
Application form, Swedish Institute's She Entrepreneurs Programme 2021

Please fill in the application form and submit it as a pdf with your CV in English through the She Entrepreneurs application portal. Kindly note that we do not accept applications submitted by email. More information about the application procedure is available at si.se/she

Personal details

FIRST NAME:	LAST NAME:
DATE OF BIRTH (YEAR-MONTH-DAY)	CITIZENSHIP:
CITY OF RESIDENCE:	COUNTRY OF RESIDENCE:
MOBILE NUMBER:	E-MAIL ADDRESS:

Description of Business

1. **Name of your business:**

2. **Web link if available:**

3. **Provide a short description of your business and the product or service that you supply (Think of a short “elevator pitch”, 700 characters maximum)**

4. **Who are your target customers and where are they? (400 characters maximum)**

5. What is the problem that you solve for your customers and users? (400 characters maximum)

6. How is your business creating value for your society? (700 characters maximum)

7. In which country/countries does your company have office(s)?

8. How much revenue did you generate from sales in 2019?

9. How much revenue did you generate from sales in 2020?

10. What are your key sources of funding to date?

11. Which of the following options best describes your current financial model?

My/our objective is that the business will make a profit for myself (and other shareholders)

My/our objective is to make a profit but this will always be re-invested into the business

I/we run a charity or similar organization that does not strive to make a profit

12. What have been your main achievements so far? (400 characters maximum)

13. What have been your main challenges so far? (400 characters maximum)

14. What are your main targets for the coming year? (700 characters maximum)

Your team

15. Describe your team and the responsibilities of your team members

16. Who of your team members spend at least 50% of their time with your business?

You as an entrepreneur

17. What is your role in the company?

18. Why did you decide to run your own business? (400 characters maximum)

19. Provide a brief background about your prior startup experience, if any (400 characters maximum):

20. Where do you see yourself in five years from now? (400 characters maximum)

21. How do you think the She Entrepreneurs programme can benefit you and your business? In what way can you contribute as a participant in the programme? (400 characters maximum)

22. Where and how did you get information about the She Entrepreneurs Programme?

23. Please provide the *name, email address and telephone number* of a reference person, i.e. referee, who is familiar with your work. We may contact the reference persons of the applicants who are selected for an interview. We accept referees who speak English, Arabic or French.

REFERENCE PERSON:

Full name of reference person:

Title/position of reference person:

Organisation/institution of reference person:

Please state in which capacity the reference person knows you:

Email address and telephone number of reference person: