

FREQUENTLY ASKED QUESTIONS

DO I NEED TO HAVE A REGISTERED COMPANY TO PARTICIPATE IN THE PROGRAMME?

All incubatees need to run registered and active companies. This will enable us to mentor on the basis of existing challenges rather than what is likely to happen in the future. The marketing incubation programme is focused on business owners who are 25 years and older, must be running their companies on a full-time basis and be available at least twice a month for periodic assessments. The programme is run virtually with no classes to attend except for bi-monthly training (when scheduled). TMI is a **non-academic** business incubator.

IS IT A MUST THAT THE COMPANY BE BASED IN GAUTENG TO TAKE PART IN THE PROGRAMME?

The incubator is open for entrepreneurs in Gauteng and all other provinces. The most important aspect is the ability of both the incubatee and his/her mentor to stay connected.

ARE THERE COSTS INVOLVED TO PARTAKE IN THE INCUBATOR?

Yes, for the incubatees to experience world class service, prompt communication and adequate access to business resources all registered incubatees need to contribute their valued time and monthly commitment fees depending on the package chosen (R650pm or R950pm or R1550pm). We do not take equity from the companies we mentor. The incubation programme runs for 4 month bi-annually. All payments must be made before the 1st of each month.

WHAT DO I NEED TO SUBMIT FOR MY APPLICATION TO BE PROCESSED?

Once the incubatee has decided to take part, the Application Form must be fully completed and returned to the incubator for assessment. The panel of business advisors will evaluate the application form. Once the applicant is successful he/she will be notified by either phone call or email withi 10 days. A dedicated business advisor will be assigned. Business Advisors are available from Monday to Friday between 8am till 4pm.

HOW LONG DOES THE INCUBATION PROGRAMME RUN?

The programme runs for 4 months from February to May for **first intake** and from August to November for the **second intake**. Group workshops take place at our Sandton office. Application Forms should be emailed within the closing date to apply@marketingincubator.co.za

COMPLETION CERTIFICATE

On successful completion of the marketing incubation programme, incubatees are issued a certificate to validate their participation in the programme.

WHERE ARE THE OFFICES FOR THE MARKETING INCUBATOR?

Our office is opposite the Sandton Gautrain Station

Workshop17, 138 West Street
Sandown, Sandton, 2196

URL: www.marketingincubator.co.za

Email: apply@marketingincubator.co.za

