

# WHAT'S YOUR GP?

Application Advice  
Clinic

business plan competition



# Welcome and Introduction

- Participants - Self introductory (Names & Current Status only)
- Facilitators introduce themselves and their roles
- All to Complete Registration Forms
- Sign up for One-to-Ones on first come first served basis (maximum 12 for one hour at 5 mins. per person)
- **House rules:**
  - Mobile Phones on Silent or Vibrate
  - Late comers no questions on previous topics
  - Comfort breaks but no interruptions
  - Respect for all opinions
  - Only water

# Application Advice Clinic Objectives

- By the end of the workshop the potential applicants should;
- Learn about the Nyamuka Zambia, the application process and how to apply with confidence
  - Be very clear about the terms and conditions of the competition especially the disqualifying criteria
  - Able to think critically about your business ideas and your ability to implement it – Do you have what it takes to focus and succeed?
  - Receive one-to-one support (pre-booked) to further explore your idea in confidence (max. 12 sessions)



# Application Advice Clinic Timetable

<b>TIME &amp; DURATION</b>	<b>ACTIVITY</b>
08:00- 08:30	Registration Welcome & Introduction of Participants
08:30 – 09:15	About NZBPC, Application Procedure, Eligibility Criteria & Due Diligence
09:15 – 09:25	Q &A
09:25 – 09:35	Comfort Break
09:35 – 11:20	The Business Planning Process & How to fill in the application form – The four pillars to business success; Application Form Guidelines
11:20 - 11:30	Q & A
11:30 – 11:35	Next Steps
11:35 – 12:35	One- to – one sessions (pre-booked)



# What it is Nyamuka Zambia?

- It is a business plan competition where people apply to develop their business ideas into business plans and the best ones win a substantial cash prize
- Through this competition we hope to encourage talented entrepreneurs to come forward and take their business plans to the next level
- We want to encourage entrepreneurs from all sectors of the economy to apply. We provide lots of free support to applicants to ensure quality - so everyone is a winner!

# Aims of Nyamuka Zambia

- To find people with great business ideas and help them turn those ideas into reality
- To kick-start a solid pipeline of talented entrepreneurs
- To change attitudes towards entrepreneurship
  - Entrepreneurship as a career choice
- To reward and champion excellence and innovation



**4 of Nyamuka Zambia's 2016 winners**

# How does the Nyamuka Zambia business plan competition work?

## PHASE 1: Submitting the idea

- Two page structured concept note of your business idea submitted
- Free advice clinics and business development workshops to encourage greater quality and to create winning applications

## PHASE 2: Semi-final stage: developing the business plan

- Top 60 concept notes from Phase 1 shortlisted to become semi-finalists
- One-to-one support from a business advisor to help develop the concept note into a full business plan – templated to meet Nyamuka standards

