



Making Africa Work - Lion's Lair
Youth Entrepreneurship Contest Entry Form
CONTEST ENTRY EXTENSION AND AGE REDUCTION (in orange)

Contestant Information

Full Name: _____ Birthdate: _____

Address: _____

Telephone: _____ Cell: _____

Email: _____

Project Information

Please provide a preliminary business plan that outlines your proposed business. The following components should be included in the business plan, in as great as detail as possible at this stage. This should be no more than 4 pages.

1. Business overview:
 - a. Brief description
 - b. Nature of industry – what are you doing?
 - c. Rationale for your business – what needs does your business meet?
 - d. Partnership plan – how are you going to include African/Canadian partners?

2. Sales and Marketing Plan
 - a. Potential customers – who is this for?
 - b. Potential suppliers - who is going to give you the items you need to carry on the business?
 - c. Advertising and promotion – how are you going to get the word out?

3. Operating Plan
 - a. Location – where is your office going to be? Are you having more than one office? If so, where is the other one?
 - b. Equipment required – what do you need in the way of equipment?

4. Human Resources Plan
 - a. Key employees – who are you hiring?

5. Action Plan
 - a. What are your key goals and your action plan?
 - b. Timetable – What is your timeline to get your business underway?

6. Financial Plan
 - a. Start up costs - How much money do you need to get things started?
 - b. Running costs – How much money do you need (and what for) to keep it running?



Making Africa Work Lion's Lair
Youth Entrepreneurship Contest Entry Form

Upon selection of your business plan, you will be asked for a three minute youtube "sales pitch" that presents your project. Be innovative and have fun!

Contest Rules and Information:

Eligibility:

- i) To be eligible to compete in the Making Africa Work Lion's Lair you must be between the ages of **15-30 (proof will be required)**, **Please note if you are under 18 years, please have legal guardian/parent sign attached form.**
- ii) The entrant must be living in Canada or Africa at the time of entry submission.
- iii) Entries must be able to show a reasonable linkage to partners in Africa to promote youth employment and economic development.

Rules:

- i) You may only enter one business plan, whether in a group or as an individual
- ii) Videos must not be inappropriate in language, material, sexual content, violence, racism etc, if any such video-taping is undertaken and submitted to Making Africa Work, the entrant will be immediately removed from the competition and another contestant will be asked to submit their video in their place.
- iii) All video entries must be received by the due date (**January 5, 2012**). Late entries will not be accepted.
- iv) Entries should not exceed the given length (4 pages, plus application page for business plan, 3 min. For youtube video).

Privacy:

- i) All entries become the use of Making Africa Work for promotional use only. All business entries will be the intellectual property of the submitting individual and will NOT be sold, given, or used by Making Africa Work without prior approval and collaboration from the designer.
- ii) All youtube videos become the property of Making Africa Works for promotional use only.
- iii) The contestants agree to the use of their photos and legal first name for use in promotion of Making Africa Work and future contests.
- iv) No information pertaining to contestant will be released to third parties, nor will the information be used by Making Africa Work, other than in ways stated above.

- I agree to these rules and regulations.
 I do not agree to these rules and regulations.



Making Africa Work Lion's Lair
Youth Entrepreneurship Contest Entry Form

I agree to _____, entering the ***Making Africa Work Lion's Lair – Youth Entrepreneurship Contest***, and have read and understood the terms of agreement and the contest rules as they relate to the entry, entry and winner selection and agree to the format.

I am aware that upon selection of the entry my child/dependent's information will be released to the public and will be released for media attention and review. I am aware that if I do not wish to have my child/dependent's information released that every attempt will be made to protect him/her information, but that his/her name will be released as the winner of the competition, without any additional information (please check all boxes that apply).

- I agree with the release of my child/dependent's name
- I agree with the release of my child/dependent's information
- I do not agree with the release of my child/dependent's information

By signing this, I understand the following:

1. My child/dependent does not, upon entering, receive any financial obligation from Making Africa Work
2. My child/dependent does not, upon entering, receive any further advice on business development and/or assistance in business development from Making Africa Work
3. That the entries received will not be sold to any other corporation or used by Making Africa Work, except in the latter case for promotional opportunities;
4. That Making Africa Work is not liable for anything except the appropriate behaviour of the contest managers, in that they are not liable for the decisions of other, the business plans submitted that may not be in agreement with cultural, social, economic or otherwise with other contestants;
5. That Making Africa Work is not liable for the decisions of the judges, especially pertaining to the determination of the winning entries;
6. That Making Africa Work has the right to discard or to limit entries based on protection and freedom of rights, in that if the entry received is defamatory, prejudice, shows pornographic, unethical, immoral or otherwise the entry will be discarded;
7. That Making Africa Work has the right and the legal obligation to report abuse, illegal activity, undue harm to humans and or animals, and/or related offences through delivery of the business plan and/or youtube video;
8. That Making Africa Work will pay due care and attention to ensure the protection of all under-aged participants in the Youth Entrepreneurship contest.

Signature of Parent/legal guardian: _____ Date: _____

Signature of youth: _____ Date: _____

Signature of witness: _____ Date: _____