



# Pacific Greenpreneurs 2023



## 2023 INCUBATOR PROGRAM

### Frequently Asked Questions

#### 1. How do I know if I'm a green business/enterprise?

We define a green business as a **purpose-driven enterprise** seeking to address **environmental and/or social issues** through their business, while generating income. This means you have a deliberate intent to have a positive impact on people (communities) or the planet (environment) as part of your business.

#### 2. What is an 'early stage' business?

We consider a business is in the early stage when it has a product or service in the market. This could be selling at a small scale (e.g., you could be selling to family or friends, on social media or at local flea markets). You do not have to be formally registered as a business to apply, and do not need to have business premises.

#### 3. Do I have to pay for the program?

No. The Pacific Greenpreneurs Incubator program is a **free, fully subsidised** program tailored to the needs of early-stage enterprises in the Pacific region. The equivalent incubator program is valued at over USD2,000 (excluding seed grant funding) per enterprise.

Greenpreneurs are expected to cover incidental costs of participation such as internet data access, travel to training venue or meeting place for in-person training, workshops, mentoring sessions, graduation, and networking events. Greenpreneurs must have access to a computer, laptop, or tablet with internet connection for the duration of the program.

#### 4. Does my business need to be registered to apply?

You do not need to have a registered business to **apply for the program**, but please note that business registration **will be required to enter the business plan competition** and compete for USD 5,000 in seed grant funding. If your business is not registered when you apply, you can obtain your registration during the program.

#### 5. Can non-profit organisations apply?

Not unless your NGO has (or is establishing) a for-profit social enterprise. The focus of our program is on building business sustainability through promoting business acumen so that innovative green ideas can grow and take over their country and region. There is

definitely an important role that NGOs and cooperatives play in addressing environmental issues, however this program focuses on building green jobs and green economic growth.

## 6. How will the online learning work?

Course material for each of the 12 modules will be available on an Online Training Portal. During the Orientation session, participants will be shown how to use the Online Training Portal. Each enterprise will be provided with access to the Online Portal, and will be expected to read the material and submit all exercises online each week.

Participants are responsible for arranging their own access to internet and computer/laptop/tablet to complete these requirements. Please note that as this is a regional program, all course material and exercise submissions are in English language.

## 7. How do I access the grant funding?

Seed grant funding of USD 5,000 will be awarded to up to 20 winners of the business plan competition held at the completion of the incubator program. 2023 Incubator graduates who meet the requirements will submit business plans and pitches to be scored independently by a panel of internal and external judges on the following (which will be covered in the training material):

- **Business Pitch** - A video pitch and accompanying pitch deck communicating the enterprise's vision, unique value, planned impact and plans for the future.
- **Sustainable Green Enterprise Plan** - documenting the various aspects of an enterprise's business plan holistically including a Social Lean Canvas business plan on a page; a financial model and impact model (Theory of Change).

Winners will be announced during the Graduation events to be held in September 2023.

## 8. I previously applied Pacific Greenpreneurs Incubator program. Can I apply again?

If you applied for the program in 2021 or 2022 but did not participate in the program, you are welcome to apply in 2023 if you meet the eligibility criteria.

Please note that enterprises that **participated** in the previous Pacific Greenpreneurs Incubator cohorts are **not** eligible to reapply for the same business idea.

## 9. How will you ensure privacy of my data/ protection of my business idea?

GGGI is committed to ensuring that we keep your data secure. Applicant's data will only be made available to a handful of individuals who are involved in the selection process, who will be bound by GGGI's [Rules on Protection of Personal Data](#) and hence are not allowed to use any of the information provided for other purposes.

## 10. How do I apply for the program?

All applications must be made online via the <https://bit.ly/PacGreenIncuForm23> before the submission deadline. Please ensure that you meet all the Eligibility Criteria before applying. Please note that only fully completed applications with all required documents provided will be considered.

## *More information*

Please refer to the Pacific Greenpreneurs Incubator Application Guidelines and our [Pacific Greenpreneurs webpage](#) for further details on the program and application process.

## *Have a question we didn't answer?*

Please contact the Program team at [pacificgreenpreneurs@gggi.org](mailto:pacificgreenpreneurs@gggi.org)