



## Swakopmund Pitch Competition Application Form

Name & Surname: \_\_\_\_\_

Age: \_\_\_\_\_

Cell phone number: \_\_\_\_\_

Email Address: \_\_\_\_\_

How did you hear about the competition? Social media  SMS line  Radio

Other specify \_\_\_\_\_

Name of business: \_\_\_\_\_

Industry: Tech  Agriculture  Manufacturing  Education  Finance

Construction  Retail

### Indicate the stage of business\*

**Ideation:** I have an idea and/or I am researching

**Concept:** I have formed a concept and/or business model

**Commitment:** I have created a prototype/developed a process

**Traction:** I am dealing with my first few customers to see whether my business can be successful/sustainable

**Scaling:** I am currently improving the final aspects of my idea





**Financial Literacy Initiative**

---

---

---

---

3. Where do you want to set up your business and why?

---

---

---

---

---

---

---

---

4. Who is your target audience?

---

---

---

---

---

---

5. How will your business benefit the community?

---

---

---

---

---

---

---

---



## Terms & Conditions

### 1. Identification of Pitching Participants

Each participant interested in pitching will have to motivate why they specifically should be selected. Selected participants will receive pitch training on **15 September 2022, in Swakopmund**. All who registered for a pitch will be notified as soon as a selection has been made. Youth and vulnerable people are encouraged to participate. The selection aims to have equal representation of male and female members from the community. The concepts to be considered for pitching are expected to be highly innovative business ideas that are sustainable and can improve the livelihood condition of the participant and the community.

### 2. Actual Pitching

Each participant will get **3 minutes** to present their business idea and **2 minutes** for questions. The judges will select the three best business pitches.

#### 2.1. Criteria for the award selection by the panelists

Based on the presentations made by the pitching participants, the judges will use the following criteria to select the best pitcher:

Innovativeness (new approach or new business idea)

- Community benefit (will it bring products or services that people need)
- Feasibility (is it more of an idea or a realistic market option)
- Market & business knowledge (inputs needed, outputs expected, risks and potentials)

### 3. Prizes

The winners will be selected by a panel of judges using a rating sheet. The prize money will be awarded in three categories:

**1st prize N\$ 10 000**

**2nd prize N\$ 7 000**

**3rd prize N\$ 4 000**

The pitching prizes will be paid out into 2 categories namely:

- 1. 30% of the price will be paid out in cash into the winner's bank account.**
- 2. 70% of the price will be paid out by buying an asset or consumable item needed by the winner to start or boost his/her business.**

**Applications should be emailed to [antonia@fli-namibia.org](mailto:antonia@fli-namibia.org)**

**Due date for submission 9 September 2022 at 17:00**