



Frequently asked questions

Call for applications WIA54-2021

What is the WIA54 program?

The WIA 54 program was born in 2017 to encourage entrepreneurship in Africa. Every year since 2017, WIA launches a pan-African competition of entrepreneurial projects led by women to identify and coach 54 women entrepreneurs for 1 year. More than 9,000 applications have already been reviewed since the beginning of this program, and more than 175 start-ups have been supported.

In 2021, WIA is rolling out its 2030 plan, and will support 540 women, 10 in each country.

What are the different types of status in the WIA54 community?

- Candidates of the competition: all participants to the WIA call for applications.

This means any woman who has sent her complete file during the call for applications

- Country finalists: 10 women pre-selected in each country
- Country laureates: 54 women representing the 54 countries selected from the country finalists
- Revelations: laureates by category.

The categories are as follows:

- Education
- Health
- Digital
- Fintech
- Agriculture
- Sustainable development
- Beauty industries
- Creative Industries
- Gold Award: Jury Prize



What are the benefits of the program?

LÉGENDE

-  COUNTRY FINALISTS
-  WINNERS
-  REVELATIONS

TRAINING & MENTORING



TAKE PART IN AN ONLINE TRAINING BOOTCAMP



RECEIVE AN OFFERED TRAINING BY ONE OF THE 58 CAMPUSES OF OUR PARTNER HONORIS UNITED UNIVERSITIES



BE MENTORED AND COACHED BY AN EXPERIENCED LEADER



NETWORK



INTEGRATE A NETWORK OF MORE THAN 100,000 MEMBERS WORLDWIDE



HAVE ACCESS TO PRIVILEGED CONSULTING SESSIONS WITH OUR PARTNERS



HAVE DIRECT CONTACT WITH PAN-AFRICAN AND GLOBAL EXPERTS



INTERNATIONAL EXPOSURE



SPEAK AT OUR INTERNATIONAL WEBINARS



BROADCAST YOUR PROJECTS ON WIA PLATFORMS



The class also benefits from the support of godmothers.

The godmother is a source of inspiration for these women, sometimes a role model, always a charismatic and encouraging personality.

She leads networking actions and supports the development of the laureate's projects.



Programme Eligibility

Who can apply?

Any African woman entrepreneur whose business is in Africa.

The criteria are as follows:

- Business created or led by an African woman
- Startup created less than 5 years ago
- First traction on the market (sales, number of users, funds raised)
- Be part of one of the 8 categories
- Applicants can only compete in a category that is their primary business category. For example:
 - If you produce jams sold exclusively on a website, your category is "Agriculture" not "Digital."
 - If you offer digital training, your primary category is "Education" and your secondary category is "Digital"

What are the evaluation criteria for the projects?

- Innovative product, service or technology
- Proven business model scalability
- Strong growth potential
- Ambitious team with strong execution ability
- Market traction (revenue, number of users, funds raised)
- Potential impact in Africa

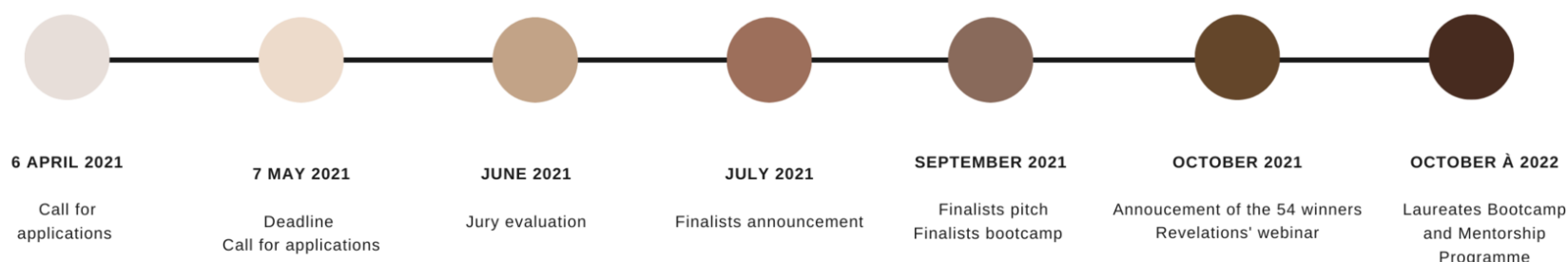
Our process is extremely rigorous. Each year, the jury analyzes and ranks the files under the supervision of [Roland Berger Paris](#). The files are analyzed in an 8-step process by multidisciplinary experts. The results are systematically validated by Roland Berger before publication.

