

FUNIC DEEP

DEVELOP, ELABORATE, EXECUTE, PUFF OUT



THE NEED

Everyday in Cameroon and Africa we see many start-ups rise to tackle the most difficult problems, then they vanish without having the opportunity to prove their potential.

Some of the reasons why they vanish includes:

- Lack of qualified personnel and management teams to scale the businesses.
- Lack of robust management structures that will reassure potential investors of their readiness to grow?
- No repeatable business models.
- Lack of funding and investments to help start-ups expand their operations and grow.

How can start-ups handle these issues and become investment ready?

THE CHALLENGE

FUNIC DEEP Challenge is a National Startup Competition and accelerator program aimed at powering startups with financial, go-to-market, mentoring and networking support, and more.

The objective of the challenge is to give startups the unique opportunity of showcasing their startups, receiving mentorship, and startup funds to scale their startups.

We are looking for innovative startups in



Tech Solutions
Financial Services
and insurance



Health Care



Education



Mobile Application



Agriculture and
food processing



eCommerce/
Internet



Telecommunications



Media and gaming

[APPLY NOW](#)

15 July 2021

Applications open

Fill in your application online and submit your proposal deck

APPLY NOW

18 September 2021

Final Selection

In the final stage, five startups are selected to receive funding.

13 September 2021

First Shortlisting and 5 days Coaching

Experts from Cameroon and around the world will provide coaching to help startups fine tune their proposal deck

08 October 2021

Training and Mentorship

The training and mentorship program is a 12-month MBA program that all startups go through. The Tuition for this program is covered by FUNIC DEEP and Trift Innovations Ghana.

17 September 2021

Second shortlisting

After the second shortlisting successful participants are sent to the second stage.

ATTEND THE FUNIC DEEP CHALLENGE



How to Apply

- a. Pay a registration fee of 100,000XAF (Bank name: Afriland First Bank
Account No: 00025-06810171001-87
Account Name: FINASSDEE Credit Line S.A
Reason for Payment: FUNIC DEEP Application fee)
- b. Fill the online application form
- c. Prepare a proposal deck of 15 slides and submit. The proposal deck should address the following:
 - Background of the company - 2 Slide
 - Executive Summary - 1 slide
 - Problem Statement - 1 Slide
 - Service and Business Model (E.g How does /will your company make money?) - 1 Slide
 - Sales and growth transaction
 - Service revenue of up to the last three years and revenue forecast for 2021/2022
 - Size of client /Userbase, reference client/project
 - Market Potential - 1 Slide
 - Competitive Landscape 1 Slide
 - Solution Outline - 3 Slides
 - High-level solution architecture
 - Solution USP
 - Solution development roadmap and key challenge(s)
 - Strategy/Business growth roadmap - 1 Slide
 - Funding required - 1 Slide
 - Team - 1 Slide

First Shortlisting

FUNIC judges will vote the top 20 startups for the next round based on the following criteria:

- Relevance
- Market Potential
- Service Model
- Business traction
- Technology USP Scalability and limitations
- Financial Viability

Coaching

The selected participants will be coached by experts from FUNIC, Startup Nkap and Trift Innovation Cameroon

Second Shortlisting

After the 5 days coaching, participants fine tune their proposal deck and engage in the second phase of the challenge to qualify for finals.

Startups get experts support and Investments to achieve industrialization and commercialization once they become investor ready

FUNIC DEEP JUDGES

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Dr. Henshaw Eyambe Mandi is a medical doctor, scientist, serial entrepreneur and philanthropist. He is the chairman of Trift Innovations Ghana, Founder & CEO of the Triangle Research Foundation and President & CEO of Casey Association Cameroon.



Fotabe Elmine is a Social/ Serial Entrepreneur, Corporate trainer, and a champion for female entrepreneurship. She is the Founder and Chair of the Prestigious Fotabe University of Cameroon (FUNIC).



Busola Edun is the co-founder of Lizard Consult, a financial consultancy firm in Nigeria which provides high quality advisory and financial services to empower individuals and business owners. She's an Associate member of the Institute of Chartered Accountant of Nigeria (ICAN). She is keen about sharing her knowledge of personal finance, investments and corporate finance.



Ewehmeh Gilbert is a seasoned Social Entrepreneur, an Investor and a business development consultant. He is the Founder of Startup Nkap Rwanda, an organization imbued with the passion for growing startups in Africa by helping them attract angel ventors, venture capitalists, equity investors, crowdfunding and other Financial Services

Why should you consider the FUNIC DEEP start-up Challenge?

- Get **FUNDING** of up to 10,000 USD
- Leverage on the expertise of qualified personnel without needing to set aside Millions of XAF as starting salaries
- Acquire robust management structures that will reassure investors of your readiness for growth.
- Get a replicable business model for your startup without paying exorbitant fees.
- Get professional help with business proposals/plans to attract investors or funders



Fin Goudron Bangue Kotto Douala
Email: funicdeepchallenge@funic.co
website: www.funic.co
Tel. +237 243 719 631/ 675 102 650

FUNIC DEEP is a Web of opportunities for Startups

