



AN INITIATIVE OF THE KINGDOM OF THE NETHERLANDS

STEP 1: ENTER YOUR BUSINESS INFORMATION IN THE WEBSITE FORM

You can save your work at any stage, go to the bottom of the form page and click save. Look out for guidelines below the answer field of the question.

SECTION 1: PERSONAL DETAILS

- Title:*
- Name:*
- Identity Number:*
- Cell number:*
- Work / Landline:
- Email*
- Website*
- Social Media Handles:
- LinkedIn Profile:
- Address*
- Nationality:*
- Biography:*

SECTION 2: EXECUTIVE SUMMARY

- Summary Description:*
- Motivation:*
- Total Funds Required ZAR*
- Total Funds Requested from this fund ZAR*
- Duration of support needed*

SECTION 3: BUSINESS DETAILS

- Company Name*
- Company Registration Number*
- Valid Tax Clearance Certificate?* If Yes, please submit.
- Accepted file types: jpg, gif, png, pdf, Max. file size: 64 MB.
- Company Address*
- Number of full-time employees*
- Turnover in the last year (if applicable)*
- Financial Statements* - Upload

- How many years have you been in business?*
- Total Youth Shareholding as a percentage:*
- Total South African Shareholding as a percentage:*
- Total Female Shareholding as a percentage:*
- Total Black Shareholding as a percentage:*
- Total Disability Shareholding as a percentage:*
- Describe your business model:*
- Sector*

SECTION 4: INNOVATION & MARKET

- Who are your current customers or customer segments?*
- What is your value proposition for your customers?*
- Detailed description:*
- Please identify the innovation/s relevant to your business*
- Product innovation (a product or service that is new or significantly improved);
- Process innovation (new or significantly improved production or delivery method);
- Marketing innovation (new marketing method involving significant changes in product design or packaging, product placement, product promotion or pricing);
- Organisational innovation (new organisational method in business practices, workplace organisation or external relations)
- Provide a list of anyone you know with the same or similar offering to yours
- Current/alternative offerings in the market
- Features of current/alternative offerings (mention the most important advantages and disadvantages of current offerings)
- Competitive advantage: any superior features that you have over your competitors' offerings/current offerings

SECTION 5: INTELLECTUAL PROPERTY POSITION

- Do you have patents or other IP protection (e.g. registered designs, patents, trademarks or copyrights) in place that pertains to your innovation?* If yes, who owns the IP, and what does the patent/IP protection cover? (Provide a brief description)* Please submit a copy of the IP protection document (if applicable).
- If you do not own the IP, is there an agreement in place that allows you to use it or transfers ownership to you/your business? If yes, please submit a copy of this agreement.
- Is there a strong likelihood that you will develop new IP if successfully awarded seed funding? If so, briefly describe potential IP. (max 500 characters)
- Uniqueness:*
- What do you see as the most difficult aspects for competitors to copy in your innovation? (max 500 characters)

SECTION 6: GROWTH/SCALE

- **Growth summary:***
Please describe how you plan to grow your business over the next 24 months, what the impact and results of this growth will be? (max 1000 characters)
- **Market access:***
Briefly describe market growth strategy (max 1000 characters)
- **Sales:***
Which channels of distribution will you use/how will you sell your product (direct, intermediary, online) and why (max 1000 characters)
- **Marketing:***
What is your communication strategy (max 1000 characters)
- **Projected Revenue:***
Based on current market and competitor research are you able to make any annual sales projections and list the assumptions? If so, please explain (max 1000 characters)

