



Together  
Matters



## How to fill in your application?

Here is a guide to help you gather all the information you will need to apply for Etisalat's Hello Business Pitch Competition.

Please remember your business cannot be older than 3 years old.  
Kindly be concise and clear in your responses as this will help us in evaluating your application and understanding your business model.

Keep in mind that this is what our judges and evaluators will base their rankings on, so please take your time filling this out.





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## Step One

This is where you will provide basic information about your company. Here is the information you will be asked for:



Name



Email



Mobile



Company Name



Telephone



Website

## Step Two

Here are the questions you will need to have responses too along with the minimum word count:

- Q What is your business idea and what problem does it solve?**  
(Please provide a clear and comprehensive brief. Min 300 characters)
- Q What are your unique selling points? What makes your product idea stand out?**  
(Please describe the strength of your product and mention what makes it different. Min 300 characters)
- Q Who are your competitors?**  
(Please mention the name of your competitors or the industries that they operate in. Min 100 characters)
- Q What is your business model?**  
(Please mention how does your business operate, what is your revenue source, information about your product or service, finance details and customer base. Min 400 characters)
- Q Who is your target market?**  
(Please identify who is your end-user. If you are a B2B business, then mention the industries that you are targeting. If you are a B2C, mention your customer demographics and geography details. Min 100 characters)
- Q Is your business model scalable?**  
Tell us how do you plan to scale/expand your business in the long-term. (Please provide more information about your expansion strategy below. Min 50 characters.)





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**Q** What is your current team size?  
(please mention Names / Designations) (Min 50 characters)

Please provide video link that demonstrates your product and mention all related information that can help our judges in evaluating and ranking your business idea  
(Youtube or Vimeo Link) (Language needs to be in English or Arabic. Use actual pictures instead of stock images.)

**Q** Did you participate in any other pitch competition in the last 12 months?  
(yes/no)

Please provide more information and specify whether your business idea has been funded.

## Step Three

And Finally, you will be asked to attach your Presentation deck that shows your business, sales and marketing as well as financial plans.

The document can be:



PPT



PDF



Word file

30<sub>MB</sub>

Max size

You will also be asked to share a link to a video ( this is compulsory) that will be shown to the auditors that is a snap shot of your pitch!

We wish you the very best of luck and see you at the finals.

The Etisalat Hello Business team

