



Hello, welcome!

Ready to start your application?
(Takes 20 min)

[Apply Now](#) press Enter ↵

1. Let's start with the basics. What's your first name?

2. What's your last name?

3. Great to meet you! What's your email address?

We'll use this email address to get back to you if your application meets our funding criteria.

4. Please select yes or no in response to the statement below

My product or service benefits children between the ages of 0 and 6 - either directly or via mom/dad/preschool teacher/healthcare worker/another caring adult.

Hint: We only fund products or services that benefit children between the ages of 0 and 6 - either directly or indirectly

5. Please select yes or no in response to the statement below

My product/service is mainly focused on benefitting children (directly or indirectly) living in low-income communities within South Africa.

Hint: We only fund products or services that are mainly focused on benefitting children (directly or indirectly) living in low-income communities within South Africa.

6. Last yes or no question for now!

I'm applying for funding for infrastructure/hardware/curriculum development

Hint: We are not able to fund infrastructure/hardware/curriculum development

7. Gender

We collect this information to monitor how we're doing in improving our diversity targets.

A FEMALE | B MALE | C RATHER NOT SAY | D OTHER

8. How would you describe your population group?

This question is about you rather than your team/organisation. This information helps us to monitor how we're doing in improving our diversity targets.

A BLACK AFRICAN | B COLOURED | C INDIAN OR ASIAN | D WHITE | E NOT FROM SA | F PREFER NOT TO SAY

9. Which of these describes you/your team best?

You don't need to be an expert in Early Childhood Development (ECD) to qualify for funding. We're just curious about how your current work relates to ECD.

A ECD IS THE CORE OF OUR WORK

B ECD IS RELATED TO, BUT NOT THE PRIMARY FOCUS OF OUR WORK

C ECD IS NEW TO US & WE'RE EXCITED TO LEARN MORE

10. Which of these would you say best describes you?

We support social entrepreneurs AND intrapreneurs within organisations to develop, test and launch innovative solutions to early childhood challenges in South Africa.

A I'M AN ENTREPRENEUR: I create and launch innovative new ventures

B I'M AN INTRAPRENEUR: I use my entrepreneurial skills to create and develop new products within my organisation

11. Give us a snapshot of what makes you YOU!

In one paragraph, please tell us about what motivates you and/or your team and why we should consider investing in you.

12. Why Innovation Edge as a funder?

What unique value do you think we can provide?

13. What's the name of your product, service or venture?

14. What stage of development is your venture in?

A FEASIBILITY: I have a firm concept and want to do some work to understand if my target audience thinks it's as good as I do.

B PROOF OF CONCEPT: I'm ready to take an iterative approach to creating a Minimum Viable Product through development, testing and refinement; or piloting.

C MOVING TOWARDS SCALE: I'm ready to actively test pathways to scale and demonstrate potential for impact.

15. Describe the problem your venture is solving in just 1 paragraph.

Please share your insights into the cause of the problem and what the consequences of the problem are. Hint: Feel free to provide evidence in the form of links to research papers, etc.

16. In no more than 3 sentences, tell us about your target audience.

Please be as precise as you can. Example: Mothers (between 18 and 35 years old) who have children between the ages of birth and 2 years, living in low income communities in Gauteng and KZN.

17. In no more than 5 sentences, please tell us what exactly your venture is; what's innovative about it; and how you intend to reach your target audience/s.

Think of this as an elevator pitch. Keep it short and precise.

18. In no more than 3 sentences, tell us about specific and demonstrable experience you have working in the area of your innovation. Alternatively, tell us about the tangible impact the problem your innovation addresses has had on your life.

19. How much funding are you requesting from us?

Please include the amount in South African Rands and the number of months it covers. Example: R500 000 for 12 months.

20. Please upload a detailed budget (including unit cost, quantities and activities) for the amount requested over the funding period.

21. What sorts of non-financial support, if any, would you like?

22. What goals do you hope to have achieved at the end of the funding and support period?

Please list the 3 main things you believe our funding and support will help you to achieve.

23. Would you like to share a pitch deck, voice note pitch or video with us? Totally not essential, but very welcome.

24. Would you like to share a website and/or social media links?

25. Tell us about the sustained or long term change you would like to see. (max 1 paragraph)

This is where you describe what s hopes to achieve in the long run. Think about what you want the 'sustained effect' on individuals or families and communities to be.

26. Please give us an idea of how you're thinking about growing the reach of your solution and sustaining it financially beyond funding and support from Innovation Edge.