



BUSINESS INCUBATION
Pre-Application Form

A) COMPANY PROFILE

1. Name or proposed name of company

2. Is your business ☐ 1) Operational (producing some goods or services and selling)

☐ 2) Idea stage?

3. Is your company registered in accordance with the Eswatini Companies Act No. 8 of 2009?

☐ 1) Yes

☐ 2) No

4. If your answer to Q3 is yes, what is the legal status of the company?

☐ 1) Sole propriety

☐ 2) Private company (Pty) Ltd

☐ 3) Limited liability partnership

4. Shareholders, directors and employees information

	Full Name	Mobile Number	Gender (M/F)	15-24 Years	25-35 Years	36 and Above	Nationality
4.1 Names of shareholders							
4.2 Names of Directors & Employees							
4.6 Email addresses of all shareholders and directors	Full Name	Email					

B BUSINESS & INNOVATION

B1 - Describe the products or services offered (or proposed) by your company?	
B2 - What real and significant problem do you want to solve through innovation?	
B3 – What is the nature of the innovation that you have developed or are developing? Provide an overview of the technical features of this innovation e.g. what it is made up of and the environment it has to operate in. <i>See note 1</i>	
B4 – In what sector is this innovation likely to have an impact?	<input type="checkbox"/> ICT <input type="checkbox"/> Environment & climate <input type="checkbox"/> Agriculture & food <input type="checkbox"/> Biotechnology <input type="checkbox"/> Indigenous knowledge or other sector (specify)
B5 - What is the technology or product readiness level of this prototype or innovation? Why have you chosen this level? <i>See note 2</i>	
B6 – What form of intellectual property does this product or technology have or qualify to have? <i>See note 3</i>	<input type="checkbox"/> 1. Patent <input type="checkbox"/> 2. Trademark <input type="checkbox"/> 3. Copyright <input type="checkbox"/> 4. Trade Secrets
B6 – How many customers or users have tested or adopted this product and over what time period? (problem-solution fit)	
B7 –How many of your customers are already paying for the product or technology? (market-solution fit)	

C INDUSTRY INFORMATION / MARKET RESEARCH

C1 - Describe the characteristics of the people or businesses that will use and pay for the product or technology including practices or behavior, how many they are and where they are (geographical location). Describe the data / facts that you have gathered.	
C2 – Describe the characteristics of all of the companies that produce and sell products or technologies that are similar or closely related to yours or which attempt to solve the problem that you have identified.	
C3 – What is likely to make your innovation and business more favourable to customers and users compared to your competitors?	

UNDERSTANDING OF OBLIGATIONS OF INCUBATED COMPANIES

I or we have a compelling vision, relevant technical skills and have a strong work ethic. I or we are teachable. We are committed to the development and commercialisation of the technology within a reasonable time period under the incubation program.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Willingness to disclose regularly financial, personnel, compliance, legal, strategic and intellectual property rights to RSTP for assessment of enterprise development and compliance.	Yes <input type="checkbox"/>	No <input type="checkbox"/>

I certify that the information contained in this document is accurate and complete to the best of my knowledge. I understand that furnishing inaccurate or misleading information can result in denial of consideration for admission or dismissal from the Business Incubator.

Initials or Signature: _____

Date: _____

Email the form to: applications@itbi.org.sz

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Reviewed ☐

Can applicant be advised to develop a business proposal and to be assessed by the Selection Committee?

☐ Yes

☐ No

If no, comments _____

Date: _____

Name of Business Incubation Representative

Signature: _____

* Notes

1. What is innovation?

Innovation is: -

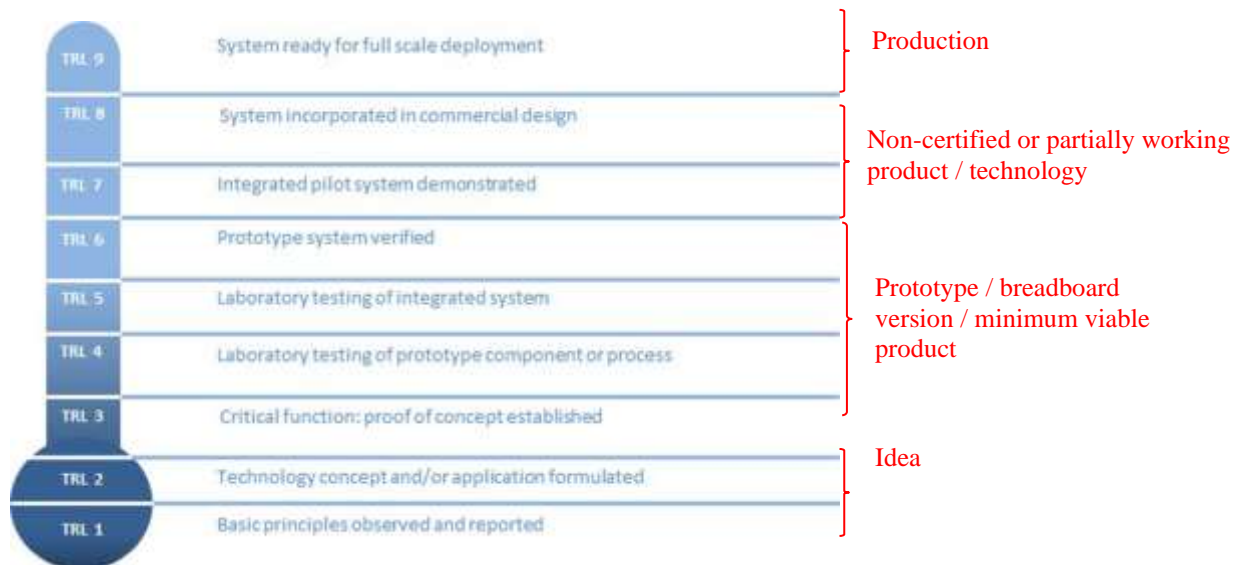
(a) Essentially about doing something different in one or more of four ways:

- Pioneering a truly innovative product or method (new or significant improvement of an existing one);
- Devising a new business model;
- Creating a better or cheaper version of an existing product; and
- Targeting an existing product to new sets of customers.

(b) Taking that different “something” to customers and turning them into repeat customers.

2. What are technology or product readiness levels?

Technology Readiness Levels (also used as Product Readiness Levels by RSTP) are a type of measurement system used to assess the maturity level of a particular technology (or product) which originated from the National Aeronautics and Space Administration in the US. There are nine technology readiness levels with TRL 1 being the lowest and TRL 9 being the highest (see diagram below).



3. What is intellectual property (IP)?

According to the World Intellectual Property Organization, intellectual property can be any of the following:

- A **patent** protects inventive ideas or processes i.e. things that are new, useful and nonobvious, for example, designs, processes and newly engineered plant species or strains.
- A **trademark** protects words, phrases, symbols, sounds, smells and color schemes.
- A **copyright** protects the manner in which ideas are expressed and this covers literary works (such as novels, poems and plays), films, music, artistic works (e.g., drawings, paintings, photographs and sculptures), architectural design even programming code for software.
- A **trade secret** is any confidential business information (technical¹ or commercial information²) which provides an enterprise a competitive edge and is unknown to others.

¹ Information concerning manufacturing processes, pharmaceutical test data, designs and drawings of computer programs.

² Includes distribution methods, list of suppliers and clients, and advertising strategies.