

# Creative Entrepreneurship Programme

## Registration Overview

Dear Applicant;

The following is a downloadable version of all questions asked in the online registration for the “Creative Entrepreneurship Programme”, which can be found via the Goethe-Institut Namibia webpage.

Only applications who completed the registration online will be considered.

---

## Personal Information

Are you registering as a team or an individual?

- A team only needs to fill out the registration once

Full name, Phone Number and e-Mail Address (of all team members and yourself).

For teams: Role within the team for each Member

## Business Description

The proposed business is in the creative sector of ... (max 3.)

- Fashion
- Design
- Advertising
- Jewelry
- Beauty
- Furniture
- Gaming
- other

Which workshops are you interested in?

- Business Development
- Entrepreneurial self-understanding
- Design Thinking
- Marketing and Customer Research
- Branding
- Sales Establishing Partnerships

- Legal issues and insurances
- Finance Management
- Health and self-development
- Pitching
- Other

What is the name of your business or what is its working title?

Is your business already registered?

Please describe your prior business experiences, any successes or failures and what you have learned from them. (Open question, to be answered in full sentences)

Please describe in which planning stage you currently are with your proposed business idea. (Open question, to be answered in full sentences)

Here you may upload pictures of your previous work, first sketches or other kind of documentation. (3 Documents)

- Be advised that it only allows for data in a PDF, PNG or JPG format. You will need to convert your data accordingly.

## **Business Model Canvas**

(All 7 question segments are open questions and need to be answered in full sentences.)

### **Key Partners:**

- Who are your Key Partners?
- Who are your Key suppliers?
- Which Key resources are you acquiring from partners?
- Which Key Activities do partners perform?

### **Key Activities**

- What Key activities do your Value Proposition require?
- ... your Distribution Channels?
- ... your Customer Relationships?
- ... your Revenue streams?

### **Key Resources**

- What Key resources do your Value Proposition require?
- ... your Distribution Channels?

- ... your Customer Relationships?
- ... your Revenue Streams?

### **Key Propositions**

- What value do you deliver to the customer?
- Which one of your customer's problems are you helping to solve?
- What bundles of products and services are you offering to each Customer Segment?
- Which customer needs are you satisfying?

### **Customer Relationships**

- What type of relationship does each of your Customer Segments expect you to establish and maintain with them?
- Which ones have you established?
- How are they integrated with the rest of your business model?
- How costly are they?

### **Channels**

- Through which Channels do your Customer Segments want to be reached?
- How are you reaching them now?
- How are our Channels integrated?
- Which one works best?
- Which ones are most cost-efficient?
- How are you integrating them with customer routines?

### **Customer Segments**

- For whom are you creating value?
- Who are your most important customers?

Lastly you will be asked once again for your e-Mail Address to verify the receipt of your Registration and finally reach the last page.