteristics (max. 150 words)
26. How do you intend to sell or market your idea? How will you set pricing? If you are already operating, what is your current – and future – approach to this? (max. 150 words)
27. Who are your main competitors and how are you different? (max. 250 words)
28. Please explain how you intend to make revenue from this model, or if you are already operating, what is your current approach to this? Are there additional future revenue streams which you have identified? (max. 250 words)
29. What steps do you need to take, or have you already taken, to make your idea a viable venture. (max. 250 words)
30. What sort of investment do you think you will need in the next 6 months and how will this be spent? (max. 250 words)

Your team

31. Why are you and your team uniquely qualified to turn your idea into a successful social enterprise? Summarise the qualifications of each member of the team and how they will contribute to the success of your idea. (max. 500 words). *Please also include full CVs of all team members (including references) as annexures.*
32. What are the skillset shortcomings or capacity constraints within the team? Do you have ideas on how to address this? (max. 250 words)
33. (for project lead) What are your own shortcomings as an entrepreneur? Do you have team members who balance these shortcomings out? Have you considered that you might outgrow your business and what would you do if this happened? (max. 250 words)
34. Is there anybody who is currently working full-time on this idea? Please explain (max. 150 words)
35. How many hours a week do you spend on the idea?
36. Has your team worked together on other ideas? Please explain the outcome if applicable (max. 100 words)

