

SOUTH AFRICA

# RE-IMAGINING RURAL ECONOMIES

THE NEW ECONOMY ACCELERATOR

## APPLICATION FORM

**The New Economy Accelerator aims to activate rural economies in South Africa to build an inclusive and prosperous society.** Are you operating a business that is servicing rural areas, with a high social and environmental impact? Are you looking for support to prepare your business to scale up and attract investors?

The NEA is targeting businesses in various sectors such as food, transport, energy, water, and housing and information technology. Preference will be given to enterprises that have incorporated the following new economy principles in their business models: Innovative forms of ownership, alternative forms of exchange and distribution of goods and services, focus on community upliftment and environmental sustainability.

**The NEA will support 10 businesses by providing training, mentorship and access to finance.** The key area in which the entrepreneurs will be drawn from is the John Taolo Gaetsewe District Municipality, with specific focus on the surrounding communities of Olifantshoek, Kathu, Deben, Mapoteng, Mothibistad, Batlharos and more.

**APPLY NOW** and stand a chance of being a part of an exciting programme promoting inclusive business practice in the rural economies of South Africa.



Name and Surname:

Company or Project:

**Social Impact:** *In what ways is your business having a social impact on the community, such as the wellbeing of individuals, families, contributing to environmental sustainability?*

**Description of Business:** *In 400 words describe business type (e.g. service, retail, manufacturing, IT, etc), purpose of business, product or services for sale including your key selling point, short term and long term go*

**Geographic Location:**

*Town/Village and Province*

**Website:** *If applicable, a Facebook, LinkedIn or similar platform can be provided if no website is currently available.*

When was your business founded?

Number of employees:

- Less than 5
- 5 – 20
- 20 – 50
- 50 – 100
- 100+

Turnover:

- Less than R150 000
- R150 000 – R500 000
- R500 000 – R1 000 000
- R1 000 000 – R5 000 000
- R5 000 000+

BEE Status:

What existing problem does your solution address?

Who are your potential users and/or customers?

What is the technology or discovery at the core of your venture?

Who is on your current team?

*Names and qualifications/position*

**Ownership status:**

*Role of owner e.g. partner,  
full owner, co-operative*

**Company Legal Status:**

*Private Company,  
personal liability company,  
partnership or co-operative,  
business trust, NPO etc.*

**Business type:**

- Social Enterprise
- Green Business
- Other
- Don't know

**SECTION THREE**

**PERSONAL INFORMATION**

**Position/ role in venture:**

**Level of education:**

**Have you had formal  
training in your area of  
business?**

- Yes
- No

**Gender:**

- Female
- Male
- Prefer not to say

**Email address:**

**Contact number:**

**Alternative contact name:**

## SECTION FOUR

## NON-DISCLOSURE AGREEMENT

On occasion, the New Economy Accelerator Challenge and an outside organisation may want to share information with one another that they may deem confidential. Such disclosures may occur for a number of reasons, including evaluating and developing new programs, allowing NEA to use the information in its organisation's products or services or for administrative purposes. These information exchanges are usually conditioned upon the parties entering into an agreement under which the party or parties receiving confidential information commit to use the confidential information only for a specific purpose and not to disclose the information to third parties.

Would you want a non-disclosure agreement?  Yes  No

## SECTION FIVE

## OPTIONAL SUPPORTING DOCUMENTS

Please send us supporting documents that you may have.  
This may greatly assist in your application consideration.

- |   |   |
|---|---|
| <input type="checkbox"/> Executive summary    | <input type="checkbox"/> Presentation or slides         |
| <input type="checkbox"/> Motivational letter/ | <input type="checkbox"/> Additional Bio or Certificates |
| <input type="checkbox"/> Cover Letter         | <input type="checkbox"/> Business Plan                  |
| <input type="checkbox"/> Nomination           | <input type="checkbox"/> Patents and Team work          |

## COMPETITION SUBMISSION

**EMAIL** Upon completion of application form, please send to [info@africantransition.org](mailto:info@africantransition.org).

**ONLINE** Online application available at [www.africantransition.org/NEA](http://www.africantransition.org/NEA)  
[www.africancentre.org/NEA](http://www.africancentre.org/NEA)

## QUERIES

For any queries or questions, please contact Phumeza Mgxashe at [phumeza@africantransition.org](mailto:phumeza@africantransition.org) or call the African Centre for a Green Economy on 021 713 4390.