Welcome to She Wins Africa, an initiative launched by IFC – International Finance Corporation, a member of the World Bank, to support women-led startups in Africa.

**Only applications submitted via the online platform will be accepted.**

Our goal is to empower women-led startups by enhancing their investment readiness and fundraising capabilities through a comprehensive program that includes in-person and virtual workshops, training interventions and mentorship opportunities.  
  
By participating in the She Wins Africa program, you will benefit from networking and match-making opportunities with venture capital (VC) firms and private equity (PE) funds that have a gender-lens investment approach. Additionally, you will participate in pitch competitions to showcase your skills, gain valuable feedback from potential investors, and gain exposure for your startup.  
  
The She Wins Africa program is open to women-led startups operating in sub-Saharan Africa in all sectors and at any stage of the startup lifecycle. To be eligible for the program, startups must have at least one female founder or co-founder in a financial decision-making role.  
  
Applications will be evaluated by a panel of judges which includes experts from IFC and a third-party firm. Only startups that meet the required criteria will be selected and contacted.

**Don't miss this opportunity to take your startup to the next level.**

**Disclaimer**

1. By submitting your application you agree that the personal data you provide in the application may be used by IFC and our third-party consultants assisting in the administration of the She Wins Africa program for the following purposes: (i) to review your application as part of the selection process described above, (ii) to contact you about your application or the She Wins Africa program, (ii) if selected to participate in the program, to be referenced in She Wins Africa promotional materials or business directories that may be made publicly available.

Accept

Decline

**About You**

1. First Name, Others

Click or tap here to enter text.

1. Last Name

Click or tap here to enter text.

1. Email Address

Click or tap here to enter text.

**About Your Startup**

1. Name of your startup

Click or tap here to enter text.

1. When was your startup established?

*Please specify month and year of establishment*

Click or tap to enter a date.

1. Is your startup formally registered? Yes No Registration is in progress
2. Sector

Choose an item.

1. Location of headquarters

*Please state the city and country*

Click or tap here to enter text.

1. Primary country(ies) of operation

*i.e., with more than 5% of revenue/employees/business activities*

Choose an item.

1. Number of employees

*This refers to the actual number of full-time employees as at July 31st, 2023*

Less than 9 9 – 24 25 – 50 50 – 100 More than 100

1. Please describe your startup in 400 words or less

*This short summary should highlight what makes your startup unique, the problem it solves and the solution it provides, your business model, geographies, history, and scale, what you are most proud of in your start up, and your pain points for growth.*

Click or tap here to enter text.

1. What is your primary business model?

Choose an item.

1. Does your business model use technology?

Yes No Maybe

1. In 50 words or less, briefly describe how your business model uses technology

Click or tap here to enter text.

1. Provide the latest version of your pitch deck

*Please send the documents via email to****shewinsafrica@ifc.org****with the subject****'PITCH BOOK - NAME OF STARTUP'****.**The pitch deck should include product description, business traction, pain points to growth, etc.*

Sent Not Sent

1. Provide a link to your startup’s social media platforms and/or website.

Click or tap here to enter text.

1. How many founders/co-founders are in this startup?

Choose an item.

**Founder/Co-founder Details**

***Information Required for all Founder(s)/Co-founder(s) based on response in Q. 18***

1. Name

*First, Middle and Last Name*

Click or tap here to enter text.

1. LinkedIn profile or other profile

Click or tap here to enter text.

1. Current role and percentage ownership

Click or tap here to enter text.

1. Gender.

Male Female

1. Nationality(ies)

Click or tap here to enter text.

1. Based in which country?

Click or tap here to enter text.

**Previous Support Received**

1. Have you previously participated in any incubator/accelerator programs with this startup or any other?

Yes No

1. Please provide details about the program (year, duration and outcomes of the experience)

Click or tap here to enter text.

1. Have you previously participated in an IFC-led business support program similar to She Wins Africa?

Yes No

1. Please provide details about the program (name of the program, year, duration and outcomes of the experience)

Click or tap here to enter text.

**Startup’s Progress**

1. Please provide details about your startup's growth milestones to date

*This should give a snapshot of the progress your startup has made since inception*

Click or tap here to enter text.

1. What is your number of registered customers/users?

*This refers to number of registered customers/users as at July 31st, 2023*

Choose an item.

