



Funded by
the European Union

Freie
Hansestadt
Bremen



Call for Startups: Application Form



“Moving Towards a Cleaner and Greener City”

CIRCULAR ECONOMY INCUBATION PROGRAMME FOR STARTUPS

Under the European Union Funded Project Titled:
“Improving Solid Waste Management in Windhoek”

[CSO-LA/2020/420678](#)

CLOSING DATE: 31 JULY 2024

General Information

- 1. Is your business/startup formally registered with BIPA?
 Yes No
- 2. Registered Name of business:.....
- 3. Registration number of the business:.....
- 4. When was your company/startup established?.....
- 5. Full Name of the contact person:.....
Note: in case of more than one member of the business, submit a signed resolution as to who will represent the business.
- 6. Identity Number of the contact person:.....
- 7. Residential Address:.....
- 8. Township/Surburb:.....
- 9. Email Address:.....
- 10. Contact numbers:.....
- 11. Physical Address Business:.....
- 12. Describe the problem the business is trying to solve and the solution you are offering. Please also provide an explanantion on the socio and environmental benefits of your products?
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13. How many employees is your business employing?.....

Business Members Information

14. Please provide members and/or shareholders' information in the table below (*Provide proof for disabilities, ID and Qualification*)

Name	ID No.	Gender		Disabilities		Previously Disadvantaged		Qualification	Years
		M	F	Yes	No	Yes	No		

Employees Information

15. Please provide members information in the table below (*Provide proof for disabilities, ID and Qualification*)

Name	ID No.	Gender		Disabilities		Previously Disadvantaged		Qualification	Years
		M	F	Yes	No	Yes	No		

Products and Services Information

16. Which sector best describe your business/startup? *Choose at least one option.*

Construction

Fashion

Furnitures

Packaging

Visual Art

Others:.....

17. What products/services does your business/startup produce/offer?

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18. What type of recyclables/waste do you use for your products/services?

Papers

Plastic

Cans/Tins

Cardboard

Bottles/Glass

Others:.....

19. Provide brief description on how you produce your product/service using the recyclables/waste indicated above (Provide pictures, show process flow/diagram).

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20. Describe your Value Proposition (Why would customers buy your product/service?)

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Marketing Potential, Revenue and Product Demand

21. Describe your target market: (Who are the customers and how big is the market? Identify who will buy your product or service. Would you be able to provide the supporting documents/data for the size of the market?) **(Market Potential).**

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22. What was your latest annual revenue to date? If none, how do you plan to generate revenue? State reason behind the selling price of your product/service, revenue streams and cost structure, etc.)-Show your **Revenue Generation Model.**

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23. Provide an overview of the projected demand for your product or service in the short and long term (**Demand Forecasting**).

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Growth & Investment Potential, and Risk Mitigation

24. Please provide details about your business/startup's growth milestones to date and growth strategies for the future, and any possible barriers that may hinder growth (**Growth Potential**).

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25. Has your business/startup obtained any funding/investment since inception? (**Investment Potential**).

Yes No

if Yes please specify type and amount

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26. Is your business/Startup aware of Competition and Risks involved? Can you identify significant risks and the way to cope with them? **(Risks Mitigation)**.

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27. How does your business promote the circular economy concept?

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28. Is your products development process environmental friendly? What are the environmental benefits from your business?

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Application declaration

1. I declare that I have read and understood the application and provided guidelines, including the privacy, confidentiality and disclosure provisions.
2. I declare that the information contained in this application together with any statement provided is, to the best of my knowledge, accurate, complete and not misleading and that I understand that giving of false or misleading information is a serious offence.
3. I acknowledge that I may be requested to provide further clarification or documentation to verify the information supplied in this application form.

Applicant's signature:..... Date:.....