



Startup Evaluation Criteria

Our goal is to support social enterprises on the path to financial sustainability and creating impact in their communities. We consider all applications to the BfE Incubation Programme carefully and holistically over several stages to determine the startups that best fit our mission and vision. We apply the following criteria when screening applications and conducting interviews.

+ Basic Eligibility

- For-profit or non-profit social enterprise with existing revenue
- Early-stage business at the pre-seed or seed stage with plans to scale
- Legally established in Africa, Asia, Latin America or the Middle East
- Ability to create positive impact and reach long-term financial sustainability

+ Desirable Qualities



Business Model

- Customer-centric understanding of target audience
- Documented revenue stream(s) and other financial metrics
- Clear business model backed by strategies for achieving KPIs



Social Impact

- Impact alignment with one or more of the UN SDGs
- Impact is fully integrated into core business practices
- Proxies for social and/or environmental impact are identified and measured



Product/Service

- Minimum viable product (MVP) with good product-market fit
- Sustained momentum in customer growth and demand



Communication

- Prompt in responding to requests for information
- Easily contactable and willing to engage with BfE teams virtually throughout the programme



Management

- Driven and committed leadership team working full-time
- Equipped with relevant capabilities and expertise
- Team consists of more than one founder



Advisory Need

- Actionable problem statement with clearly articulated objective(s)
- Devised initial strategies to address the problem but faced challenges



Connect with us



Questions?

Email us at

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