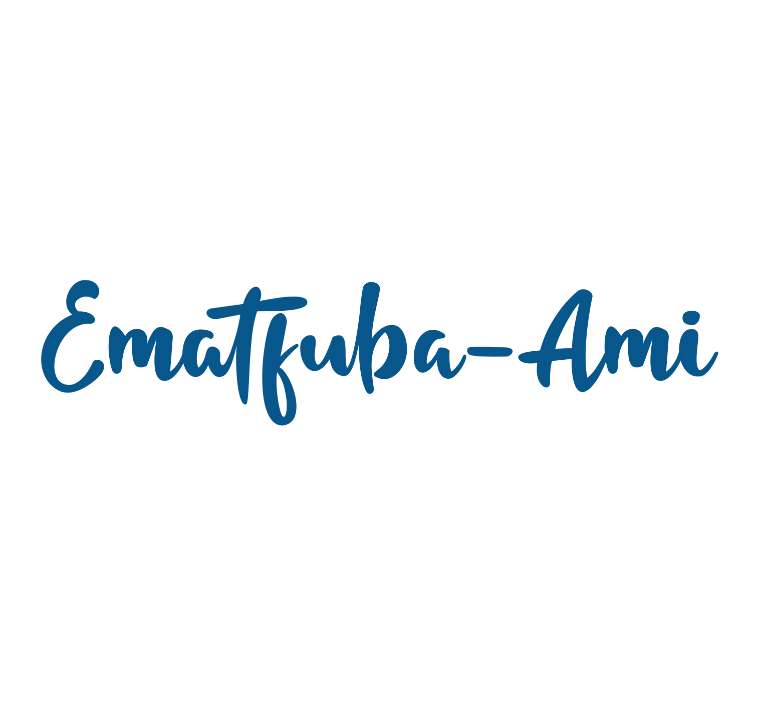
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**ENTREPRENEURSHIP AND INNOVATION DEVELOPMENT PROGRAM**

**Advertising Content**

**DETAILED DOCUMENT FOR WEBSITE**

**Opening call: 3rd May 2022**

**Application Deadline (Extended): 17th July 2022**

**Scope**

A total of 300 students in universities and colleges all over Eswatini will receive capacity building each year. A total of 8 companies will be selected and incubated by RSTP and a total of 4 student-led companies will receive seed capital of E23, 000.00 each.

The aim is to:

1. To increase the number of participants in innovation and entrepreneurship among students or the youth in universities and colleges.
2. To increase the readiness of youth-led businesses for incubation programs, access to financial services and market penetration.
3. To increase the contribution of youth-led businesses to employment generation and economic growth.

**Who can apply?**

i) A start-up (incorporated or not) founded by an individual or team of students with each person aged 18 years or above. RSTP provides company registration services.

ii) A startup must have a business idea or operating business in any of the following sectors:

- ICT and Engineering;

- Biotechnology;

- Agriculture and food;

-Climate adaptation and environment.

**Benefits of Participants**

Participants will have access to the following:

1. Co- working space and amenities;
2. Capacity building and access to networks - training, advisory services and mentorship;
3. Business facilitation – company registration services and market access support;
4. Intellectual property protection services;
5. Legal services; and
6. Fundraising.

**Prizes**

Up to **E92, 000.00** seed capital grant

**Selection Criteria**

1. **Relevance** - A demonstration that the proposed solution addresses a real problem faced by the people of Eswatini or presents an opportunity.
2. **Innovation/Originality** - A demonstration that the proposed solution is new or is an improvement of an existing solution in the market.
3. **Proof of concept or prototype** - Idea that is supported by adequate technical research and a feasible methodology that will lead to an experimental proof of concept or prototype of the solution which can be used to demonstrate the features to the customer or market-ready solutions.
4. **Founder(s) or team strength** - Founder(s) and teams must have a long-term vision for the innovation/business, a strong work ethic, be teachable and willing to improve the technical and business know-how. They must demonstrate evidence of basic skills to develop the solution. At least one of the founders must work for the start-up on a full-time basis.
5. **Proof of market attractiveness and product opportunity (market research)** - A clear description of the market characteristics and customers and research that confirms that the product or service will fill a gap and evidence of understanding of competitor positions, advantages, disadvantages and potential response of competitors to the proposed product or service.

**Application process**

Download application form at [**www.itbi.org.sz/ematfuba-ami/**](http://www.itbi.org.sz/ematfuba-ami/) and email the complete application form to applications to [**incubation@itbi.org.sz**](mailto:incubation@itbi.org.sz) before or on **17th July 2022.**

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| **SCHEDULE FOR EMATFUBA-AMI PROGRAM 2022** | | | | |
| **Process** | **Outputs** | **Start Date** | **End Date** | **Duration** |
| Application period | Complete application forms received | 3rd May | 3rd July  17th July | 2 Months & 2 weeks |
| Screening and Evaluation | 300 Ematfuba-Ami applicants prioritized | 6th July  20th July | 20th July  4th Aug | 3 weeks |
| Notifications for eligible applicants |  | 21st July  5th Aug | 22nd July  8th Aug | 2 days |
| Training ( 6 topics) via social media |  | 4th Aug  15th Aug | 5th Aug  16th Aug | 2 days |
| Development and Submission of Business Plan including financial projections. |  | 8th Aug  17th Aug | 22nd Aug  31st Aug | 2 weeks |
| Assessment and feedback |  | 23rd Aug  1st Sept | 13th Sept  13th Sept | 3 weeks  2 weeks |
| Notify shortlisted candidates  (1 day) |  | 14th Sept | 14th Sept | 1 day |
| Preliminary Pitching sessions | Shortlisted applicants | 14th Sept | 28th Sept | 2 weeks |
| Submission of revised documents |  | 29th Sept | 30th Sept | 2 days |
| Shortlisting |  | 3rd Oct | 7th Oct | 1 week |
| Final Pitching and Selection Committee |  | 10th Oct | 31st Oct | 3 weeks |
| Notify winners | 8 Ematfuba-Ami applicants selected | 1st Nov | 1st Nov | 1 day |
| Prize Presentation + Agreements | 8 winners of prizes | 17 Nov | 17 Nov | 1 day |
| Admission and on-boarding | 8 start-ups incubated | 1 Dec | 2 Dec | 2 days |
| Incubation program | Business incubation services | 1 Dec | 30 Nov 23 | periodically |