2020 Program Application Guide

About the Go-to-Market Botswana Program
The Stanford Go-to-Market Program is an intensive, one-week entrepreneurship bootcamp, taught by Stanford Graduate School of Business faculty, that will be held in Gaborone, Botswana. Through a combination of lectures, case studies and small group discussions, it helps start-up entrepreneurs gain the confidence and skills to commercialise their business idea and accelerate their route to market.

Who Should Apply?
The program is designed for promising entrepreneurs who are interested in transforming their passion and ideas into a scalable venture. It is appropriate for innovators from all industries who have recently started their venture and have active customers. Participants are selected based on both the potential for success of the individual and their business idea.

Minimum Admissions Requirements
To be considered for admission, the applicant must:
- Be a citizen of Botswana
- Be aged 18 to 35
- Be the founder/co-founder of the business
- Have completed a secondary education (Minimum Cambridge O-Level)
- Be comfortable using a computer, and have internet and computer access

The applicant’s business should:
- Have been running for at least a year
- Have had customers in the last year

How to apply?
To be considered for admission to the 2020 program, you must submit:
- a certified copy of Omang, and;
- a complete 2020 program application.

The program application is submitted online.
Program applications may be submitted through the following site:
https://forms.gle/EbmuQRdUggm7XDJY8
A certified copy of Omang should be emailed to Gaofenngwe Kabubi, at gkabubi@stanford.edu.

Completed applications must be submitted by **November 15, 2019**. Late submissions will not be considered.
Frequently Asked Questions

General Questions
- Can more than one person from a company apply to attend Go-to-Market?
  - No. Only one individual per company can attend. If more than one is interested (e.g., co-founders), select one person to be the applicant.
- Does the program require a full-time commitment?
  - Yes, you will need to commit to a full schedule of activities during the week of the program. Additionally, you will be asked to begin your course readings approximately 1 month before the program begins. You should plan on dedicating at least 10 hours a week to your readings.
- Why is computer literacy required for the program?
  - The course materials and communications from the program team will all be sent electronically. You will also be required to create a presentation in powerpoint during the program, which will necessitate computer access. Considering that, we ask that all participants have access to a computer, and be comfortable accessing materials online.

Program Admissions
- Who should apply to the program?
  - Aside from the admissions requirements, those who would benefit most from this program are:
    • New entrepreneurs who have recently started a venture
    • Those with a great idea, but minimal business background
    • Ventures that have a scalable model (e.g., trying to determine how to expand into a chain of restaurants vs. starting a single restaurant)
    • Looking to make a lasting impact in the country through their venture
- What will you be looking for in the applications?
  - The application review committee will be looking for:
    • Fulfillment of the minimum admissions requirements
    • The personal attributes of the applicant (e.g., education and professional background), as well as the strength of their business venture.
    • Thoughtful and concise responses to the essay questions. Admissions readers will want to know that you put effort into your responses.
- I am still not sure if the program is a good fit for me. Is there someone I can talk to?
  - Absolutely. The Go-to-Market Program Coordinator (Gaofenngwe Kabubi) is available to speak to prospective applicants. She can be contacted at gkabubi@stanford.edu.

Application Submission Questions
- Do I have to submit the application online?
  - Yes. The admissions committee requires all submissions to come through the online form.
  - If you are having technical difficulties submitting online, please contact Gaofenngwe Kabubi at gkabubi@stanford.edu.
- Can I complete the application on someone’s behalf?
  o No, the application must be completed by the person who plans to attend the program.
- I have several names I go by. What name should I put down?
  o Please enter the name that is listed on your Omang ID. Should you be accepted to the program, we will ask you if you have an alternate name or nickname you prefer to use in your everyday life.
- I have dual citizenship. Am I eligible to attend?
  o Yes, you may have dual citizenship as long as one of them is to Botswana.
- What level of English language proficiency is required?
  o Applicants will need to be able to understand videos and in-person instruction that will be taught in English. Applicants will also need to be able to present and discuss ideas in English with other participants. Required readings will also be distributed in English, and are university level.
- For the address, do I list my personal or business address?
  o Please list your place of residence in the Personal Information section, and business address in the Company Information section.
- I have multiple email addresses and/or phone numbers. What should I list in the ‘Contact Information’ section?
  o For your contact information, please enter the email address and phone number you would prefer the program team use to contact you.
- In the employment section, you ask for current and previous employment information. Can I include more than that?
  o No. We only need to review the most recent positions you have held.
- How much detail do I need to list for my job responsibilities?
  o A bulleted list is ok, but please enter your core responsibilities (e.g., oversee hiring, long-term business development, etc.)
- How far back should I list my educational background?
  o List all education at and above a high school/Cambridge O-level education (i.e., do not list primary school education)
- Do I need to be the founder/owner of the company I am applying under?
  o Yes. The program is designed for individuals who founded their businesses and have the potential to have an immediate impact on the venture (e.g., CEO, President, Managing Director).
- If I have a lot of information to cover, can I write more than 100-300 words for the essay questions?
  o No. Responses should be limited to 300 words at most. Longer responses will likely not be read in full.