 

## Business Application

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**Description**

**Describe your business (Words used: 0/20)**

**Select your industry-sector (Agriculture, Food and Restaurant, Manufacturing, Retail, Services, Others)**

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**Marketing**

**What benefits of the product or service enables your business to stand out from your competitors? (Words used: 0/50)**

**Does this meet a particular need or demand (your competitive advantages, if any)? (Words used: 0/50)**

**Name five of your existing or expected top customers, How will you attract these customers to your point of sale? (Words used: 0/50)**

**Management**

**How many new, full-time (or equivalent) staff will be employed in the business 12 months from receiving the first stage award?**

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**Describe the benefit you and your proposed staff will bring to the business, including: expertise, track record in the Industry and management experience (Words used: 0/50)**

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**Product**

**Name your three largest existing/expected competitors. Which, if any, have a localised presence or distributor network? (Words used: 0/50)**

**Describe the materials you will need to create your product or service. Are these materials readily available, at the right price and quantity, in your locality? If yes, please describe any relevant information (Words used: 0/50))**

**Is there an existing or expected lead time for manufacture, set-up, harvest or breeding? If yes, give estimated lead times for each product? (Words used: 0/50)**

**What risks or challenges might affect the success of your business, including: licences and accreditations (what can stop you from making this business a success)? How will you reduce or mitigate these risks? (Words used: 0/50)**

**Profitability**

**What are your current and expected sales within the next 12 months (units and income)? If there is any seasonality, please explain. (Words used: 0/50)**

**What amount of sales, in Naira per month, must you achieve to reach profitability?**

**------- (Amount in Naira, enter numbers only; if none, enter: 0)**

**When do you expect to achieve this (how many months after receiving your first grant award)?**

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**YouWiN Award**

**How much money (Naira) do you want from YouWiN? (₦10m maximum)**

**--------- Amount in Naira, enter numbers only; if none, enter: 0)**

**Break this figure down into relevant categories. Note: a maximum 40% of the total award is usually allotted to Capital equipment, as the remainder of the award must be sufficient to fund operational expenses of a growing business.**

**Capital equipment (e.g. machinery, land, building)**

**------ (Amount in Naira, enter numbers only; if none, enter: 0)**

**Operating expenses (e.g. wages, raw materials, stock)**

**------ (Amount in Naira, enter numbers only; if none, enter: 0)**

**Other (e.g. pre-start. set-up costs, accreditation)**

**------ (Amount in Naira, enter numbers only; if none, enter: 0)**

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**Financial**

**What is the minimum equipment cost that is necessary to commence trading or expand your business?**

**-------- (Amount in Naira, enter numbers only; if none, enter: 0)**

**Describe this equipment (Words used: 0/30)**

**How much money have you already spent on Capital equipment?**

**--------- (Amount in Naira, enter numbers only; if none, enter: 0)**

**How much money do you require or expect to need from other sources (i.e.: investors, bank loans, etc)**

**-------- (Amount in Naira, enter numbers only; if none, enter: 0)**

**State the progress of any loan application (Words used: 0/20)**

**Describe any existing finance loans related to the business (Words used: 0/20)**

**How much money will you or your family and friends contribute to the business in the next 12 months?**

**------ (Amount in Naira, enter numbers only; if none, enter: 0)**

**How much money do you plan to take out of the business personally (average amount per month)?**

**------ (Amount in Naira, enter numbers only; if none, enter: 0)**

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**Additional Information**

**Please add any additional information / comments that you feel maybe relevant and useful with this application (Words used: 0/100)**

***READ ME:*** Use this form to answer all your YouWIN questions even if you don’t have Internet access. When you are thoroughly satisfied, copy and paste the correct answers to your YouWIN page.

To copy your correct answers to your YouWIN page, simply move your cursor to the start of the paragraph or sentence, hold down the SHIFT key and scroll down to the end of the paragraph or sentence you are copying. Then right-click on the highlighted text and select COPY.

To paste the text on your YouWIN website, simply right-click on the box in the relevant part of the part and select PASTE from the drop-down menu you see.

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*[20th December, 2014] Woculus, Ibadan, Oyo State, Nigeria]*