



**ACCESS2SUCCESS**

Share Smiles. Inspire Hope. Empower Dreams.

**A2S – Access to Success**

# **Entrepreneur Incubator Program 2017**

## **Share Smiles. Inspire Hope. Empower Dreams.**



**A2S provides sustainable programs that generate positive change for Nigerian children and their communities.**

**<https://a2sfoundation.org>**

**P.O. Box 154**

**Davidson, NC 28036**



## **A2S Entrepreneur Incubator Program**

The A2S Entrepreneur Incubator will provide Nigerian youth with the support needed to create community-changing businesses, by providing the mentorship and resources needed to turn ideas into viable enterprises.

### **Key Objectives are to focus on the following:**

1. Identify passionate, values-driven, and committed people
2. Focus on business concepts with highest realizable potential
3. Maximize forward progress through consistent and quality mentorship
4. Minimize setbacks by keeping support and resources available

### **Application Process:**

1. April 1: Application Opens
2. May 31: Applications Due
3. End of May: Selections complete. U.S and Nigerian boards independently review and rank applications for invitation to the summit in June.
4. Early June: Participants notified of acceptance

### **Selection Process:**

1. Accepted applicants will participate in all steps of the selection process and will be evaluated based on the following criteria:
  - a. Business potential
  - b. Potential impact on the community and economy
  - c. Likelihood to reach potential
2. Investment in the startup by the applicant:
  - a. By personal investment of capital-no matter how small
  - b. Personal involvement working in the startup
3. Follows the start process outlined by the A2S Entrepreneur Incubator Board and Director

### **Entrepreneur (Applicants) Requirements:**

1. Current or recent graduate of University or person of good standing who actively participates in A2S programming, 16 years and older.
2. Possesses capacity to see opportunities in their community and a passion for addressing them through a service or product, business or non-profit.



3. Commits to completing the assignments and sessions with the mentor.
4. Attends all scheduled activities as planned by the A2S Entrepreneur Incubator Director.

## **A2S Entrepreneur Incubator Summit Process and Startup Support**

The A2S Entrepreneur Incubator pitch summit provides a platform for young adults in Nigeria to with innovative ideas and the desired work ethic to share with U.S and Nigerian business leaders in hopes of being accepted into our year-round incubator.

### **2017 Summit Process:**

1. **A maximum of 10 applicants will be selected** and notified by A2S of selection and inclusion in the Summit-*first week of June at Event Hall of Constantial Hotel 23/24 Airport Road, opposite airport exit gate, Benin City, Edo State Nigeria.*
2. **All applications must be submitted by May 31<sup>st</sup>** at the A2S secretariat located on 24 Guobadia Street, Off First Ugbor Road, G.R.A, Benin City. Completed applications can also be scanned and emailed to [info@a2sfoundation.org](mailto:info@a2sfoundation.org).
  - a. **Day 1 of Summit: July 5, 2017 at 10 a.m.**
    - i. Overview training for all participants (e.g. Keys to business success/what is entrepreneurship?)
    - ii. Each team will conduct a 20-minute presentation of their idea. Each team will receive feedback and areas that need to be refined.
  - b. **Day 2 of Summit: July 6, 2017 at 10 a.m.**
    - i. Each team will present a 10 minute follow up presentation.
  - c. **Post Summit: July 6, 2017 at 6p.m.**
    - i. Board will select the 3 most viable proposals to move forward with
    - ii. Board will identify individuals who have the capability to engage in a project but whose proposals were not selected
    - iii. All teams will have access to seminar presentation on business and leadership related topics.
3. **Startup Support:**
  - a. After acceptance into the incubator program, the entrepreneurs will have 12 months of training and support to launch their enterprise.



- b. Once enterprise is ready to launch, startup will receive funding up to \$5,000 from the A2S U.S incubator fund.
- c. After launching the enterprise there will be weekly/monthly mentoring sessions with the board to review performance, financial metrics and answer questions.
- d. As part of the ongoing operations, each new enterprise is expected to complete the following:
  - i. Repay startup loan to the A2S incubator fund with 0% interest
  - ii. Act as a resource/mentor to future participants of the incubator
  - iii. Run the enterprise with an ethical and Christ-centered business philosophy
  - iv. Encouraged to be social conscious and give back at least 10% of net proceeds as a donation to A2S programs or any other causes creating positive impact.

## 2017 Application: A2S Entrepreneur Incubator Program

### Basic Information

**Applicant name:**

---

**Applicant phone:**

---

**Business name:**

---

**Business location:**

---

**Business team:**



Name	Role	Time Available
<i>Example: "Andrew Lovedale"</i>	<i>"Founder/CEO"</i>	<i>"40 hours per week"</i>



## Business Idea

In this section, we would like to learn about your business. Please put thought into each answer, and provide as much detail as you can.

### 1. What is your business idea?

*Please tell us about the product(s) or service(s) your business will offer.*

---

---

---

---

---

---

---

---

---

---

### 2. Who will be your customers?

*Please describe your target customer in as much detail as possible.*

- *Are your customers: Adults? Kids? Men? Women? Other businesses?*
- *Where do they live? What do they like? What don't they like? Are they wealthy?*

---

---





---

---

---

---

**4. How will your customers discover your business?**

*Please tell us how you plan to reach your customers. Will you email friends? Put up signs? Take out ads in the newspaper? Something else?*

---

---

---

---

---

---

---

---

---

---

---

---

**5. Where will you sell your product or service?**

*Will you set up a shop? Will you sell online?*

---

---





---

---

## Business Finances

### 1. How much will it cost to start your business?

*Please list what you need to buy in order to start your business. For example, you may need a shop, a piece of land, materials, equipment, furniture, or other items.*

Item	Estimated Cost
“Car”	“200,000 ₪”

### 2. What will be the monthly cost of running your business?

*Please list what you will need to keep things running for 1 month. These are costs that you would have to pay for even if you didn't sell anything at all. This may include costs such as electricity bills, mortgage payments, employee salaries, or other fixed expenses.*

Item	Estimated Cost
“Rent”	“200,000 ₪”




**3. What is the incremental cost of each product or service you will sell?**

- **Unit:** Define one unit of each product or service you will offer. For example, a “unit” may be 1 product (e.g. 1 bag of rice), 1 service (e.g. 1 taxi ride), or 1 hour of service (e.g. 1 hour of taxi rides)
- **Incremental Cost:** On average, how much will it cost to provide one extra unit of product or service?
- **Price:** On average, how much will you charge for one unit of product or service?

Unit	Incremental Cost	Price
1 taxi ride (average distance = 3km)	“45 ₱” (average gas usage = 0.5L)	“100 ₱” (average charged = 100 ₱)



## You, the entrepreneur

Thanks for taking the time to share your business idea and many details about how it will operate. We know this isn't easy, and requires a lot of time and thought!

In this final section, we want to learn about YOU. It's important to have a good idea and a financial plan for your business, but there's nothing more important to the success of a business than the entrepreneurs that are behind it.

### 1. Who are you? Please introduce yourself.

---

---

---

---

---

---

---

---

### 2. What motivates you to start this business?

---

---

---

---



---

---

**3. Why do you believe your business will succeed?**

---

---

---

---

---

---

---

**4. What might cause your business to fail?**

---

---

---

---

---

---

---

**5. Why do you want to participate in the A2S Entrepreneur Incubation Program?**



---

---

---

---

---

---

**6. Would like to tell us anything that we haven't already asked?**

---

---

---

---

---

---

**That's it! Your application is now complete.**

Reminder: Please submit your application to A2S before **\*May 31st\***.

**Thank you for applying to the A2S Entrepreneur Incubator Program!**