

## International 2019 S.M.A.R.T Startup Competition Application form

### 1. Personal/Team Information

Last Name		Middle Name		First Name	
Country				City/Region	
Address					
E-mail				Mobile No:	

### Organize your business idea in the guideline;-

1. An overview of your business idea (one or two sentences)

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2. A description of your product and/or service. What problems are you solving for your target customers?

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3. Your goals for the business. Where do you expect the business to be in one year, three years, and five years?

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4. Your proposed target market. Who are your ideal customers?

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5. Your competitors and what differentiates your business from them, and what unique selling proposition will help you succeed?

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6. Your team and their prior experience. What do they bring to the table that will give your business a competitive edge?

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7. Financial outlook for the business. If you're using the business plan for financing purposes, explain exactly how much money you want, how you will use it, and how that will make your business more profitable.

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Submit the application to [SMART.Startup.Competition@gmail.com](mailto:SMART.Startup.Competition@gmail.com)

and copy to;

[paulmsami@gmail.com](mailto:paulmsami@gmail.com)