Can I submit more than one application?

Yes, but we advise you to focus on the most innovative project to maximize your chances of being selected.



What is the WIA54 agenda in 2021?



What happens if I am a finalist?

The 540 selected finalists will receive an email between July and August with the WIA54 charter to be signed and returned, committing them to take part in the program!

What happens if I am the country laureate?

An evaluation form will be sent to you to identify your individual needs in order to offer you a personalized program and to pre-select the mentors.

Why wasn't my application selected?

Since 2017, WIA54 has received over 9,000 applications and supported 175 entrepreneurs. Every year we strive to increase our impact and support for women entrepreneurs in Africa. This year we want to support 540 entrepreneurs instead of 54.

Nevertheless, if your application is not selected here are the possible reasons:

- You have not finalized your application
- You do not meet the eligibility criteria presented above
- Your project was not presented in the most attractive way (lack of information)
- You have obtained a lower score than the other candidates of your country or category

We invite you to rework the presentation of your project and to reapply to the next edition.



Questions about the program

Mentoring

The WIA54 mentor network is made up of people selected from the very large WIA community on an international scale. These mentors have a strong desire to engage with WIA to support the women's entrepreneurship effort in Africa. They are mainly:

- highly experienced professionals
- business leaders and entrepreneurs
- company executives
- staff members of WIA's patrons and partners

Training

The training program is done in 2 phases:

First phase: Virtual Bootcamp for finalists

This phase will be an opportunity to train the finalists on essential subjects for the development of their projects whatever their category: Marketing, Finance/Banking, Communication, Digital Marketing, Logistics, Human Resources Management, Strategy, etc.

The speakers are in most cases professionals experts in their field.

Second phase: Virtual Bootcamp for laureates.

This phase is dedicated to the laureates and revelations. It will last 6 months. In order to meet the specific needs of each laureate, the bootcamp will be done in an individualized coaching format. Advice and training sessions will be defined with our experts to provide pragmatic support to the laureates.

Network

To be a member of Women In Africa is to be part of a global community of which Africa is the heart, composed of women and men who share the same values for a more equitable world.

It is also to give oneself the means to go further, to learn and to meet those who shape the Africa of today and tomorrow.

By becoming a member of Women In Africa, you will be the first to know about the programs conducted throughout the year and you will have access to all the events - digital or in person - organized every week, all over the world (webinars, trainings, networking events, thematic events).

You'll also have direct access to all of our network members, and you'll be able to share your accomplishments, your profile, or your projects.



Visibility

WIA has extremely dynamic platforms that allow the promotion of its actions on an international level. The laureates of WIA54 have a very important place there.

We develop campaigns to promote the projects of our laureates in order to give them international visibility and create opportunities for them.

Watch again our program "[Women in business: an African revolution](#)".

And in general, a lifetime of tailored support within the WIA network!

Involvement of our patrons



WIA54 is privileged to have as patrons

- Société Générale
- Roland Berger
- Orange
- Stop Hunger
- Inetum
- Meridiam
- AXA
- DS Avocats
- Total Foundation
- TV5 Monde (and many media partners)

Each of these patrons supports WIA54 and more specifically one category according to their affinities with their core business.

We co-design our programs with them and involve them in all the components of the support of our laureates: bootcamp, mentoring and promotion.

Sponsors also actively participate in the selection process as a jury.

How to apply?

Please refer to the document [HERE](#).

For all your questions related to your application contact us at: WIA54@wia-initiative.com and for your questions related to WIA in general: contact@wia-initiative.com