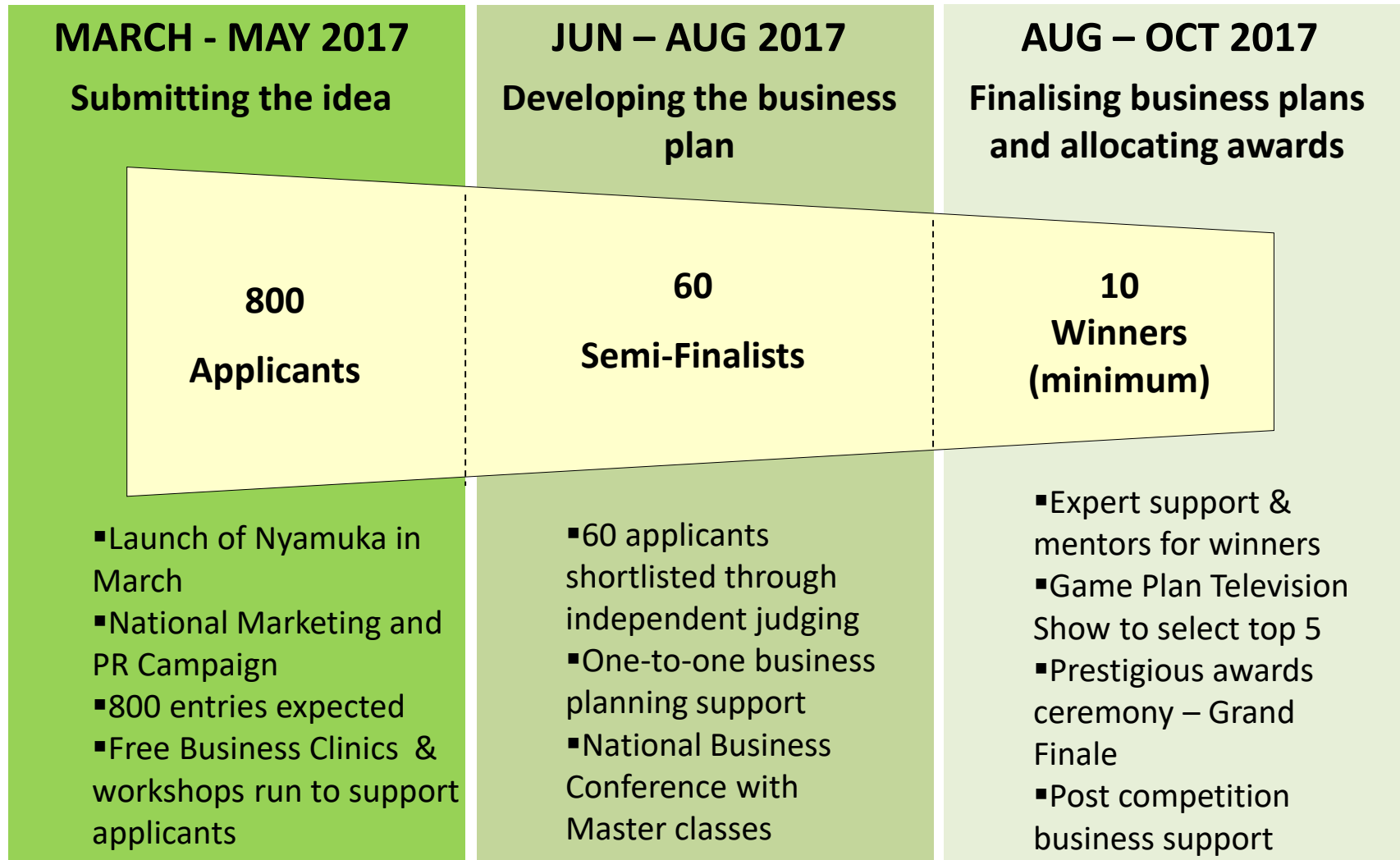
## Phase 3: Final stage: pitching your business plan

- A minimum of 10 top business plans of Phase 2 chosen to become finalists
- Further advice given for preparation on how to pitch in front of the Game Plan TV show panel

## Phase 4: Awards Disbursement & Follow on support

- Winners receive BDS vouchers support in the first year of implementation

# The Nyamuka Zambia Competition





# Nyamuka Zambia Schedule - 2017

- **PHASE 1 – 7<sup>th</sup> MARCH TO 6<sup>th</sup> JUNE 2017**
  - 7<sup>th</sup> March - Programme launch
  - 7<sup>th</sup> March - Application period opens
  - 20<sup>th</sup> March to 21<sup>st</sup> April - Advice Clinics
  - 10<sup>th</sup> to 20<sup>th</sup> April - Business Essentials Workshops
  - 26<sup>th</sup> April – Application period closes
  - 2<sup>nd</sup> to 31<sup>st</sup> May - Judging of applications
  - 6<sup>th</sup> June - Announcement of Semi-finalists

# Nyamuka Zambia Schedule - 2017

- **PHASE 2 – 9<sup>TH</sup> June to 16<sup>TH</sup> AUGUST 2017**
  - 9<sup>th</sup> June - Graduation ceremony for 60 Semi-finalists
  - 12<sup>th</sup> June to 10<sup>th</sup> July – One-to-One BDS support
  - 11<sup>th</sup> July – deadline for Phase 2 Business Plans
  - 17<sup>th</sup> July to 11<sup>th</sup> Aug – Evaluation of Business Plans
  - 20<sup>th</sup> July – Nyamuka National Business Conference
  - 16<sup>th</sup> Aug – Announcements of Phase 3 Finalists

If you make it to the Semi-Final stage your attendance at all key events is **MANDATORY**

