**Best Shared Value Business Ideas 2020**

**Ready to solve a real problem through business in Africa?**

***Submit this application to*** [***info@cea-pme.com***](mailto:info@cea-pme.com) ***(in cc*** [***info@african-european-entrepreneurs.com***](mailto:info@african-european-entrepreneurs.com)***) by 10th of July***

1. **Personal Info**
2. Person / team in charge of the business idea:
3. Email, telephone, website:
4. City, country:
5. Have you ever visited African continent and for how long?
6. Is there a region or a country in Africa you would like to focus on?
7. **Business Idea**
8. Please describe your business idea in 200 words (one paragraph):
9. What are you looking for?
10. Finding **partners**: in which country or / and region?
11. Finding the right **consultancy** to guide you through process of feasibility in developing your business in Africa. Please mark the stage and explain briefly:

* Start up stage
* Growth stage
* Expansion stage
* Other

1. Finding the **financial support** (**50% or less on the top of your investment**), please explain (max 300 words):
2. *How does your business idea contribute to the global Sustainable Development Goals (SDGs) (max 300 words)?*
3. *How does your business idea solve the real problem for an African customer and local environment (max 300 words)?*
4. *How does your business idea provide immediate employment in Africa of min. 2 persons, not counting entrepreneurs her-or himself, after 2 years plausible prevision of increase by min 10 employees (max 200 words)?*

1. **Business Idea Detailed Description**
2. **Executive Summary** (max 500 words)
3. **Business Overview**: *Please describe the industry where business fits in, present outlook and its future direction, data on similar products in the market, with reliable sources and references. Explain: who are your customers, what are your distribution channels, what problem are you solving and what systems you are putting in place to support operations (max 500 words).*
4. **Sales & Marketing Strategy**: *definition of overall market and projected market share, a description and profile of your customers, a detailed positioning and pricing strategy, an overview of your distribution and promotion infrastructure, sales forecast and competition analysis (max 500 words).*
5. **Operations & Management**: *Organisational structure – overview of all the people involved in your business and their position in relation to each other plus salary costs predictions. Capital and expense requirements, including summary of expenses for big purchases and day-to-day running costs (max 500 words).*
6. **Financial Information**: *forecasts, with clear vision and full control on the business cash flow (max 500 words).*

*Thank you for your application!*

*Please note that only complete applications will be accepted. Due to the high number of applications we will be able only to respond to those who are preselected and invite them to the second stage, to have an interview with CEA-PME and GIZ teams.*