



## **Ethio Spur Business Plan Competition: Application Guidelines**

The Ethiospur Business Plan Competition is EDI's very first business plan competition started since 2019. The competition aims to award and support dynamic Ethiopian entrepreneurs who are planning to scale up their existing businesses by providing monetary and non-monetary prizes for the final winners to enhance their entrepreneurial skills to establish profitable, competitive, and sustainable businesses. For this year, EDI designed the 2022 ESBPC to be a National Business Plan Competition targeting Micro and Small businesses.

### **Application Guidelines**

The application consists of five sections;

1. **Cover page:** Questions to confirm your eligibility, and know more about your personal information.
2. **Lead Applicant Profile:** Questions about your education, experience, familiarity with EDI services.
3. **Business Profile:** Generic questions about your business.
4. **Current Business Performance:** Questions about the current status of your business.
5. **Your Business Plan:** Questions about your business expansion plan, specific goals & strategies, and competitive advantages.

### ***Eligibility criteria***

1. An applicant must be an **Ethiopian citizen**.
2. An applicant must be the majority **owner** of the business.
3. The business is operating in any industry sector with a **formal business license**.
4. The business has **0-50 employees**.
5. The business must be **at least 1 year old** with corresponding revenue history.

Only applicants who meet the criteria will have their application reviewed.



### ***Instructions***

- For most applicants, the application will take **1:00-1:30 hours** to complete. You are required to edit and submit the application within the submission period from November to February 2023 tentatively.
- All sections of this form **MUST** be completed prior to submission.
- The application can be submitted in **English, Amharic, and Afaan Oromo**.
- **No other documents or attachments** will be accepted. Late applications will not be accepted.
- You can download the application form and fill in the answers offline. Remember to submit your application at EDI office or email to [apply.ethioSpur@gmail.com](mailto:apply.ethioSpur@gmail.com) **before the deadline**.
- The information in this application will be kept strictly confidential. All information provided will be audited and verified for all winning businesses. If any information is found to be false or misleading, you will be disqualified from the competition and any future EDI's initiatives.
- If you have any questions, please contact [apply.ethioSpur@gmail.com](mailto:apply.ethioSpur@gmail.com) and make a copy to [info@edi-ethiopia.org](mailto:info@edi-ethiopia.org). All email queries will receive a reply within 2 business days. Alternatively, you may call the EthioSpur helpline: **8658**.

**HOW TO APPLY:** Choose one of any of the following methods to apply

- Apply **online** at [bit.ly/3TzE11E](https://bit.ly/3TzE11E)
- Download the application and send it by **email** to [apply.ethioSpur@gmail.com](mailto:apply.ethioSpur@gmail.com) and [info@edi-ethiopia.org](mailto:info@edi-ethiopia.org)
- Submit an application form in **hard copy**, or in soft copy using a flash disk or CD, to an EDI office:

### **Addis Ababa (Headquarters)**

Nega City Mall Building (In front of Zemen Bank) 3<sup>rd</sup> Floor, Kazanchis, Addis Ababa



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Entrepreneurship Development  
Institute (EDI-Ethiopia)

Tel: +251-115-571-150

E-mail: [apply.ethioSpur@gmail.com](mailto:apply.ethioSpur@gmail.com) and [info@edi-ethiopia.org](mailto:info@edi-ethiopia.org)

### **Amahara Region - Bahir Dar**

Next to Amhara Finance Bureau

Tel: +251-582-205-161 or +251-583-209-709

E-mail: [info.amhara@edi-ethiopia.org](mailto:info.amhara@edi-ethiopia.org)

### **SNNPR, and Sidama Region – Hawassa**

Omo Bank, 4<sup>th</sup> Floor

Tel: +251-462-125-359

E-mail: [info.snnpr@edi-ethiopia.org](mailto:info.snnpr@edi-ethiopia.org)

### **Oromia Region – Bishoftu**

Bishoftu land Administration office building 4<sup>th</sup> floor

Tel: +251-114-307-826 or +251-114-300-993

E-mail: [info.oromia@edi-ethiopia.org](mailto:info.oromia@edi-ethiopia.org)

### **APPLICATION DEADLINE: FEBRUARY 28, 2023**

**Prizes:** We expect to announce the prize winners by May **25, 2023**. We will contact you using the lead applicant's contact details as entered on the application form for all future communication.

**Please note:** One of EDI's strategic focus is to create an enabling environment for entrepreneurship and innovation via conducting research. By submitting your application to the EthioSpur Business Plan Competition, you are consenting to share your information with external researchers who may use it to contact you for additional information and to conduct research.