# Nyamuka Zambia Schedule - 2017

- **PHASE 3 – 18<sup>th</sup> AUG TO 12<sup>th</sup> OCT 2017**
  - 18<sup>th</sup> Aug – Graduation ceremony for Finalists
  - 21<sup>st</sup> Aug to 4<sup>th</sup> Sep – Final Business Planning
  - 6<sup>th</sup> Sep – Deadline for submission of Final Business Plans
  - 23<sup>rd</sup> Sep – Pitches by finalists to the Bench of Top Judges
  - 12<sup>th</sup> Oct – Announcement of Winners & the Grand Finale Awards Ceremony

If you make it to the Final stage your attendance at all key events  
is MANDATORY

# Nyamuka Zambia Schedule - 2017

- **PHASE 4 – 14<sup>th</sup> OCTOBER TO 31<sup>st</sup> DECEMBER 2017**
  - Awards disbursement process begins
  - M&E process (Nov 2017 onwards)
  - Mentorship in place, creating links with other PEPZ components and networks
  - Communicate success stories and marketing
  - Symposium of past and present winners

# QUESTIONS AND ANSWERS

Comfort Break

## Who Can Apply? – Eligibility Criteria

- Be over 18 years of age
- Be a Zambian citizen or resident with valid permits
- Propose a new business idea or expansion of an existing business
- The proposed business should be based in Zambia
- Applications can be submitted by either an individual or a group. If group all group members must meet criteria
- Only one named person from a group can participate in competition events and training sessions
- -Only **one** idea or application per person or group



# Applying to Nyamuka Zambia

- All applications and fee of K150 must be physically submitted at the designated Application Advice Centres and the application must be signed in front of an Application Processing Advisor latest by 17:00 on 26<sup>th</sup> April 2017
- Fee of K 150 only required if decide to enter the competition and only at the final physical submission stage

Application Hotline Number - 5066

# Disqualification Criteria

- Applicant does not meet basic eligibility criteria
- Applicant refuses to comply with the Terms & Conditions of the Competition
- Application form is in a font size less than Arial 10 in typed, electronic copy or written format
- Application form submitted is more than two pages long and not in the prescribed format
- Illegible application in case of a handwritten form



# Disqualification Criteria

- Any attachments with the application will be instantly removed and can disqualify applicant
- Blatantly inserting names of people or company in the business concept form will be instantly disqualified
- Applicant directly related to Competition Promoter creating an unfair advantage
- There is no right of notification or appeal if disqualified

# How to fill in the Application Form correctly to avoid disqualification?

- Keep to the prescribed format for the Business Concept Form i.e. write within the boxes and margins
- Only two sides of A4 whether typed or written
- Use as a minimum font size Arial 10 for electronic entries
- If handwritten ensure it is clear and legible and in black ink
- Avoid a block of text – use paragraphs and bullets to make it easy to understand
- The two page business concept form is the only document judges will refer to for evaluating your application and nothing else.
- **No Attachments or Names**

# Ingredients of a good business plan

- A Good business plan will
  - Be innovative
  - Show potential for growth
  - Be feasible, robust and can be implemented
  - Be fully owned by the entrepreneur – later pitch alone
  - Be focussed
  - Be scaled to succeed – not chase the money



# Climate and the Environment

Nyamuka Zambia is not sector specific however it discourages business ideas that will have a negative impact on the environment and/or the climate

# The Four Pillars Approach to Business Planning

- Strategic Planning – the Entrepreneur, the Idea, the vision, the team
- Knowing your markets & develop your Marketing Plan
- Operational Planning, using your resources and Managing Risk
- Financial Management & Planning
- Attend a Business Essentials Workshop for more



# The Two Page Business Concept Form

1. What is your business Idea?
2. Why do you think your idea will win the competition? Why do you think you can make your idea succeed?
3. What experience and skills do you, or anyone involved have, to help you develop this idea into a successful business?
4. Is there any one else already providing the service or product? How will you compete with them?
5. How do you intend to put this idea in practice? How much time will you need?
6. Do you think there are any risks involved in developing this idea? How will you find a way of avoiding or overcoming these risks?
7. How much will it cost to put the idea into practice? Where do you propose to get the capital to start or expand your business?
8. How much money do you think you will make from this idea?

# Guidelines on how to fill in the Business Concept Form

- Keep to the instructions and guidelines provided on how to complete the business concept form
- Read and adhere to the full competition terms and conditions
- All and more available from the Nyamuka website
- Less is more and keep focus
- [www.nyamukazambia.com](http://www.nyamukazambia.com)

# Guidelines on how to fill in the Business Concept Form

## 1: What is your business idea?

- This is about capturing the essence of your idea and your story behind it
- What exactly is the product or service you want to offer and who will be your customers?
- What made you think of this idea?
- A winning idea is not about being clever but one that shows innovation and derives additional value through incremental improvements and also convince judges that **you** can make it happen and one that sets you above the rest of your competitors.



