

APPLICATION FORM	
Company Name	
Registration Number	
Industry	
Company Address	
Main Contact Person	
Office Telephone Number	
Mobile Number(s)	
Website	
Email Address	
Facebook Link	
Twitter Link	
LinkedIn Link	
Instagram Link	

INCUBATION REQUIREMENTS (Please tick one box only)	YES	NO
Is the business a legally registered entity and operational for the last six months?		
Name of province where the business is based		
Is the business 51% female owned?		
Is the business operated full-time by a female entrepreneur(s)? Companies with male directors are allowed to register.		
Is the business funded by the government agencies or by the owner(s)?		

INCUBATION REQUIREMENTS (Please tick one box only)	YES	NO
Is the business owner(s) willing to commit to monthly financial payments for 4 months which will cover training manuals, facilitator bookings and all expenses necessary for the running of the programme (workshop booking fees are excluded on the amount above).		

SELECT A COMMITMENT OPTION THAT IS SUITABLE FOR YOUR BUSINESS:

OPTION 1: R10 400pm (for 4 months)

<input type="checkbox"/>	Tick if option 1 is chosen
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- 1-on-1 Consultation on Customer Service
- 1-on-1 Consultation Marketing Fundamentals
- 1-on-1 Consultation on Sales and Pricing
- 1-on-1 Consultation Company Branding
- 1-on-1 Consultation on Access To Markets
- 10 hours Zoom/Skype consultation per month
- 6 hours per month Face-to-Face consultation (at our office)
- Unlimited consultation via email or telephone

OPTION 2: R6450pm (for 4 months)

<input type="checkbox"/>	Tick if option 2 is chosen
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- 1-on-1 Consultation on Customer Service
- 1-on-1 Consultation Marketing Fundamentals
- 1-on-1 Consultation on Sales and Pricing
- 6 hours Zoom/Skype consultation per month
- 4 hours per month Face-to-Face consultation (at our office)
- Unlimited consultation via email or telephone

OPTION 3: R3850pm (for 4 months)

<input type="checkbox"/>	Tick if option 3 is chosen
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- 1-on-1 Consultation Marketing Fundamentals
- 1-on-1 Consultation on Sales and Pricing
- 4 hours Zoom/Skype consultation per month
- 2 hours per month Face-to-Face consultation (at our office)
- Unlimited consultation via email or telephone

WHAT THE INCUBATION ENTAILS

Our Virtual Business Incubation programme is tailored for new and existing entities. The programme runs for 4 months and entails the following:

- Undertake evaluations and due diligences of entrepreneurial ideas, with particular emphasis on feasibility and economic viability as well as potential to impact on the Gauteng economy.
- Advise SMEs on various aspects of their business plans, with particular emphasis on strategy, marketing, distribution channels, human resource management, operations/supply chain management, finances and fundraising, and the international business environment.
- Assist entrepreneurs in proposal writing, fundraising as well as relevant linkages to established companies for business development opportunities.
- Oversee business mentoring support and ensure that support is tailored to the specific business needs of each SME on a case-by-case basis.
- Ensure tight management of the milestones and progress of SMEs.
- Ensure that appropriate records are maintained to allow for monitoring and reporting the progress of incubation activities and ensure that contracted targets are met.
- Establish relevant stakeholder network linkages to facilitate market access opportunities.
- Facilitate collaborations, business development and market access opportunities.

TERMS AND CONDITIONS

1. The monthly commitment fee charged is payable in advance by no later than the 1st of each month for the incubation. No service will be offered where the account is in arrears. The grace period is limited to 7 days only. Where the incubatee has not paid or participated for more than 60 days, The Marketing Incubator reserves full rights to terminate this agreement without refund. This agreement is valid for 4 months only from the date of signing.
2. In providing the incubation services a mentor is acting independently of any other party. Accordingly, the Client acknowledges that neither TMI nor its subsidiary is a party to any contract or agreement between a mentor and a client and neither shall have any liability for any acts or omissions on the part of a mentor.
3. The client agrees to co-operate with the mentor in the performance of the services and to provide such support, facilities and information as may be reasonably required. All decisions and actions taken by the client in connection with its business or otherwise that may rely on any information or opinion received from a mentor during the provision of the services are solely the responsibility of the client.
4. A mentor shall have no liability to a client or its business for any loss or damage whatsoever, whether direct, indirect, special or consequential, which arises in contract, tort, by statute or otherwise. Nothing in these conditions excludes or limits a mentor's liability for death or personal injury caused by any wilful default or negligence.
5. If a client provides a mentor with information which infringes third party intellectual property rights, is defamatory, constitutes a breach of confidentiality or imposes some other liability upon the mentor, the client will indemnify the mentor and TMI against any liability they may assume by reason of the use of such information in the course of the Services or after they shall have been provided.
6. The mentor undertakes not knowingly to cause or permit any action which may damage or endanger the intellectual property rights of the client or the title thereto, nor to permit others to do so. The client shall have no rights to, or to claim ownership of, any intellectual property provided or originated as part of the services by the mentor.
7. A mentor shall not be deemed to have made any representations, warranties or undertakings of any kind to a client in relation to the services.
8. The mentor and the client will promptly disclose to each other any conflicts of interest of which either

becomes aware during the provision of the services.

9. Both mentor and client will keep confidential all information disclosed by one to the other that is not in the public domain provided that the mentor may be permitted in good faith and with reasonable discretion to discuss issues arising with (a) other mentors duly appointed by the client and (b), members of the Steering Committee of the TMI Entrepreneurship Panel where it is likely to be beneficial to the client and/or the ethos and standing of mentoring generally. It is further agreed that the mentor will use all reasonable endeavours to ensure in relation to discussions within the Committee that (i) such detail as is disclosed remains confidential within the Committee and (ii) that insofar as records are maintained by the Committee on progress of a client, these will remain internal to the Committee and may only be disseminated outside the Committee on a suitably anonymised basis.

10. Either party has the right to terminate the provision of the Services, without thereby incurring any liability to the other, by notice to such effect given in writing to that other. In the event of any termination before any Services shall have been completed, the terminating party undertakes to provide the other with reasonable explanation of the underlying reasons for so doing.

11. The South African law shall govern these terms and conditions.

Applicant's name: _____

Applicant's signature: _____

Date: _____

Completed forms must be emailed to apply@marketingincubator.co.za before closing date.