

Windows Insider Program

Help shape the Windows experience for millions of people.



#Insiders4Good East Africa Fellowship

Application Worksheet

This tool is provided for you to work on your application offline. Please be advised, in order to be considered for the fellowship, you must submit the application form in FULL online at insiderfellows.com before **23:29:29 on March 31, 2017**.

Are you an East African entrepreneur? Microsoft could select you as the next #Insiders4Good Fellow

We belong to the Windows Insiders, a global community of people using technology to make a lasting impact on the world. Our community thrives because of meaningful relationships with people around the world. Thus, we are very excited to expand the #Insiders4Good Fellowship to East Africa, specifically to entrepreneurs in Kenya, Rwanda, Tanzania, and Uganda.

We are looking for entrepreneurs like you--problem-solvers who think deeply about the issues confronting their communities, visionaries who create solutions that could address these issues, and leaders that grow opportunities for their solutions to thrive in the market. Your work improves the lives of your fellow East Africans and has the potential to impact the world.

We are calling all East African entrepreneurs with projects in the early stage to apply to become part of our second cohort of #Insiders4Good Fellows. Twenty-five entrepreneurs will be selected and will receive a premier suite of Windows hardware and software, and a 6-month mentorship program will be kicked off by a special one-week learning event for Fellows and mentors. The 6-month mentorship will include tailored technical and strategic mentorship from local and international leaders to help bring your unique idea to the next level.

If you have any additional questions, please reference our [FAQ](#). You can also find the full Program Terms [here](#). For application support, please feel free to contact us at wifellow@microsoft.com.

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1. Tell us who you are.

Your Name *

City, State, Country *

What is the Microsoft Account (email address) associated with your Windows Insider Program profile? *

What is your preferred email address? (if different from above; optional)

Gender (Male/Female/Other/Prefer not to state) *

Male Female Other Prefer not to state

Is English your primary language?

Yes No

If no, what language(s) do you speak?

If no, how comfortable are you in working in English on a scale of 1-10?) * 1

What is the best phone number to reach you? *

What is the name of your organization? (optional)

What is your organization's website? (optional)

Tell us about your idea.

2. What is the name of your business idea? *

Maximum 10 words

3. What is the issue/opportunity your business idea is working to address? *

Agriculture / Agricultural Technology

Agriculture / Agricultural Technology

Health / Medicine

Commerce

Housing

Communications

Public Safety

Education

Sanitation

Employment / Jobs

Tourism

Energy

Trade

Finance / FinTech

Transportation

Governance / eGovernance

Water

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Other

4. Explain how the issue you are working to address is impacting your community today. *

Maximum 100 words

5. Why is this a critical issue in your community? Why is this an urgent issue that must be solved now? *

Maximum 100 words

6. Tell us about your business idea that will address this issue. How will your business help solve this critical issue? *

Maximum 150 words

7. Is this a product or service?

product – is a physical, tangible good (definition: product – is a physical, tangible good, including digital file based output / service – is an intangible benefit for example, consulting; medical diagnosis or treatment; transportation)

8. Which members of your local community does your business idea serve? *

Maximum 100 words

9. What is the intended impact of your product or service? How will your customers' lives be improved once they use your product or service? *

Maximum 100 words

10. Please categorize the type of impact your customers will experience once they use your product or service. * (select one)

Lifestyle Impact

Cultural Impact

Community Impact

Quality of Life Impact

Health Impact

11. Who is your ideal customer? *

Maximum 100 words

12. How do you plan to generate sales? What is your current revenue generation strategy? *

Maximum 200 words

13. Has anyone ever tried to address the issue that you are currently looking to solve with your business idea? If so, what is their solution and why do you think that they have not yet succeeded? *

Maximum 200 words

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- 14.** List up to 3 competitors – they can be located anywhere in the world. *

Maximum 10 words

Maximum 10 words

Maximum 10 words

- 15.** What makes your product or service unique and better than existing or previous solutions? *

Maximum 200 words

- 16.** What are the existing barriers to enter or to expand in your target market? How will you overcome these barriers? *

Maximum 200 words

- 17.** Please provide a link to images or videos that help to demonstrate your business idea. (Optional)

Tell us about you.

- 18.** As the entrepreneur behind this idea, what are the skills, experience, or qualifications that you possess that you believe ensures success? *

Maximum 150 words

- 19.** Please select the current set of specific skills, experience, or qualifications that directly apply to your business below. (Check all that apply)

Administrative

Business Development

Engineering

Entrepreneurship

Design

Finance

Human Resources

Information Technology

Legal

Marketing

Media & Communications

Operations

Product Development

Product Management

Program Management

Research

Sales

- 20.** What additional skills, training, or mentorship support do you need to ensure that your product or service will launch in 6 months? (Check all that apply)

Administrative

Entrepreneurship

Business Development

Design

Engineering

Finance

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- Human Resources
- Information Technology
- Legal
- Marketing
- Media & Communications
- Operations
- Product Development
- Product Management
- Program Management
- Research
- Sales

21. What do you hope to achieve for your business within the next 6 months? *

Maximum 100 words

22. What are your key milestones in the next year, 2 years, and 5 years? *

Maximum 150 words

23. What do you hope to gain through your participation in this Fellowship? *

Maximum 100 words

24. Will you be running the business by yourself or with a team? * [pull down: Alone/Team]

- If selected Team: Please provide the names, roles, and responsibilities of your team members.
[text, 50 words]

25. What types of organizations or partners will ensure your business's long term success? *

- Public Sector
- Non-profit Sector
- Private Sector

26. Name up to 5 potential partner organizations. *

Maximum 10 words

27. When you have business challenges today, how do you address them? *

Maximum 200 words

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Tell us about your technology.

28. Do you currently use Information and Communications Technology (ICT) in your job? Yes No

- If yes: What is your current computer setup? (type of computer and software most often used) Maximum 50 words
- If yes: What are 3 primary uses that you have for ICT in your work? Maximum 50 words
- If no: Please explain why you don't currently use ICT in your work. Maximum 50 words
- If no: If you would like to use ICT in your work, please share 3 potential uses that you may have for ICT. Maximum 50 words

29. What are your anticipated computer/technology needs to successfully run your business? *

Maximum 150 words

30. When you have technology challenges today, how do you address them?

Maximum 100 words