

infoDev ([www.infodev.org](http://www.infodev.org)) is a Global Partnership Program, hosted by the World Bank Group, with a strategic goal to accelerate the growth of innovative small and medium enterprises (SMEs) to promote sustainable inclusive economic growth, competitiveness and job creation. With funding from the Government of Finland under the joint program on *Creating Sustainable Businesses in the Knowledge Economy*, infoDev is launching a competition to award 50 of the leading SMEs from its regional incubator networks with opportunities to expand their international business linkages. Winning the infoDev Top 50 competition will provide these SMEs with a boost in their quest to gain access to finance, technology know-how and markets beyond their national borders. The prize winners will benefit from a **number of opportunities:**

- Global recognition as one of the leading companies among more than 20,000 companies in the 300+ global incubator network spanning almost 90 countries that make up the infoDev incubators network.
- Funding to participate in the 4<sup>th</sup> infoDev Global Forum on Business Incubation and Technology Entrepreneurship, due to take place in Helsinki, Finland, 30 May – 2 June 2011 (<http://www.infodev.org/en/Topic.20.html>).
- Free-of-charge participation in the SME Fair at the Global Forum and networking opportunities with peers, financiers and corporate partners such as Venture Capitalist, Angel Investors/networks, donor agencies, non-governmental organizations and other stakeholders.
- As part of the networking opportunities, infoDev will provide an introduction to angels/mentors from organizations such as the Angel Capital Association (ACA) and the European Business Angels Network (EBNA).
- infoDev will also provide a matching service to introduce the selected SMEs to established incubators in their potential export markets. These will be drawn from infoDev's own network as well as those of others such as the European Business Network (EBN) and that US-based National Business Incubators Association (NBIA) and other potential partners.
- As part of the "Top 50", SMEs will be automatically eligible for other prize and grant opportunities, including the services of incubators in their target markets and potential VC funding.

## Entrance Requirements

- Recipients should be the founder or manager of an SME located in a developing country;
- Preference will be given to SMEs that are already affiliated with an incubator in infoDev's six regional incubator networks (see [www.idisc.net](http://www.idisc.net)), or that has graduated or applied to join.
- Preference will be given to SMEs active in the three fields that are the focus of this year's Global Forum, namely Mobile & Internet Applications, Climate Technologies and Agribusiness.
- The SME can be at any stage of enterprise development (idea, prototype, revenue, profitable, expansion) and will be evaluated according to market potential, level of innovation, management team, potential socio-economic impact and match of the needs with the types of resources infoDev can help the SME link into.
- Please note that infoDev will only award up to five SMEs from any given country.

To enter the competition, please fill out the form below and email it to [infodev-top50@worldbank.org](mailto:infodev-top50@worldbank.org) with the subject line “*infoDev* TOP50 Competition” no later than 11.59 pm ET, **March 14, 2011**.

Initial screening will be carried out by the management of the incubator you are applying through. A shortlist will then be developed by infoDev. Finally, an expert panel comprised of mostly business executives and financiers appointed by infoDev, will then select the winners. The winners will be announced in April 2011.

**Please note that the selection is extremely competitive and we will not accept phone calls / emails / faxes other than as specified in this application form.**

If selected, you are expected to arrive at the Global Forum in Helsinki, Finland on May 29 and participate in all activities until June 4. *infoDev* and the Global Forum event management company (FinPro) will assist the winning SMEs with arrangements for travel, accommodation, visa etc.

1. Contact Details (Name of Company, Name of Applicant, Email, Telephone, Postal Address)

2. What is your development stage? (Please tick the one most appropriate):

Idea \_\_\_ Prototype \_\_\_ Earning Revenue \_\_\_ Profitable \_\_\_ Ready to expand \_\_\_

3. With which incubator within *infoDev*'s regional networks (see: [www.idisc.net](http://www.idisc.net)) are you currently affiliated (or have graduated from or applied to join)?

Incubator \_\_\_\_\_ Country: \_\_\_\_\_

If you are not currently affiliated with an incubator in *infoDev*'s regional network, but intend to contact one to support your entry to the competition, kindly specify the name of the incubator and its location here:...

4. Please list **three countries** that are actual or potential export markets for your business. This information will be used to match your business with mentors and incubators that can assist you in penetrating these markets. If you have already identified a potential partner incubator in that country, please provide the name. For this purpose, you may want to consult the membership lists for infoDev ([www.idisc.net](http://www.idisc.net)) EBN BIC ([www.ebn.be](http://www.ebn.be)), NBIA ([www.nbia.org](http://www.nbia.org)) or any other incubator network that you find relevant).

Country	_____	Incubator	_____
	_____		_____
	_____		_____

5. What type of primary opportunities are you looking for (e.g. corporate partnership, regional expansion, exports, technology transfer, joint ventures, recruitment, mentoring, diaspora talent, etc.)? Please provide details (up to 100 words):

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6. Please provide a brief description of your company’s area of business, focusing on its products and services (up to 200 words). Please note that preference will be given to SMEs that are aligned with the three areas of focus for the Global Forum this year: Mobile & Internet Applications, Climate Technology and Agribusiness

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7. Please describe your company’s mission or vision (up to 100 words)

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8. Please provide a brief bio of yourself, as applicant (up to 200 words)

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9. What are the main challenges facing your business? How might winning this prize make a difference (up to 100 words)?

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10. Who are your key customers, potential or actual (list 3)? Who benefits from the products and services your company provides? (up to 100 words)

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11. What is your company’s unique competitive advantage? (up to 100 words)

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12. What are your current (and future) development benefits in your local community(ies) ? (e.g. reducing poverty, producing jobs, providing access to basic services, etc.) (up to 100 words)

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