



Stanford | SEED

Stanford Institute for Innovation
in Developing Economies

STANFORD SEED TRANSFORMATION PROGRAM - EAST AFRICA

Seed Transformation Program - East Africa (C1) May 2016

Stanford Seed Transformation Program - East Africa

Application for 2016 Intake

Application Submission Deadline is 15 January 2016 (5:00 PM Pacific Time)

About Stanford Seed

The Stanford Institute for Innovation in Developing Economies—known as Stanford Seed—is a Stanford Graduate School of Business-led initiative intent on ending the cycle of poverty in developing economies.

[Learn more...](#)

About the Stanford Seed Transformation Program

The Stanford Seed Transformation Program addresses the needs of CEOs in developing economies who lead growing, small to medium sized enterprises. [Learn more...](#)

Application Instructions

- While you may print this application for your reference, you must fill out and submit the application online.
- Applicants to the program must be the CEO, owner or founder of said company. (Only one applicant per company will be accepted into the program).
- This application requires approximately 30 to 40 minutes to complete and consists of the following sections:
 - APPLICANT INFORMATION (10 Questions)
 - COMPANY INFORMATION (23 Questions)
 - SHORT ANSWER QUESTIONS (7 Questions)

Program Fee

The Seed Transformation Program is designed and delivered by Stanford Graduate School of Business faculty, leveraging its expertise in executive education, training, and coaching. In order to partially defray operating expenses and increase Seed's potential impact, there is a \$5,000 fee for program participation. In our inaugural year in East Africa, Seed has reduced the fee to \$1,500 per participant.

Tips for Slow Internet Connections

- Print or [download the application](#) as a PDF and prepare your answers off-line in a word processor. When you have answers for all questions, copy and paste them into the online application and submit.

You may exit this application at any point. Any information you entered is saved automatically (note that you must use the same device and browser when you return to the application).

APPLICANT INFORMATION

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SALUTATION

Mr., Mrs., Ms., Dr., Prof., Rev., etc.

FIRST NAME

MIDDLE INITIAL

LAST NAME

BIRTHDAY

dd/mm/yyyy

JOB TITLE

OFFICE PHONE NUMBER

No spaces allowed.

Include Country Code + City Code + Number

MOBILE PHONE NUMBER

No spaces allowed.

Include Country Code + City Code + Number

EMAIL ADDRESS

Seed will communicate with you using this email address

Enter your Skype ID

Leave blank if none

Enter the URL for your LinkedIn Profile

Leave blank if none

Select your gender

Female

Male

I am proficient in the English language.

Yes

No

Please affirm your understanding that all classes will be taught in English.

Yes, I understand

No, I don't understand

Do you belong to trade associations?

List them below. Leave blank if none.

Provide a business reference knowledgeable about your business.

This could be a buyer or supplier.

Reference's First and Last Name

Reference's Office Phone

Reference's Mobile Phone

Reference's Email Address

Please describe the business relationship (buyer, supplier, etc.)

Do you (or members of your management team) have any affiliation to Stanford University and/or the Stanford Graduate School of Business?

If yes, please enter name and affiliation below, otherwise leave blank. Note that the answer to this question has no effect on your chances of admission to the Seed Transformation Program.

COMPANY INFORMATION

Company Information

Company name

Year founded

Country of legal registration

Location of headquarters (country)

Company Address: Number and Street (PO Box is not acceptable)

Company Address: City

Company Address: State/Province

Company Address: Zip/Postal Code

Company Address: Country

Does your company operate in locations other than at its headquarters?

List city and country for each additional location. Leave blank if none.

Enter the URL of your company website or facebook page.

Leave blank if none

Is your company a for-profit enterprise?

Yes

No

Select the industry sector that most closely represents your business.

Agriculture and Food Processing

Construction, Civil Engineering, and Real Estate

Energy

Education

Financial Services

Healthcare

ICT (Information and Communications Technology)

Retail and Product Manufacturing

Tourism

Transportation and Logistics

Water and Sanitation

Other

Select the number of full-time employees.**Include all office locations or branches.**

0 - 5

6 - 10

11 - 20

21 - 50

51 - 100

101 - 500

501+

Select the number of part-time employees.**Include all office locations or branches.**

- 0 - 5
- 6 - 10
- 11 - 20
- 21 - 50
- 51 - 100
- 101 - 500
- 501+

How many employees report directly to you?

No direct reports

- 1
- 2
- 3
- 4
- 5
- 6 - 10
- 11 - 20
- 20 +

Enter job titles and responsibilities for your top 5 direct reports.

Select your company's revenue range for 2014 (USD)

- 0 - 149,000
- 150,000 - 499,999
- 500,000 - 999,999
- 1,000,000 - 2,499,999
- 2,500,000 - 4,999,999

5,000,000 - 9,999,999

10,000,000 - 14,999,999

15,000,000 +

Select your company's projected revenue range for 2015 (USD)

0 - 149,000

150,000 - 499,999

500,000 - 999,999

1,000,000 - 2,499,999

2,500,000 - 4,999,999

5,000,000 - 9,999,999

10,000,000 - 14,999,999

15,000,000 +

Does your company have equity investors?

Yes

No

Does your company carry current debt?

Yes

No

If your company carries debt, list debt in USD.

Are you the primary decision maker for the company?

Yes

No

Are you the company owner?

I'm the sole owner

I'm a co-owner

I have NO ownership in the company

If you are not the sole owner, please enter the names of all owners and/or co-owners.

Are you the company founder?

I'm the sole founder

I'm a co-founder

I was NOT involved in founding of the company

If you are not the sole founder, enter the names of all company founders and/or co-founders below.

Is your business a subsidiary or a division of another organization?

Yes

No

If your business is a subsidiary or a division of another organization, list the name of the parent organization and its location(s).

Is your business an umbrella organizations with subsidiaries?

Yes

No

If your business is an umbrella organization with subsidiaries, list the names of the subsidiaries and their locations.

Does your company have a Board of Directors?

Yes

No

If your company has a Board of Directors, how many directors serve on your board?

SHORT ANSWER QUESTIONS

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Describe your present duties and responsibilities in the company. (Max 700 characters or 100 words)

Describe your company's main product or service in very simple terms. (Max 350 characters or 50 words)



Describe the problem or opportunity that your product or service addresses, and also why you think your product or service has been successful in the market. (Max 700 characters or about 100 words)



Describe what motivates you about running your business? (Max 700 characters or about 100 words)



Describe a recent business challenge and how you have overcome it? (Max 700 characters or about 100 words)



The mission of Stanford Seed is to scale businesses in order to create jobs, products, and services that benefit those living in poverty. How does your company's product or service relate to this mission? (Max 700 characters or about 100 words)

Where do you see your company in five years? In ten years? (Max 1800 characters or about 250 words)

ADDITIONAL INFORMATION

Please indicate how you learned about Stanford Seed's Transformation Program.

Advertising

Friend or Family Member

Trade Associations, Chambers of Commerce, etc.

Previous Transformation Program Participant

Web Search

Other

If you answered "Previous Transformation Program Participant" or "Trade Associations/Chambers of Commerce, etc." or "Other" in the previous question, please provide details here (name, company name, location.)

**SAVE / REVIEW**

Before you SUBMIT your application you may REVIEW your answers now.

You may also EXIT now (your answers are saved automatically) and return to the application at a later time (note this only works if you use the same device and browser).

If all questions have been answered to your satisfaction, please go ahead and SUBMIT this application now.

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