

## Ladies First Business Competition-Women-Led Start-ups Application Requirements

### Empower Your Vision with "Ladies First" Startup Competition

Are you a female entrepreneur with a business that's ready to soar? The "Ladies First" Women-Led Startup Competition is your stage to shine! This is more than just a competition—it's a movement to propel women entrepreneurs into the spotlight and onto the global stage.

**What We are Looking For:** Innovative startups with a clear, scalable business model, led by women ready to make an impact. Whether you're in Technology, Retail, Agriculture, Industrial Development, Infrastructure (Transportation and Energy), Health/Medical, Water, and other interdisciplinary fields. If your enterprise demonstrates growth potential and a commitment to impact, join us to propel your vision forward.

**Market Potential:** Does your startup have what it takes to address market challenges? We are seeking businesses with significant market potential and poised for exceptional growth.

**Innovation at Its Core:** We celebrate creativity and disruption. If your startup is pushing boundaries and challenging the status quo with its unique solutions, let us get you the recognition and support you need to achieve the vision you have for your business.

**Financially Sound and Ready to Scale:** Stable financials and strong projections win the race. Show us your startup's economic prowess.

**Dynamic Women at the Helm:** We believe in the power of women's leadership. If your startup team showcases expertise, commitment, and a drive for success, join us.

### Application Requirements:

- A detailed business plan and financial projections.
- A 500-word essay articulating your business vision, innovation, and commitment over a period of time.
- Documentation affirming that the startup is women-led. This could include:
  - a. Articles of Incorporation or similar legal documents that explicitly state the ownership structure, highlighting the female founder or the presence of a woman as the CEO.
  - b. An organizational chart that clearly shows a woman in the role of Founder, CEO, or an equivalent top executive position.
  - c. A formal statement or declaration, ideally signed by a legal representative or notary, confirming that the startup is led by a woman, either as its founder, CEO, or both.

### Why Apply?

- Benefit from targeted technical capacity building tailored to specific needs. This includes assistance in refining the Proof of Concept (POC) to ensure viability and effectiveness.
- Gain visibility among investors and industry leaders.
- Receive mentorship from seasoned entrepreneurs.
- Win resources that could elevate your business to the next level.
- Engage with fellow startups to exchange valuable insights and accumulate shared learning experiences.
- Receive an award of up to USD 6,500 which will be used for financial support for future POC activities developed during capacity-building activities.

**Deadline:** Don't miss out! Applications close on **Monday, 20th November 2023.**

## Ladies First Business Competition-Women-Led Start-ups

### Application Guidelines

#### Introduction

Welcome to the “Ladies First” Business Plan Competition, a distinguished initiative that stands as a testament to the values of women’s empowerment and gender equality in Tanzania. This competition is a strategic extension of the “Ladies First” program, launched by JICA in partnership with the Ministry of Information, Culture, Arts and Sports, and the National Sports Council. It transcends the boundaries of athletics, venturing into the entrepreneurial sphere to uplift and support women-led startups.

The “Ladies First” initiative has its roots in a proud history of athletic achievement, notably marked by Theresa Dismas’s groundbreaking win in the javelin event in 1965, which brought Tanzania its first international sports medal.

The “Ladies First” Business Plan Competition, aligned with the “Next Innovation with Japan (NINJA)” initiative by the Japan International Cooperation Agency (JICA), serves as an incubator for fostering the entrepreneurial spirit among women in Tanzania. The “Ladies First” Business Plan Competition stands at the intersection of this innovative drive, calling upon women entrepreneurs to contribute meaningfully to Tanzania’s economy and social fabric. By fostering a synergy between the disciplined, innovative, and resilient nature of sports and entrepreneurship, this platform not only celebrates women’s achievements but also propels them to the forefront of business leadership and socio-economic development.

#### Key aspirations of this initiative include:

- Celebrating and promoting the role of women in Tanzania’s economic and societal development.
- Facilitating the growth of women-led startups, reinforcing gender equality in the business sector.
- Aligning with sustainable development goals, particularly focusing on “Good Health and Well-being,” by supporting businesses that contribute positively to community health and welfare.
- Building upon the inspirational legacy of Tanzania’s athletic achievements and the global excitement around events like the Tokyo Olympics.
- Embracing the “Sports for Tomorrow” concept, acknowledging the parallels between athletic pursuits and entrepreneurial endeavors in terms of discipline, strategy, and societal contribution.

Through the “Ladies First” Business Plan Competition, the commitment to fostering an environment where women’s entrepreneurial spirit is recognized and nurtured is reaffirmed, contributing to a more balanced and equitable society.

#### Eligibility Criteria

- The competition is exclusively open to startups that are women-led i.e., have a woman as a founder and/or a woman serving as the CEO.
- The applicant must operate businesses in any field that use digital technology to address social issues.
- The business has a management team of at least 2 people.
- Incorporated or with a business name registration.
- Majority owned by Tanzanian citizens.
- The business must be operational in Tanzania.
- Demonstrate traction of at least one year since commencement.
- Applicants must present a high-level business plan that includes financial projections, demonstrating a clear path to sustainability and growth.

#### Application Process

1. Online Application Form: Complete the application form, providing detailed information about the business, the founding team, and the startup’s strategic vision.
2. Business Plan Submission: Upload a business plan that includes an executive summary, product/service description, customer base, market analysis, sales and distribution channels, and a scalability strategy.
3. Financial Documents: Attach financial statements or projections that demonstrate at least one year of revenue, if applicable.

#### Required Documents

- Business Plan: Must detail the product or service, identify the target customer base, outline the distribution/sales channels, and include a clear, feasible, and scalable business plan.
- Financial Projections: Include financial statements showing monthly net revenue, with evidence of maintaining the specified revenue thresholds for a minimum of one year where applicable.
- Supporting Documents: Articles of Incorporation specifying female majority ownership, a company organisational chart showing women in key executive positions such as Founder, CEO, Managing Director, or General Manager, or a statement of ownership and leadership structure signed by a legal representative.

#### Additional Information

- Finalists will be notified by email and must be prepared to participate in a pitch event which will take place on **Friday, 24th November 2023.**