**About MO DEWJI Foundation:**

Mo Dewji Foundation, a registered charity dedicated to enrich the lives and alleviate Tanzania’s citizens from poverty and hardship.

*“I have been blessed and I am very proud of the success of my company, MeTL, but with this success and the subsequent wealth comes****responsibility****. God blesses some people with wealth and it is the****duty****of these people to****redistribute****this wealth to less fortunate people and****contribute****to humanity. I have great pride in being able to say through both MeTL and the Mo Dewji Foundation, we are achieving this. I believe in putting money back into my country first and foremost. Tanzania is where I make my money, it is my home and Tanzanians are my people and therefore my priority.*

**Mohammed Dewji**

CEO MeTL Group &Chairman of Mo Dewji Foundation

**About Mo Entrepreneurs Competition:**

Mo Entrepreneurs Competition is a collaborative effort between [Mo Dewji Foundation](http://www.modewjifoundation.org/) and [Darecha Limited](http://darecha.org/services/growth-venture-capital-gvc/) to recognize and support the efforts of young entrepreneurs in Tanzania. The competition launches a platform that will enable Mohammed Dewji (The CEO of MeTL Group and Chairman of Mo Dewji Foundation) to support young entrepreneurs who are running highly potential start ups/companies but lack further support in form of growth capital, networks and mentorship which could accelerate the growth of their start-ups/companies.

The competition seeks young entrepreneurs who have the passion, drive, and determination to grow their start-ups.

**The support/Recognition**

* A minimum of 3 winners/companies will be provided with a business investment totaling TZS 30 million (TZS 10 million each) as a start-up/growth capital. Terms and conditions will apply.
* The winners will receive a mentorship and networking support from the CEO of MeTL Group and Chairman of Mo Dewji Foundation, Mohammed Dewji

**Deadline and Important Dates:**

* **Launch:** 25th January 2016
* **Deadline:** 26th February 2016
* **Winners Announced:** April 2016.

**Terms and Conditions:**

* Must be a young Tanzanian between 18-30.
* Must be the founder(s) of the start-up/small business.
* A start-up must be in operation for a minimum of 6 months with record of existence.
* A start-up must be based in Tanzania
* A start-up should have a minimum capital of TZS 1 million.
* Applicants can submit only one application.
* Your responses must not exceed a required word limit
* An application must be submitted in a PDF format
* These terms and conditions can be modified by the organizers of the competition.

**Submission details:** This application can be delivered via

* **Email:** mo.entrepreneurs@modewjifoundation.org
* **Online:** Applications can be downloaded from www.modewjifoundation.org

**Inquiry:** In case you have any questions call/email us on:

* **Phone number:** +255 656 89 44 69
* **Email:** mo.entrepreneurs@modewjifoundation.org
* **Website:** www.modewjifoundation.org
* **Facebook:** www.facebook.com/moentrepreneurs
* **Twitter:** @moentrepreneurs

**Application form: Mo Entrepreneurs Competition**

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| **Applicant Name** | | |
| **First** | **Middle** | **Surname** |
|  |  |  |
| **Date of Birth (Day/Month/Year)** | **Gender** | **Nationality** |
|  |  |  |
| **Contact Details** | | |
| **Phone number 1:** | **Phone number 2:** | **Phone number 3:** |
|  |  |  |
| **Email address 1:** |  | |
| **Email address 2:** |  | |
| **Start-up Details:** | | |
| **Start-up Name:** |  | |
| **Website:**  **Social Media Links (Facebook, Twitter, Instagram etc):** |  | |
| **Phone Number:** |  | |
| **Email address:** |  | |
| **Physical address:** |  | |
| ***[Place your start-up logo here]*** | ***[Write your start-up tagline/motto here]*** | |
| **Names of other team members/Directors** | | |
| **First** | **Middle** | **Surname** |
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| **Overview/Summary** |  |
| **What does the start-up/company do? (50 words max)** | |
| and Chairman of Mo Dewji Foundation) to support young entrepreneurs. | |
| **What is unique/innovative about the start-up/company? (50 words max)** | |
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| **What big problem does it solve? (50 words max)** | |
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| **How big is the market opportunity? (50 words max)** | |
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| **How big can the start-up get? (50 words max)** | |
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| **Can you name any achievements/recognition so far? (50 words max)** | |

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| **Market Opportunity/Size** |  |
| **What is the actual addressable market? (50 words max)** | |
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| **What percentage of the market do you plan to get over what period of time? (50 words max)** | |
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| **What is your industry sales volume? How did you arrive at the sales of your industry and its growth rate? (50 words max)** | |
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| **Why does your start-up have high growth potential? (50 words max)** | |
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| **Founders & Team** |  |
| **Who are the founders and key team members? (50 words max)** | |
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| **What motivates the founders? (50 words max)** | |
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| **What relevant domain experience does the team have? (50 words max)** | |
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| **What is the team strategic plan in the next two years? What would be your focus? (50 words max)** | |
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| **What key additions are needed to the team currently? (50 words max)** | |
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| **How do you plan to scale the team in the next 12 months? (50 words max)** | |
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| **Product & Services** |  |
| **What makes a product/service attractive to users/customers? (50 words max)** | |
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| **What are the major product milestones so far? (50 Words max)** | |
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| **What are the key differentiated features of your product or service? (50 words max)** | |
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| **What have you learned from early versions of the product or service? (50 words max)** | |
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| **What are main key features you plan to add to the product/services? (50 words max)** | |
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| **Competition** |  |
| **Who are the start-up’s competitors? why? (50 words max)** | |
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| **What gives your start-up a competitive advantage? (50 words max)** | |
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| **Compared to your competition, how do you compete with respect to price, features, and performance?**  **(50 words max)** | |
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| **What are the barriers to entry to the market and how are you planning to overcome them? (50 words max)** | |
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| **Marketing** |  |
| **How does the start-up market its products or services? (50 words max)** | |
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| **What is the cost of a customer acquisition?(50 words max)** | |
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| **Traction** |  |
| **What early traction has the start-up gotten (sales, number of customers, product mentions & popularity, app downloads, copyrights, purchasing orders etc., as relevant). (50 words max)** | |
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| **How can the early traction be accelerated? (50 words max)** | |
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| **What has been the principal reasons for the early traction? (50 words max)** | |
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| **Legal &Risks** |  |
| **Is the start-up registered? If not why and when do you plan to register? (50 words max)** | |
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| **What do you see are the principal risks to the business i.e regulatory ,legal and product liability? (50 words max)** | |
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| **Financials** |  |
| **State your start-up current budget and 3-year projections? What are the key assumptions underlying your projections? (50 words max)** | |
| **(ATTACH YOUR EXCEL DOCUMENT IN YOUR EMAIL AND WRITE THE NAME OF THE START-UP AND TEAM MEMBERS ON THE DOCUMENT. YOU CAN DOWNLOAD A FINANCIAL PROJECTION TEMPLATE BY** [**CLICKING HERE**](http://darecha.org/darecha-partners-with-mo-dewji-foundation-to-support-start-ups/)**)** | |
| **What are the key metrics/targets that the management team focuses on? i.e sales targets, costs etc downloads, revenue & profits etc (50 words max)** | |
|  | |

I AGREE WITH THE TERMS AND CONDITIONS OF THE COMPETITION.

Personal signature:.................................................................................... Date:.........../........../2016.