

GENERAL INFORMATION

Full name of organization/company	
Relevant cultural and/or creative sector(s)	<input type="checkbox"/> Performing arts (specify): ... <input type="checkbox"/> Film / audio-visual <input type="checkbox"/> Plastic arts <input type="checkbox"/> Design <input type="checkbox"/> Fashion <input type="checkbox"/> Other (please specify):
Legal status <i>NB: The call is aimed at organizations/companies in the cultural sector</i>	<input type="checkbox"/> LLC (Limited Liability Corporation) <input type="checkbox"/> Business Corporation <input type="checkbox"/> Non-profit associations <input type="checkbox"/> Other
Formation date <i>NB: Enterprises must have legally existed for AT LEAST two years. Any organization/company created more recently will be automatically excluded.</i>	
Legal registration number (RCCM, IFU, etc.)	
Full address of organization/company Email Phone (national code)	Afrique du Sud: +27 Benin: +229 Cameroon: +237 Ivory Coast : +225 Ghana : +233 Republic of Guinea Conakry: +224 Kenya: +254 Morocco : +212 Uganda : +256 Democratic Republic of Congo : +243 Senegal: +221 Tunisia : +216
Country	South Africa; Benin; Cameroon; Ivory Coast; Democratic Republic of Congo; Ghana; Republic of Guinea Conakry, Kenya; Morocco; Uganda; Senegal; Tunisia
Website and/or Facebook page	
Other social media	
Project owner's surname, first name, telephone number and email address:	

<p><i>NB 1: This is the person who makes strategic decisions to develop the structure, and who undertakes to participate in the entire incubation programme. A letter of undertaking must be attached to the form.</i></p> <p><i>NB2: A detailed CV must be attached to the form.</i></p>	
<p>Title of the project presented:</p>	
<p>How did you hear about this programme?</p>	

THE PROJECT OWNER

1. Brief presentation of project owner: What is your background? What are your most important experiences? What skills do you have that will allow the enterprise to grow?

2. Language skills:

NB: The programme will be conducted in French and English, so mastering one of the language is mandatory and a passive understanding of the other language is strongly recommended.

What is your level in French?

Reading – Speaking - Writing

Select your level: Excellent; Good; Moderate; Basic; Poor

What is your level-- in English?

Reading – Speaking - Writing

Select your level: Excellent; Good; Moderate; Basic; Poor

3. Commitment and availability:

Do you work full-time in your organization/company?

Do you have any other activities?

YOUR ORGANIZATION/COMPANY

4. Presentation of the organization/company and its activities:

- > Can you describe your company/structure and its activities?
- > What need or problem have you identified?
- > What solution (product/service) have you put in place to meet this challenge?

5. Experience and success: What have you achieved so far in your company? Briefly describe projects or activities that demonstrate your experience in your sector.

6. Governance of the organization/company: Complete the following table:

Who makes strategic decisions in your company?

Have you set up governance bodies (Board of Directors, Supervisory Board, etc.)? If so, which ones and who are they composed of (Name, First name, Position, and contacts)?

7. Team: Complete the following table (*add lines if necessary*):

List each member of your team by name, position, and type of contract (permanent, fixed-term, other - formal or informal)

Can you send us an organisation chart?

8. Training and transmission of knowledge:

- > Does the organization/company promote the emergence of new talent? Please, explain.
- > Does it have an element of training provision or transfer of artistic skills? Please, explain.

9. Target group:

Who are your customers? (Those who pay for your good or service) Are they numerous? What are their needs?

Who are the users/beneficiaries of your good or service? (e.g. TV viewers) Are they numerous? What are their needs?

10. Competitors:

Who are your competitors?

How do you stand out from the competition?

11. Partnerships and networks:

To what networks do you belong (federations, professional associations, others)?

Who are your main creative partners / providers?

Is the organization/company recognised locally, nationally and/or internationally in its field?

12. Economic model and profitability: What is your economic model? How does your organization/company generate revenue?

13. Sources of finance: How have you financed your activities so far?

14. Social impact and contribution to the Sustainable Development Goals¹ (SDGs):

¹ For more information, please visit the UN website that describes the SDGs in detail:
<https://www.un.org/sustainabledevelopment/en/sustainable-development-objectives/>

- > Is the project designed to solve a social or environmental problem? Is maximising its impact at the heart of its entrepreneurial approach?
- > Does the organization/company contribute to the SDGs (in particular SDG 5 on gender equality, SDG 4 on quality education and SDG 8 on decent work) through its activities?
- > Does the organization/company create direct and/or indirect jobs?
- > Does the structure pay particular attention to creating employment for young people (under 35 years old) and/or women, or other vulnerable groups (people with disabilities in particular)?
- > Does the structure pay particular attention to creating employment for vulnerable groups (people with disabilities in particular)?

- > Does the organization/company's governance include women? In what proportion?

15. Limiting factors: What obstacles have you come up against in moving forward with your project (financial, material, management, skills, etc.)?

YOUR PROJECT: ACTION PLAN TO GROW YOUR ORGANIZATION/COMPANY

16. General action plan:

What are the next steps and main needs to develop your business?

What development project for scaling up your structure would you like to see supported by Afrique Créative? (Diversification of the offer, geographical expansion, maximisation of impact, etc.) Why?

What are the main objectives and activities of this project? (Be as specific as possible)

17. Planning: What is the timetable for your project? Where will it take place? Who will implement it? *NB: The project must take place between January 2024 and August 2025.*

18. Innovation and digital:

What is innovative about your proposal?

Is digital technology part of your development strategy?

19. Motivation:

- > What do you expect from the Afrique Créative incubation programme (in terms of technical support)?
- > What do you think you can contribute to the Afrique Créative programme?

FIGURES AND BUDGET

20. Growth of the organization/company

Total number of employees in 2022

4

Number of registered employees (social security/taxes) in 2022

Number of female employees in 2022

Turnover 2022 (in EUR) *NB: Turnover is calculated by multiplying the sales price by the quantities sold*

Net result 2022 (in EUR) *NB: The net result is calculated by subtracting all your costs/expenses from the turnover*

In addition, please download/upload the completed file "Evolution of my structure":

21. Summary of budget: List the main budget headings

Amount requested from Afrique Créative (EUR) for project funding

Brief description of what the budget will fund

Comments

In addition, please upload the completed "Detailed Budget" file:

*NB1: The budget per project is between **30,000 and 60,000 euros**. Within this amount, 10,000 euros will be allocated to pay the local incubator for support (incubation phase). The budgets will be reworked with the incubators during the pre-incubation phase and presented again to the final jury. Adjustments between projects will be necessary. When the incubation agreement is signed, a revised version of the budget will be drawn up.*

NB2: Afrique Créative intervenes up to a maximum of 2/3 of the total amount of the project presented.

NB3: The rules to be followed are indicated in the Excel budget template provided and to be annexed to this form.

ANNEXES TO THIS FORM (<i>to be numbered in this order</i>)	Submitted? YES/NO
1. Detailed budget: estimated expenditure in euros (Excel format)	
2. Evolution of my structure	
3. Signed letter of commitment to participate in the whole programme	
4. Detailed curriculum vitae of the project owner	

Thank you for submitting your application, it has been successfully registered.

For any additional information, please contact us: afrique.creative@africalia.be