1. What is your number of active customers/users in the past month?

Choose an item.

1. Actual revenue over the past 12 months? (USD)

*This refers to actual revenue over the past 12 months through July 31st, 2023*

$9,999 or less $10,000 to $24,999 $25,000 - $49,999 $50,000 - $99,000

$100,000 - $249,000 $250,000 - $499,999 $500,000 or more

1. Gross margin over the past 12 months? (USD)

*This refers to gross margin over the past 12 months through July 31st, 2023*

$9,999 or less $10,000 to $24,999 $25,000 - $49,999 $50,000 - $99,000

$100,000 - $249,000 $250,000 - $499,999 $500,000 or more

1. EBITDA over the past 12 months? (USD)

*This refers to EBITDA over the past 12 months through July 31st, 2023*

$9,999 or less $10,000 to $24,999 $25,000 - $49,999 $50,000 - $99,000

$100,000 - $249,000 $250,000 - $499,999 $500,000 or more

1. Is your startup making profit at unit level?

*i.e., positive gross profit*

Yes No

**Funding**

1. Has your startup obtained any funding/investment since inception?

Yes No

***If yes, please specify type and amount***

1. Debt (USD)

*Total debt funding received since inception. Kindly indicate the source of debt.*

Click or tap here to enter text.

1. Total outstanding debt as at July 31st, 2023 (USD)

Click or tap here to enter text.

1. Equity (USD)

*Total equity funding received since inception.*

Click or tap here to enter text.

**Details of Funding Received**

1. What was the last round of funding raised?

Choose an item.

***Please provide a breakdown of the total amount raised for pre-seed funding***

1. Amount (USD)

Click or tap here to enter text.

1. Date

Click or tap to enter a date.

1. Name of Investor(s)

Click or tap here to enter text.

***Please provide a breakdown of the total amount raised for seed funding***

1. Amount (USD)

Click or tap here to enter text.

1. Date

Click or tap to enter a date.

1. Name of Investor(s)

Click or tap here to enter text.

***Please provide a breakdown of the total amount raised by Series A funding***

1. Amount (USD)

Click or tap here to enter text.

1. Date

Click or tap to enter a date.

1. Name of Investor(s)

Click or tap here to enter text.

***Please provide a breakdown of the total amount raised by Series B funding***

1. Amount (USD)

Click or tap here to enter text.

1. Date

Click or tap to enter a date.

1. Name of Investor(s)

Click or tap here to enter text.

***Please provide a breakdown of the total amount raised by Series C funding***

1. Amount (USD)

Click or tap here to enter text.

1. Date

Click or tap to enter a date.

1. Name of Investor(s)

Click or tap here to enter text.

**Future Funding Plan**

1. Does your startup intend to raise funds in the future?

Yes No Maybe

1. How much funding is the team targeting in the next round? (USD) [*Please input in figures]*

Click or tap here to enter text.

1. What kind of capital do you intend to raise?

Debt

Equity

Grants

Other Click or tap here to enter text.

**Growth Plan**

1. In 250 words or less, please explain your startup's current growth strategies including your vision and any potential exit scenarios

Click or tap here to enter text.

**Expectations from SheWins Africa**

1. Please rank the following potential services in terms of desired outcomes from the She Wins Africa offerings

Pitching Opportunities Choose an item.

Capital raising and business advisory services Choose an item.

Strategic guidance on the business model/plan Choose an item.

Matchmaking with investors Choose an item.

Networking events with investors Choose an item.

Training on pitching Choose an item.

Investment readiness training Choose an item.

Business visibility and public opportunities Choose an item.

Business literacy training Choose an item.

Training on valuations for startups Choose an item.

1. If different from the above listed, please specify other potential desired outcome(s) from She Wins Africa

Click or tap here to enter text.

**Other Information**

1. Are you able to attend online training sessions and travel to attend networking events (expenses of flight and hotel for duration of events **only** covered by the IFC) over the next 12 months?

Yes No

1. How did you hear about the SheWins Africa program?

Social media

Word of mouth

Websites

Blog or publications

Startup or Enterprise Support Organizations

Recommended by a friend or colleague

Other Click or tap here to enter text.

1. Would you like to recommend a friend or business to apply?

Yes No Maybe

1. Kindly share their name(s) and email address(es)

Click or tap here to enter text.