

2008/9 BSG BWB ENTERPRISE DEVELOPMENT AWARD

APPLICATION FORM

Instructions	
1	Complete each item, as appropriate.
2	Save a completed application for your records.
3	Email the completed application to Chris Vermeulen [chris@bwb.org.za] or fax to 021- 409 7050

Contact information of principal applicant			
First name			
Last name			
Mailing address			
City		Postal Code	
Email address			
Telephone		Cellphone	
Fax			

How did you hear about the programme? (Place "X" beside all appropriate categories)			
Publication (please state which publication)	<input type="checkbox"/>	Advertising	<input type="checkbox"/>
	<input type="checkbox"/>	Article	<input type="checkbox"/>
Other	<input type="checkbox"/>	Direct mail	<input type="checkbox"/> Internet
	<input type="checkbox"/>	Email	<input type="checkbox"/> Word of mouth



About your business			
Name of business			
Company Status		Close Corporation	Reg Nr
		PTY Limited	Reg Nr
		Sole Proprietor	
B-BBEE Status	%	Ownership: Please indicate % of black ownership (where black is African, Coloured, Indian or Chinese South African Citizen)	
		Annual Turnover: please indicate in the block, with either A, B or C, what your annual turnover bracket is: A: less than R5 million per annum B: between R5 million and R35 million per annum C: over R35 million annual turnover	
Area of focus (Place "X" beside the appropriate category)		Bespoke Software development	Product development
		Development of Software Product	Sales & marketing of 3 rd party products
		Sales & marketing of 3 rd party software	Communications Service Provider
		Web design	Consulting
		Internet business	Other
Describe your business (75 words)			
At what stage of development is your company? (Place "X" beside the appropriate category)		Startup	Generating revenue
		Beta test/Product prototype	Profitable
		Existing Reference Client	Other
If you already started business operations, when did you start? (incl part-time if applicable)			



What is the current monthly/annual turnover of your company (in R/c)?	Monthly	R	Annual	R

How many permanent/part time employees do you have? Of what gender are they?	Permanent		Part time	
	Male		Male	
	Female		Female	

Funding

If you were given one million Rand, how would you put this money to work?				
How much money have the founder (s) invested in the company to date? (Place "X" beside the appropriate category)		R0 – R25,000		R25,001 – R50,000
		R50,001 – R75,000		R75,001 – R100,000
		R100,001 - R150,000		R150,001 – R250,000
		R251,000 – R500,000		More than R500,000

Please complete the following table of 5-year financial projections

	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue					
Gross margin (%)					
Operating expenses					
Net Income					



About your Market and Market Positioning

At which market is your product / service aimed at? (50 words)	
How will you generate revenue?	
How would you distribute your product or service? (50 words)	
What is the competition? (75 words)	
What is your competitive advantage? (75 words)	
List the 3 key strengths of your business idea	1
	2
	3
List the 3 key weaknesses of your business idea	1
	2
	3
List the top 3 risks your business could encounter	1
	2
	3

Bios of each team member (list principal applicant first)

Name	
Position	
Responsibility	
Background (50 words)	
Name	