SECTION 7: PLAN AND BUDGET

- **Complete the table below: (Please limit your plan to a 12-month process)***
Activities, Duration, Start Period, End Period, Deliverables, Budget
We would like to understand what financing you require to achieve the growth plan for your business detailed above. Please note that we would like you to plan for a budget between R200 000 - R1 000 000. Of the total amount, 50% will be structured as a grant and 50% will be structured as debt. If you are successfully selected, we will work with you to refine your budget and growth plan before final consideration. Complete the table below: (Please limit your plan to a 12-month process)
- **Provide information on prior funding (grant / debt / equity etc) received for this product/business***
Funder Name, Amount Received, Activity funded, Period of Funding, Current Status (e.g. In Process, Completed etc.)
- **Self Funding:***
Will you provide any match funding for the plan above? Or are there additional costs you will incur which have not been included above? (max 500 characters)
- **Debt repayment:***
How do you plan to pay back the debt portion of the debt? How will this impact your cashflow and subsequent potential growth? (max 500 characters)
- **Optional: Upload financial projections or Gantt chart etc that may help us understand your growth plans in more detail**

SECTION 8: TEAM

- **List the key members of the team involved in the solution. Provide their qualifications and years of experience in that particular field and the nature of their involvement. Please make specific reference to any design expertise you may have made use of.***
Team member, Qualification, Experience, Involvement (e.g. paid service, partner etc.)
- **List the key members of the team involved in the product/ idea. Provide their qualifications and years of experience in that particular field and the nature of their involvement. Please make specific reference to any design expertise you may have made use of.**

SECTION 9: FINANCIAL DETAILS

- Debt Repayment*
Description of current monthly Debt Repayment and Amount

SECTION 10: SOCIAL BENEFITS

Tick which of the following Sustainable Development Goals your innovation or business will impact positively*

- SDG 1 No poverty
- SDG 2 Zero Hunger
- SDG 3 Good Health and Wellbeing
- SDG 4 Quality Education
- SDG 5 Gender Equality
- SDG6 Clean Water and Sanitation
- SDG7 Affordable and Clean Energy
- SDG8 Decent work and Economic Growth
- SDG9 Industry, Innovation and Infrastructure
- SDG10 Reduced Inequalities
- SDG11 Sustainable Cities and Communities
- SDG12 Responsible Consumption and Production
- SDG13 Climate Action
- SDG14 Life Below Water
- SDG15 Life on Land
- SDG16 Peace Justice and Strong Institutions
- SDG17 Partnerships for the Goals

- Impact:*
Describe the impact you believe your innovation or business will have on the society as a whole? Please link these to the identified SDGs above. (max 1000 characters)
- Job Creation:*
Will your innovation or business growth result in job creation, if so, do you have an idea of what that could look like in the next 2 years?

SECTION 11: BUSINESS VISION AND LESSONS

- Business Vision:*
Please provide a brief overview of your vision for your company/idea and how this could support job creation and economic development. (max 1000 characters)
- Challenges:*
Please provide a brief overview of the challenges you face in your business. What aspects of your business require additional support? (max 1000 characters)
- Achievements:*

Please provide a brief overview of the achievements your business has made to date (max 1000 characters)

SECTION 12: DECLARATION

- How did you hear about this opportunity:*

Please tick to indicate agreement with each of the declarations below*

- I declare that all information provided is accurate and true.
- I verify that I am submitting only non-confidential information and I warrant that the information provided does not constitute an infringement on any persons' intellectual property rights, including but not limited to copyright, trademarks, patents, designs and confidential information.
- I agree to provide financial statements, and all supporting documents required
- I declare that I am not insolvent or currently under debt administration
- I am committed to creating new jobs and making a positive impact on the Sustainable Development Goals.
- I am prepared to provide reports on progress and impact to the Fund administrators within the timeframe stipulated by the fund manager for the duration of the project completion
- I agree that in no way can I hold the CDI Capital responsible for any claims arising from Intellectual Property disputes.
- I acknowledge that the CDI Capital has no interest in acquiring ownership in any of the ideas and related contents submitted.
- I agree that the Orange Corners Innovation Fund South Africa (managed by CDI Capital) can use all product media submitted for promotional purposes related to the Fund.
- I am willing to attend all training and mentoring provided by the Fund.
- I am willing to refine my innovation and grow my business.

STEP 2: UPLOAD YOUR VIDEO PITCH

Upload a max 2-minute video, explaining your innovation and what important challenge it solves and how you plan to grow your business.