

PROJECT KINDLE

APPLICATION FORM

Instructions	
1	Complete each item, as appropriate.
2	Save a completed application for your records.
3	Email the completed application to Ayodeji Adewunmi [deji@top30under30.com]

Contact information of principal applicant			
First name			
Last name			
Mailing address			
City			
Email address			
Telephone		Cellphone	

How did you hear about the programme? (Place "X" beside all appropriate categories)			
		Advertising (Posters)	Internet
		Email	Word of mouth

About your business

Name of business				
Company Status	<input type="checkbox"/>	Limited Liability	Reg. #	<input type="checkbox"/>
	<input type="checkbox"/>	Partnership	Reg. #	<input type="checkbox"/>
	<input type="checkbox"/>	Sole Proprietor		
Area of focus (Place "X" beside the appropriate category)	<input type="checkbox"/>	Fashion	<input type="checkbox"/>	Consulting
	<input type="checkbox"/>	Graphics	<input type="checkbox"/>	Sales & marketing of 3 rd party products
	<input type="checkbox"/>	Development of software product rd	<input type="checkbox"/>	Other
	<input type="checkbox"/>	Web design	<input type="checkbox"/>	
	<input type="checkbox"/>	Internet business	<input type="checkbox"/>	
Describe your business (100 words)				
At what stage of development is your company? (Place "X" beside the appropriate category)	<input type="checkbox"/>	Startup	<input type="checkbox"/>	Generating revenue
	<input type="checkbox"/>	Beta test/Product prototype	<input type="checkbox"/>	Profitable
	<input type="checkbox"/>	Existing Reference Client	<input type="checkbox"/>	Other
If you already started business operations, when did you start?				

What is the current monthly/annual turnover of your company?	Monthly	NGN	Annual	NGN
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How many permanent/part time employees do you have? Of what gender are they?	Permanent		Part time	
	Male		Male	
	Female		Female	

Funding

If you were given one million Naira, how would you put this money to work?				
How much money have the founder (s) invested in the company to date? (Place "X" beside the appropriate category)		NGN0 – NGN25,000		NGN25,001 – NGN50,000
		NGN50,001 – NGN75,000		NGN75,001 – NGN100,000
		NGN100,001 - NGN150,000		NGN150,001 – NGN250,000
		NGN251,000 – NGN500,000		More than NGN500,000

Please complete the following table of 3-year financial projections

	Year 1	Year 2	Year 3
Revenue			
Gross margin (%)			
Operating expenses			
Net Income			

About your Market and Market Positioning

At which market is your product / service aimed at? (50 words)	
How will you generate revenue?	
How would you distribute your product or service? (50 words)	
What is the competition? (75 words)	
What is your competitive advantage? (75 words)	
List the 3 key strengths of your business idea	1
	2
	3
List the 3 key weaknesses of your business idea	1
	2
	3
List the top 3 risks your business could encounter	1
	2
	3

Bios of each team member (list principal applicant first)

Name	
Position	
Responsibility	
Background (50 words)	
Name	