# Guidelines on how to fill in the Business Concept Form

## **2: Why do you think your idea will win the competition and why do you think YOU can make this idea succeed?**

- This is about understanding and capturing your passion, energy and drive for your business idea
- What is unique about your idea and what do you dream it will become?
- You should explain why you think you are the person to make it happen – you may have others helping but it will be you that will drive the business happen!

# Guidelines on how to fill in the Business Concept Form

## **3: What experience and skills do you, or anyone else involved, have, to help you develop this idea into a successful business?**

- This is about finding out whether you have any potential and experience to realise your idea and have thought of the support you might need for your idea
- Have you done business before or has any member of your family been involved in business before who can help you?
- You should explain any skills you have to help you to succeed - give specific examples

# Guidelines on how to fill in the Business Concept Form

## **4: Is there anyone else already providing this service or product? How will you compete with them?**

- This is about finding out whether you have a basic understanding of the market for your product / service
- You should explain who your potential competitors are and how you will compete and how you will successfully market your product or service
- What will you make? What service will you provide? What will you sell? Who will be your customers? What is your target market? How does that work? What does that involve?

# Guidelines on how to fill in the Business Concept Form

## **5: How do you intend to put this idea into practice? How much time will you need?**

- This is about how you will put your idea into practice in terms of time and resources needed, for example, premises, equipment, land and human resources.
- It is also about understanding how long it will take for you to set up your business and make your idea a reality
- How will you organise production of your product / provision of your service? How will you get your product / service to market?

# Guidelines on how to fill in the Business Concept Form

## **6: Do you think there are any risks involved in developing this business? How will you find a way of avoiding or overcoming these risks?**

- This is about finding out if you understand the risks involved in setting up a business and have thought of ways to overcome these risks. What happens if you cannot source your inputs reliably & what is your strategy to deal with this?
- It is up to you to identify and prioritise the risks facing your business. The most important ones (those that have a high probability of happening and that will have a high cost to your business) should be explained on the application form.

# Guidelines on how to fill in the Business Concept Form

## **7: How much will it cost to put this idea into practice? Where do you propose to get the capital to start your business?**

- This is about demonstrating that you have thought about money, the cost of setting up and running your business idea and how you will get the money to do this.
- You should have a basic understanding of the costs of putting your idea into practice and should be linked to responses to other questions.
- Breakdown the big start-up capital costs and ongoing operating costs to run your business.
- Be aware that you may not win first prize and your investment is very likely to be more or less than the prize. So how will you obtain the extra money from to start your business? Scale is paramount and it should be convincing.

# Guidelines on how to fill in the Business Concept Form

## **8: How much money do you think you will make from this idea?**

- This is about demonstrating if you have thought about how much profit you could make from your business idea and whether you have thought about your profit margins?
- In order to ascertain the likely profit from your idea, you may firstly consider how much your goods / services will sell for? If you then know how much this will cost then the sales price less the cost of sale = the profit margin per unit / service.
- This is all about how financially robust your business idea is going forward once it has been set up. So your ongoing costs should exclude the start-up costs.

# Examples of Business Ideas

- “My business idea is Farming”
- “My idea is to set up a courier delivery service for the central district of Lusaka that will use people on motorbikes to guarantee same day delivery for a fixed price by distance and quality with a money back guarantee if we don’t deliver”

**Which one would you invest in?**



# Next Steps for Potential Applicants

- Complete the workshop evaluation forms
- Potential applicants plans should think about attending the free Business Essentials Workshops, though not mandatory
- Continue fine tuning your business idea and concept form
- Submit your applications physically by 17.00 hours 26<sup>th</sup> April, 2017 at your nearest Application Processing Centre
- Check Nyamuka website for more information
- [www.nyamukazambia.com](http://www.nyamukazambia.com)

# Could this be you in 2017?



Nyamuka Zambia's 2016 winners

# WHAT'S YOUR GP?

Thank you

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Contact Us:

[info@nyamukazambia.com](mailto:info@nyamukazambia.com)

[www.nyamukazambia.com](http://www.nyamukazambia.com)

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