



Aiducation International



230,000 KES TO PUSH YOUR STARTUP!

Are you an Entrepreneur living in Kenya with a startup that fights discrimination? Become the winner of the first Wonderland Award and receive contacts, advice, and 230,000 KES to push you to new heights!

WONDERLAND AWARD BASIC FACTS

Aim: Identify and support Kenya's top young entrepreneurs in the anti-discrimination field

Theme: Promoting Coherence and Inclusion.

Prizes: total of 350,000 KES for 5 startups

Jury: national & international startup experts/ leaders

2 STAGES AND TIMELINE

Stage 1 - Idea Stage Submit your 10 pages business plan to wonderland@aiducation.org before **15 Dec 2014**. The best 5 ideas will be awarded **30,000 KES** each and will enter the finals (stage 2) download businessplan structure here:

Stage 2: Implementation Stage Each of the 5 winners has 4 months to prove that they can implement their idea. In **April 2015**, each of the five finalists will have the chance to present their progress in front of a jury of entrepreneurship experts. The winning startup will be awarded the Wonderland Award 2015 of **200,000 KES**.
www.aiducation.org/doc/wonderland_bp.pdf

ELIGIBILITY

Startups that fit into the Theme **"Promoting Coherence and Inclusion"** should fit into at least one of the following categories:

The company offers products or services, which

- promote peace and understanding between backgrounds (religion, disabilities, gender, ethnies, poor, etc.)
- improve living conditions of minorities (religion, disabilities, gender, ethnies, elderly people, people from certain parts of the country, people with certain jobs, poor, etc.)
- enable a free and fair market economy
- create a platform for exchange and dialogue between groups in a conflict



1 Guidelines Business Plan Wonderland Award 2014/15 (10-12 pages max.)

- 1. Exec. Summary (1 page)**
- 2. Management Team (1/2 page)**
Names, roles, prior experiences
- 3. Customer Need (1 page)**
What is the main needs of your customer?
- 4. Solution (1 page)**
How does your company meet that need?
- 5. Fit (1/2 page)**
How does your project fit into the award-theme „promoting coherence and inclusion“?
- 6. Market Analysis & Marketing (2 pages)**
Focus (e.g. geographical), Market analysis (size), USP's (what makes your product special compared to your competitor's), Target group (who should buy your product/ service), optional: overview of key competitors
- 7. Sales and communication channels (1 page)**
How will you get the awareness of your target customers? How will you sell to customers?
- 8. Business Model (1 page)**
Who is buying what of whom for how much and why?
- 9. Finances: (1 page)**
Projected profit & loss statement within the first year of operations.
- 10. Implementation plan (1 page)**
What are the key actions/ milestones of the implementation? What do you/ the team want to achieve by when? What will we see within 3 months (until stage 2)?
- 11. Appendix**
Room for additional information you may find important for the jury to consider (e.g. projected profit & loss statement within the first 5 years of operations).