

## **Frequently Asked Questions**

### **Eligibility & Application Process**

#### **1. Who can apply for the program?**

- The program is open to SMEs that meet our eligibility criteria, including being a registered business with growth potential.

#### **2. Is there a minimum revenue requirement?**

- R20 million- R100 million annually

#### **3. Can pre-revenue startups apply?**

- Unfortunately, we do not cater for start-ups at this stage

#### **4. Do I need to be a registered company?**

- Yes, your business must be legally registered (e.g., PTY Ltd, Close Corporation, or an equivalent structure in our country).

#### **5. Is there an application fee?**

- No, applying to the program is free.

#### **6. How competitive is the selection process?**

- The program is highly competitive, with a limited number of spots. Applications are assessed based on scalability, innovation, and potential impact.

### **Program Structure & Commitment**

#### **7. How long is the program?**

- The program runs for 8-12 months, with structured phases covering business acceleration, funding readiness, and market expansion.

#### **8. What is the time commitment required?**

- Participants should dedicate approximately 2 hours per week to sessions, mentorship, and assignments.

#### **9. Is the program virtual or in-person?**

- It is a hybrid program, with a mix of virtual workshops, in-person networking, and investor engagement sessions.

#### **10. Can more than one person from my company participate?**

- Yes, but there must be a primary representative (usually a founder or executive) who attends all key sessions.

**11. What if I miss a session?**

- Attendance is strongly encouraged, as missing key sessions may affect your progress. Some sessions may be recorded, but live participation is preferred.

**12. What happens if I drop out midway?**

- Businesses that do not complete the program without valid reasons may not be considered for future opportunities or alumni benefits.

**13. Will I receive a certificate at the end?**

- Yes, participants who successfully complete the program will receive a certificate of completion.

**Funding & Financial Aspects**

**14. Does the program provide direct funding?**

- No, the program does not provide direct funding but prepares businesses for funding opportunities through investor readiness training and capital matching initiatives.

**15. Do I have to give up equity in my company?**

- No, the program is non-equity, meaning you do not have to give up ownership in exchange for participation.

**16. Will I receive financial support for business expenses during the program?**

- No, participants must cover their own operational expenses. However, we provide access to networks and potential investors.

**16. Will I be guaranteed funding at the end of the program?**

- While we connect participants with potential investors, funding is not guaranteed and depends on the strength of your business case.

**17. Are there costs involved in participating?**

- The program is fully sponsored, so there is no cost to join, but participants must commit their time and actively engage.

**Program Benefits & Outcomes**

**18. What kind of mentorship will I receive?**

- Each business will be matched with industry experts and business mentors who will provide tailored guidance on growth, funding, and strategy depending on your primary business gaps.

**19. Will I get media exposure?**

- Yes, selected businesses will be featured in program marketing materials, press releases, and networking events.

**20. Will I be introduced to potential customers or business partners?**

- Yes, participants will have opportunities to network with industry leaders, investors, and corporate partners.