

Expression of Interest

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Fashion Entrepreneurship Incubators: Creation Botswana

**Issued by the Alliance Française of Gaborone
and the National Arts Council of Botswana with
the support of the French Embassy in Botswana**

Deadline: 21st of June 2024

Date of Issue: 31st of May 2024

Applicants should submit all questions related to this call for incubators via e-mail
to: creationbotswana@afgaborone.org

1 - PROJECT DESCRIPTION

I. Context

Creation Botswana aims to support and scale up fashion entrepreneurs in Botswana by providing mentorship, incubation, training, funding and networking. This initiative, supported by the French government, promotes economic growth and job creation through fashion entrepreneurship.

II. Project coordinator

The French Embassy in Botswana, the Alliance Française de Gaborone and the National Arts Council of Botswana will coordinate this project.

III. Objectives of Creation Botswana

1. Stimulate and support of fashion entrepreneurship;
2. Bolster the fashion in Botswana;
3. Promote international cooperation and business development;
4. Connect fashion entrepreneurs with their peers in Africa and Europe;
5. Strengthen Botswana-France relations;
6. Encourage sustainable practices in fashion entrepreneurship.

Creation Botswana will collaborate with local and international incubators, businesses, institutions, and partners, governed by a Botswana and French committee.

2 - OBJECTIVES OF THE INCUBATOR

I. Goals

The selected incubator(s) will provide holistic support including training, mentoring, resources, and an environment conducive to the growth of fashion entrepreneurs, blending economic and cultural objectives.

II. Roles and responsibilities

The incubator for Creation Botswana is crucial in supporting and nurturing fashion entrepreneurs as part of this project. The role of the incubator is defined in the provided description and is further outlined as follows:

- 1. Sector expertise:** Knowledge of Botswana's entrepreneurship landscape, especially in retail, fashion and cultural economy.
- 2. Preparing and coaching up to 40 innovative fashion entrepreneurship projects** for presentation in front of a jury, from which 12 projects will be selected to be incubated for four to six months.
- 3. Incubating the 12 selected projects:** The incubator(s) will provide tailored support, personalized mentorship, and assist them in refining their business models, scaling their operations, and accessing the retail market.
- 4. Supporting with professional's network:** Provide access to a network of professionals and mentors.
- 5. Infrastructure and resources:** Offer necessary facilities, including workspace and internet, and facilitate access to markets and financial resources (investment, fundraising...).
- 6. Impact and monitoring:** Develop KPIs to measure growth, profitability, and sustainability.
- 7. Timeline and commitment:** Commit to meeting deadlines and project-related commitments.

8. **Ethics and integrity:** Maintain ethical conduct in all interactions.
9. **Communication:** Ensure transparent and regular communication.

III. Budget

The budget allocation will depend on the expertise needed, with potential for consortiums to apply jointly.

IV. Expected results

The expected results from Creation Botswana include a range of positive outcomes for fashion entrepreneurship, economic development, and international cooperation in Botswana. Here are the anticipated results:

1. **Fashion entrepreneurship:** Increase in successful fashion startups.
2. **Industry strengthening:** Enhance competitiveness, job creation and sustainability.
3. **Promotion of international cooperation:** Facilitate cross-border collaboration and trade within the fashion sector, between Botswana, Africa and France.
4. **Project impact and monitoring:** Measurement of social, economic, and cultural impacts
5. **Event management and visibility:** Successful organization of selection and pitch events. Enhance visibility of incubated entrepreneurs through events, conferences, and networking opportunities.
6. **Long-term sustainability:** Development of sustainable businesses.

3 - INCUBATOR REQUIREMENTS AND SELECTION CRITERIA

Below are the key requirements:

1. **Capacity and resources:** Physical infrastructure and reliable internet.
2. **Experienced team:** Dedicated project team and proven track record in incubating and supporting startups.
3. **Effective project management:** Ability to meet timelines and milestones.
4. **Comprehensive support:** Personalized coaching and mentoring. Additional support, including guidance on scaling, marketing, and access to funding.
5. **Structured incubation programme:** Covering key aspects of business, product and brand development, project management, marketing and communication.
6. **Positive impact on startups:** Demonstrated success in fostering startup growth.
7. **Ethical and responsible practices:** Upholding high ethical standards.
8. **Fashion expertise:** Understanding of the fashion sector and access to a network of accomplished professionals in that field.
9. **Commitment to diversity and inclusion:** Commitment to equal access and opportunities.
10. **Flexibility and adaptability:** Ability to tailor the programme to specific needs.
11. **Transparent reporting and monitoring:** Effective communication and regular progress reports.

The selected incubator will also have to be available from the 1st to the 5th of July 2024 to meet with the French expertise team.

4 - ESTIMATED PROJECT TIMELINE

Contract signing and start of incubator's missions: 10 July 2024

- **Call for applications (2 - 27 September 2024):**
 - Organise an event to launch the call for applications and promote it through various channels.
- **Fashion entrepreneur's selection (30 September - 11 October 2024):**
 - Evaluate project applications / Shortlist up to 40 projects based on selection criteria.
- **Coaching period (14 October - 15 November 2024):**
 - Focus on skills development, refining project ideas, and preparing for pitch presentations.
- **Pitch presentations and selection (18 - 22 November 2024) :**
 - Organise pitch presentations / Select the jury to identify the top 12 projects.
- **Incubation programme (25 November 2024 - 25 April 2025) :**
 - Including mentorship, training, resources and international mobility
- **Selection panel event (May 2025 - date to be confirmed):**
 - Present their progress to a jury / Evaluate the projects' readiness for the next phase.
- **Post-incubation period (1 June - 31 August 2025):**
 - Continue to provide support as needed
- **Project evaluation and reporting (after every month):**
 - Collect data and metrics to measure the success of the project and the startups incubated.
 - Prepare and submit regular progress reports to stakeholders.
- **Closing and recognition (date to be confirmed).**

5 - STEPS TO EXPRESS YOUR INTEREST AS AN INCUBATOR

1. **Review project requirements and assess your incubator's eligibility**
2. **Prepare and send required documentation**

Gather below's documentation and send it via email to creationbotswana@afgaborone.org before the deadline (21st of June 2024)

- Your incubator's profile and history.
 - Details of your incubator's team, including qualifications and experience.
 - A clear and structured incubation programme outline.
 - A list of mentors and experts in your network.
 - Information on your incubator's facilities, resources, and infrastructure.
 - Technical proposal (max. 3 pages).
3. **Budget:** Provide a transparent budget breakdown that outlines the financial implications of collaborating with your incubator. Be clear about costs and the allocation of resources.
 4. **Interview and assessment:** Review of applications will take place on the 24th & 25th of June. Shortlisted candidates will be notified and called for an interview for the 26th of June.