



Introduction

Welcome to the 2018 edition of the Tony Elumelu Entrepreneurship Programme, the flagship programme of The Tony Elumelu Foundation.

All applications will be reviewed and selected applicants for TEF Entrepreneurship Programme 2017 will be notified accordingly

Please note you can save your information at any point in the process and return to complete your saved application before the closing date of to complete your application.

[Next Section >](#)



Section 1

Personal Information

Title

Surname*

First Name *

Middle name

Date of Birth *

Nationality

Which of these languages are you most fluent? *

Gender *

How did you hear about the Tony Elumelu Foundation Entrepreneurship Programme?

Save

< Previous

Next Section >



Section 2

Contact Details

Street Address *

Contact Country*

State/Province/Region*

In what area of your state/region do you reside?

City/Town *

Postal Code

Mobile Number *



Email *

Add additional emails with button





Skype ID

Postal Code

Save

Delete Saved Data

< Previous

Next Section >

For Reading Purpose Only.



Section 3

Education Details

Highest Level of Education *

Select your highest achieved level of education

Major/Primary Area of Study *

Add up to three (3) areas

For Reading Purposes Only



Section 4

Social Media

Social Media Accounts

Select your active Social Media Accounts

Facebook

Profile ID

Fill in your ID to the selected Social Media Account e.g.
TonyElumeluFDN

Link to profile



Save

< Previous

Next Section >

For Reading Purpose Only



Section 5

Business Profile - Part 1

Business/Company Name *

Business/Company Name

Street Address

Street Address

Business Country *

Nigeria

Business State/Province/Region *

Lagos State

In what area of your state/region is your business located? *

Rural Area

City/Town

City/Town

Postal Code

Postal Code

Website

tef.org

About Me *

Tell us about yourself, personal bio and what led you to become an entrepreneur (200 words)

0 word(s) (200 max)

Leadership Skills & Experience *

Describe your leadership skills and experience for running the business (100 words)

0 word(s) (100 max)

Personal Achievement *

Tell us something impressive you have personally built or achieved (100 words)

0 word(s) (100 max)



Business Profile – Part 2

Elevator Pitch *

In 50 words or less, describe your current business or idea

0 word(s) (50 max)

Detailed Description *

In more detail, describe your product or service (200 words)

0 word(s) (200 max)

Wow Us *

What is new, interesting or different about your product or service? (list 3 things)

Problem Solved *

What problem does your product or service solve? (50 words)

0 word(s) (50 max)

Development Stage *

Which most accurately describes your product or service development stage?

Industry Sector *

Select your company's primary industry sector

Industry Sub-Sector

Please select an industry sub-sector that is closest

Sustainable Development Goals *

Of the following Sustainable Development Goals (SDGs), which one does your business idea/product/service most closely represent?



Save

< Previous

Next Section >



Section 6

Company Structure

Company Registration *

Is your company registered?

Yes No

Business Partners *

Do you have any business partners?

Yes No

Primary Role *

What is your primary role in the business?

e.g. CEO, MD, COO...

Employees *

How many contractual, part-time, and full-time employees do you have?

Contractual

Part Time

Full Time

 Save

[< Previous](#)

[Next Section >](#)



Section 7

Market Potential

Addressable Market *

How big is the addressable market for your product or service? (50 words)

0 word(s) (50 max)

Revenue Model *

How will you get revenue in your business?(50 words)

0 word(s) (50 max)

Marketing Strategy *

Explain how you intend to (or already do) market your products or services to your target market (50 words)?

0 word(s) (50 max)

Competitors *

Who are your competitors/benchmark organisations? List your top 3.

Differentiating Factors *

What differentiates you from other existing businesses in your field? (50 words)

0 word(s) (50 max)



Current Milestone *

What is your current milestone for business? (50 words)

0 word(s) (50 max)

Next Milestone *

What is your next milestone for this business and how long will it take you to reach it? (50 words)

0 word(s) (50 max)

 Save

 < Previous

Next Section > 

For Reading Purpose Only



Section 8

Financials

Invested Cash *

What is the total amount of cash invested to date in this startup (in local currency)?

Monthly Expenses *

What are your current monthly cash expenses (in local currency)?

Lifetime revenue *

How much revenue has your startup generated since inception (in local currency)?

Break-Even Volume*

What number of units (products) will you have to produce and then sell to generate enough money to cover for all fixed costs to the business? (Business expenses that are constant irrespective of business activities)

0 word(s) (25 max)

Break-Even Revenue *

What amount (in local currency) must your business generate to cover all its fixed and operational costs?

Save

Delete Saved Data

Previous

Next Section

For Reading Purposes



Section 9

Business Impact

Business Impact *

Describe what impact your business will have within your community, country for job creation, revenue generation or social development? (200 words)

0 word(s) (200 max)

Impact of Programme *

How do you intend to leverage the benefits of the Programme to improve your business? (200 words)

0 word(s) (200 max)

Challenges *

What are the top 3 challenges you face in operating or launching your business? (50 words)

0 word(s) (50 max)

Aims & Objectives *

Explain briefly what you hope to achieve from participating in the Tony Elumelu Entrepreneurship Programme? (200 words)

0 word(s) (200 max)

Business Skills *

What business skills do you most need to learn about?

For Reading Purpoc



Section 10

Attestation

Time Availability *

If accepted into the programme, will you work full time on this business/idea?

Yes No

Reason *

If you cannot commit to working fulltime on this startup if accepted, please explain why? (50 words)

0 word(s) (50 max)

Previous Accelerator *

Have you taken part in any entrepreneurship programme/ accelerator programme or received any angel investment/grant in the past year?

Yes No

Referees *

Please provide details of two character and/or professional referees.

Referee 1

Full Name	Occupation
Address	Email

Mobile Number

Select a Country Code	Mobile Number
-----------------------	---------------

Referee 2

Full Name	Occupation
Address	Email

Mobile Number

Select a Country Code	Mobile Number
-----------------------	---------------

Save

Previous

Next Section