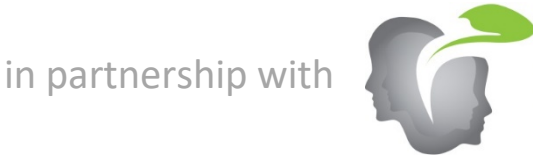




Joburg

Launchpad Incubator 2019 Application Form



in partnership with

SIMANYE



KARANI
Leadership

1 NO POVERTY

2 ZERO HUNGER

3 GOOD HEALTH AND WELL-BEING

4 QUALITY EDUCATION

5 GENDER EQUALITY

6 CLEAN WATER AND SANITATION

7 AFFORDABLE AND CLEAN ENERGY

8 DECENT WORK AND ECONOMIC GROWTH

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

10 REDUCED INEQUALITIES

11 SUSTAINABLE CITIES AND COMMUNITIES

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

13 CLIMATE ACTION

14 LIFE BELOW WATER

15 LIFE ON LAND

16 PEACE, JUSTICE AND STRONG INSTITUTIONS

17 PARTNERSHIPS FOR THE GOALS

Impact Launchpad

Impact Launchpad offers incubation to social enterprises and social entrepreneurs at an early stage of development and operation in an environment where they can learn from each other and 'hack' challenges together. The programme brings together business support, expert facilitators, technical partners and funding advice and opportunities to ensure success. Selected enterprises will have access to receiving post programme support, physical office space and access to networks for continued success.

The 6-month programme consists of several modules designed to move social enterprises from concept stage to market ready ventures. 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 Joburg (IHJ) is part of a rapidly expanding global network of over 17 000 members in over 99 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.

Impact Launchpad 2019 is funded by and run in partnership with Simanye. Our implementing training partner is Karani Leadership.

2019 Launchpad Programme information and requirements

2019 Theme: EDUCATION (skills development, TechED, Digital Literacy, knowledge-sharing, training etc.)

Closing date for applications: Sunday June 16th 2019. Finalists will be announced end June 2019.

What you will receive if you are selected to participate in the programme:

- A 6-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 and performance coaching
- A 3-day-a-week Impact Hub membership at Impact Hub Joburg from July – December 2019
- Access to networks and opportunities
- Finalist will receive access to funding and funding opportunities

Time commitment required:

Four days a month for 6 months (July 2019 – November 2019), weekly and monthly coaching sessions (totalling 2 hours with coaches per month), one evening in November for pitching of ideas to access funding. **Important:** *If you miss module 1 of the programme, you will be disqualified from the programme. If you miss any of the events subsequent to module 1, you will be disqualified from the final pitch event and forego your commitment fee refund.*

Location:

The programme will be hosted at Impact Hub Joburg on the 4th Floor of the East Wing, 158 Jan Smuts Building, 9 Walters street, Rosebank, Johannesburg. It is your responsibility to make sure that you can travel to and from Rosebank to attend the modules.

Fee:

A small commitment fee of R2000.00 is payable by the successful applicants at the start of the programme to ensure your 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 **social enterprises focused on Education** (herein: skills development, training, knowledge-sharing, techED etc)
- 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 2 people
- Innovative and scalable ideas addressing any Education challenges in South Africa
- Business models that show potential for financial sustainability and not donor reliance
- 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 johannesburg.hosts@impacthub.net no later than **23:59 on June 16th 2019 – Marked ‘Application Launchpad 2019’**

The questions below serve as a guide to 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 co-founder team (up to 2 participants)
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 of all team members
5. Date of Birth of all team members
6. Email of all team members
7. Cell phone number of all team members
8. Physical Address

- Please feel free to submit company profiles, marketing material or links to relevant media if you have them.

General questions

- 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)
- 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)
- What do you hope to get out of the Impact Launchpad programme? (max. 250 words)

Your idea

- Date when you first started working on your idea
- Stage of business idea or concept (select one):
 - 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)
 - Start-up phase (have proven your concept through the use of 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).
 - Up-and-Running (regular activities with regular income from several clients i.e. an established organisation)
 - Growth phase (look to scale and expand operations beyond South Africa, and drastically increase impact)
- Please summarise your business idea or concept (max. 150 words)
- Explain the problem your idea is aimed to address within the Education theme (max. 150 words)
- How do you know that your beneficiary group(s) have this problem? (max. 150 words)
- Explain how / why your idea is innovative (max. 150 words)
- 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)
- Why do you think your idea will work? (max. 150 words)

Your business model

- Who is your target market and please describe some of their characteristics. (max. 150 words)
- 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)
- Who are your main competitors and how are you different? (max. 250 words)
- What steps do you need to take, or have you already taken, to make your idea a viable venture. (max. 250 words)
- 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 business performance

- How much income are you making per month? (give a representative figure in Rands)
- How long has the business been operational for?
- How many repeat customers do you have?
- How many client delivery contracts do you have, if any? For how long are they valid?
- What's the rand value of your biggest transaction to date?

Your team

31. What are the capacity constraints within the team? Do you have ideas on how to address this? (max. 250 words)
32. Is there anybody who is currently working full-time on this idea? Please explain (max. 150 words)
33. How many hours a week do you spend on the business?
34. Has your team worked together on other aspects of the business? Please explain the outcome if applicable (max. 100 words)

Submission Note: Please submit your numbered responses to each question in a PDF format, with any accompanying information related to your business.