



**Do you have a business idea and need expert support to turn it into reality?**

## APPLICATION FORM

SAG-SEED Starter in Kampala, Uganda, July - September 2017

Please send the completed application form to [starter-uganda@seed.uno](mailto:starter-uganda@seed.uno) by **2 July 2017**. For more information see the [Call for Applications](#) and the [Application Toolkit](#).

If questions remain, don't hesitate to contact us at [starter-uganda@seed.uno](mailto:starter-uganda@seed.uno) or call our partner Enterprise Uganda at +256 312382100 or SEED in Germany at +49 30 890006899.

**Note:** Please do not enter more text than fits into the textboxes; any additional text will not be visible to the evaluators.

**Which challenge do you aim to tackle?**

Please select

**What is your business idea?**

How would you call your business? Think of a short and catchy title.

What is your business idea? Shortly describe the main points as you would for your friends.

**Who will be your customers?**

Customers form the core to success of any enterprise. With help of the tool 'Customer Analysis' from the [Application Toolkit](#), think of your target customers groups and complete the following two empathy maps for two different customer segments you identified and learned more about.

## Your Empathy Map 1

<p>What does she/he <b>think</b>?</p>	<p>What does she/he <b>say</b>?</p>	<p>What does she/he <b>see</b>?</p>
<p>What does she/he <b>hear</b>?</p>	<p>Who is he/she?</p>	<p>What does she/he <b>do</b>?</p>
<p>What does she/he <b>feel</b>?</p>		
<p>How did you learn about your customer?</p>		



## Your Empathy Map 2

<p>What does she/he <b>think</b>?</p>	<p>What does she/he <b>say</b>?</p>	<p>What does she/he <b>see</b>?</p>
<p>What does she/he <b>hear</b>?</p>	<p>Who is he/she?</p>	<p>What does she/he <b>do</b>?</p>
<p>What does she/he <b>feel</b>?</p>		
<p>How did you learn about your customer?</p>		



## Which problem(s) does your solution address?

Each enterprise needs to solve a problem for its customers to be financially viable. Based on the tool 'Problem-Solution Fit' from the [Application Toolkit](#), describe the problems you have identified for your customers and, if applicable, the challenges for other stakeholders. What is your solution to solve these issues? Pay particular attention to how it solves the problems of customers and why it is feasible in relation to the resources needed and expected revenue streams.

### Customer Problem

What issues are your potential customers dealing with?

### Stakeholder challenges

What issues are potential stakeholders facing?

### Solution

What is your solution for the problems and/or challenges you identified above? How is your idea feasible?

## Who is your team?

Please complete the following information for a minimum of 2 and up to 5 team members. It would be best, if all team members could participate in all the workshops. The tool 'Team Building' from the [Application Toolkit](#) helps you to answer the questions.

1	Name:	Gender: Select	Age: Select
	Email:	City:	
	Which key skills does this person bring to the team?		
	Can this team member participate in the workshops?	Select	

2	Name:	Gender: Select	Age: Select
	Email:	City:	
	Which key skills does this person bring to the team?		
	Can this team member participate in the workshops?	Select	

3	Name:	Gender: Select	Age: Select
	Email:	City:	
	Which key skills does this person bring to the team?		
	Can this team member participate in the workshops?	Select	

4	Name:	Gender: Select	Age: Select
	Email:	City:	
	Which key skills does this person bring to the team?		
	Can this team member participate in the workshops?	Select	

5	Name:	Gender: Select	Age: Select
	Email:	City:	
	Which key skills does this person bring to the team?		
	Can this team member participate in the workshops?	Select	

Why is your team well-placed to turn the idea into a business?

**Prior participation in the SAG-SEED Replicator**

Did one of your team members already participate in the SAG-SEED Replicator?

Select

How did you learn about the SAG-SEED Starter Months?

**Stay informed**

We would like to receive the quarterly SEED newsletter Select

We would like to receive information on SEED programmes in our country Select

**Thank you very much for completing the application!**