

Dear Participants, please to send the completed document to the following e-mail: [letschallenge4.0@usms.ma](mailto:letschallenge4.0@usms.ma)

**Deadline: 30th September 2019.**

Good Luck

**Full name:** ………………………………………………………………………………………………………………………………………….

**E-mail:** ……………………………………………………………………………………………………………………………………………….

**Phone Number:** ……………………………………………………………………………………………………………………………….

**Country:** …………………………………………………………………………………………………………………………………………….

**City:** ……………………………………………………………………………………………………………………………………………………

**Function:** ……………………………………………………………………………………………………………………………………………

**Organism:** ………………………………………………………………………………………………………………………………………….

**Project’s Name:** ………………………………………………………………………………………………………………………………….

**Web Site:** …………………………………………………………………………………………………………………………………………..

**Facebook Page:** ………………………………………………………………………………………………………………………………….

**Twitter Account:** ……………………………………………………………………………………………………………………………..

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| **Main theme of your project** | | | |
| Agriculture/ Agro-Business |  | Water and Sanitation |  |
| Energy |  | Health and Well Being |  |
| Environment |  | Education |  |
| Transport |  | Tourism & Crafts |  |
| Infrastructure |  | Others |  |

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| 1. **The Problem** |
| Define the problem you are Solving and for who ? |

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| 1. **Vision / Elevator Pitch** |
| A quick one-liner summary that combines your vision/product and the mission of your company. (Ex: We are AirBNB for Event Spaces) |

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| 1. **Market** |
| Define your market.  What Business/space you are in ? |

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| 1. **Market Size** |
| Total Market Size : Dollar Size |

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| 1. **Customers** |
| Clearly define who you serve (Numbers) |

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| 1. **Current Solutions** |
| Who else is already doing this? How are they going about it and what are they not getting right or doing wrong? |

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| 1. **Product / Service** |
| Define your product. How Customer use / Value your product?  Precise the stage of Development? |

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| 1. **Revenue Model** |
| Who is your primary customer & How do you make Money?  What is the pricing?  Revenue & Number of customers to date? |

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| 1. **Marketing and Growth Strategy** |
| How will you achieve your target growth rates?  What are the most important and unique channels and methods you will use to find and win customers?  How are you doing it differently in the space? |

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| 1. **Financials** |
| Include 3-5 years of financial projections  Mention key & critical assumptions in your model of expenses, customer conversion, market penetration %  Highlight each of these, yearly for at least 3 years :   * Total Customer * Total Revenue * Total Expenses |
| 1st Year |
| 2nd Year |
| 3rd Year |
| More : (not obligatory) |

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| 1. **Competition** |
| Where do you exist in the larger overall Market Space?  What are your advantages?  How is your place in the market unique to you, and the right one for your company’s growth and customers?  What are the competitors? Why have they succeeded, and how do you truly differentiate from them? |

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| 1. **Investment** |
| State how much Capital you are raising, and with what general terms: Equity, Dept, Convertible Note… What is the timing of your Capital raise?  Who are your existing and notable investors, if any?  What are your key use of proceeds (as % of total raise) :   * Founder Salaries : * Sales and Marketing : * New Hires : * Technology / Product or Service Development : * Capital Expenses / Equipment : |

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| 1. **Team** |
| Highlight Team members and their prior positions successes and domain of expertise. |