



# Just Transition through Entrepreneurship | Ideas Track

## Frequently asked questions

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## **A. General Questions**

### **1. What is the purpose of the Just Transition through Entrepreneurship project?**

'Just Transition through Entrepreneurship' aims to support Ukraine's green recovery and just transition in the face of structural changes, economic challenges, and war-induced disruptions by providing holistic support for aspiring entrepreneurs, existing entrepreneurs, and entrepreneurial support organizations.

### **2. What is the Ideas track of the Just Transition through Entrepreneurship project?**

The "Ideas track" of the Just Transition through Entrepreneurship project focuses on introducing entrepreneurship as a viable career path within the target regions by supporting aspiring entrepreneurs in developing their business ideas through three months of training, network development, and access to resources.

### **3. Who does the Ideas track target?**

The Ideas track will support 75 individuals working together in teams of three (maximum). To qualify for the Ideas track, you should be eager to or interested in starting your own business or project. To develop a business idea, you should either already have a team or be willing to work in a team of 2-3 people. You and your team members should be committed to developing your idea into a marketable product or service that can potentially create an impact and promote sustainability and recovery. Finally, to be eligible for the Ideas track, you need to be a Ukrainian national and/or resident over the age of 18 based in the target regions of Volodymyr and Lutsk Raions in Volyn Oblast or Chervonohrad, Lviv and Zolochiv Raions in Lviv Oblast.

### **4. How is the Ideas track structured?**

The Ideas track consists of two stages, the Idea Marathon and the Pre-Incubator. To take part in the two workshops that make up the Idea Marathon, applicants simply need to fill out the short expression of [interest form](#) linked on our website. All eligible applicants will then be able to participate in the two online workshops that make up the idea marathon - the first one is on the basics of developing an idea into a business and what running your own business entails. The second one focuses on establishing a clear understanding of business challenges that applicants can tackle.

After the Idea Marathon, motivated individuals can apply to the second stage, the pre-incubator. In this three-month program, participants will receive further training and workshops that allow them to develop their business ideas further, focusing on topics such as market research, value proposition, and theory of change. Participants will also receive an in-kind budget of up to 2,000 Euros per participating individual and [other benefits](#).

At the end of the pre-incubator, the participating teams will have the opportunity to present their business idea at a public demo day and get feedback from relevant experts. By the end of the pre-incubation period, the teams will be well-prepared and qualified to proceed to an incubator or accelerator program, enabling them to develop their idea into an MVP that can go to market.

## **5. How long does the Ideas track run?**

The Idea Marathon will take place in the form of a two-day online workshop in the beginning of July 2024. Then, individuals who took part in it will have some time to apply for the pre-incubator, which will run over the course of three months - from August to October 2024. The exact dates will be announced in the near future.

## **6. How is the Just Transition through Entrepreneurship project funded?**

The 'Just Transition through Entrepreneurship' Project is funded by the German Federal Ministry for Economic Affairs and Climate Action (BMWK) and supported by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH. The project is implemented by the non-profit organization enpact.

## **B. Eligibility Criteria**

### **1. What criteria do I have to meet to be eligible for the Ideas track?**

You qualify for the Ideas Track if:

- You are at least 18 years old and legally allowed to work in Ukraine,
- You are residing in one of the target regions (Volodymyr and Lutsk Raions in Volyn Oblast or Chervonohrad, Lviv and Zolochiv Raions in Lviv Oblast),
- You can apply with a maximum of two other team members for your business idea.

### **2. Do I have to be based in Ukraine?**

Yes! To qualify for the program, you have to be currently based in Ukraine.

### **3. I am already registered as an individual entrepreneur. Can I participate in the program?**

If you have already registered as an individual enterprise (FOP) and you are currently want to develop a new business idea that is still at an early stage, you are welcome to apply. However, if you have a registered and established business, where you need support to develop established products or services, this would not be the right program for you. The program is tailored for individuals who are still looking to validate their idea and learn the basics of starting and running their own business.

#### **4. Can more than three people apply together?**

In this program, teams can consist of a maximum of three people that are working on a business idea together.

#### **5. Does the Ideas track target specific sectors or industries?**

The program is open to ideas from all sectors and industries.

If your business idea falls under the following [NACE Codes](#), you may not be eligible to participate in the program:

- C25.4: Manufacture of weapons and ammunition
- C30.4: Manufacture of military fighting vehicles
- J61.3: Satellite telecommunications
- N80: Security and investigation services
- O84: Public administration and defense; compulsory social security, in particular
- S94.9.2: Activities of political organizations

Business ideas that fall within the above categories will be assessed on a case-by-case basis.

#### **6. Can I participate in the Ideas Track if I am not based in one of the target regions of Lviv and Volyn Oblast?**

The Just Transition through Entrepreneurship program is specifically aimed at supporting entrepreneurship and MSMEs in the coal mining regions of Lviv and Volyn Oblast (Volodymyr and Lutsk Raions in Volyn Oblast or Chervonohrad, Lviv and Zolochiv Raions in Lviv Oblast). Consequently, if you are not residing in one of these areas, you are unfortunately not eligible to participate in the program.

### **C. Idea Marathon**

#### **1. What is the Idea Marathon?**

The Idea Marathon is designed to prepare participants for the pre-incubator by supporting them in developing an awareness for entrepreneurial skills and establishing a clear understanding of the problem a business idea could tackle. Please note that all activities will take place online.

#### **2. How do I take part in the Idea Marathon?**

All eligible applicants can participate in the idea marathon. To apply, please take five minutes to fill out the form linked on our [website](#). We will then share the invitation to the idea marathon with you once your eligibility has been confirmed.

#### **3. After the idea marathon, do I automatically pass to the pre-incubator?**

Participants of the idea marathon will then submit their revised idea for a chance to take part in the pre-incubator. Based on the selection criteria (see the section below), 75 individuals will be chosen to advance to the pre-incubator and receive further support to validate their idea.

## **D. Selection Criteria and Process**

### **1. What is the purpose of the selection criteria?**

The selection criteria are devised to support a fair and transparent selection process and made publicly available so that every applicant can understand what their idea will be assessed on. The criteria are devised based on the objectives of the Just Transition through Entrepreneurship project. More information about the project and the purpose behind it can be found [here](#).

### **2. What are the selection criteria?**

- The problem the applicant wants to solve could create social, ecological or environmental impact and the business idea has the potential to be new and different, to generate revenue and grow in the market. (30%)
- The applicant will clearly benefit from the pre-incubator (training on idea validation, in-kind consultation, networking). (30%)
- The applicant or business idea has a connection to the coal mining regions. (20%)
- The applicant appears motivated to actively participate in the program and has a committed team with relevant skills. (20%)

### **3. One of the selection criteria is that the applicant or business-idea should have a connection to the coal mining regions. What are some examples of this?**

The Just Transition through Entrepreneurship program is specifically aimed at supporting the coal mining regions in Ukraine in the face of structural changes, economic challenges, and war-induced disruptions. Therefore, the target areas of this project are the coal mining regions in Lviv and Volyn Oblast (Volodymyr and Lutsk Raions in Volyn Oblast or Chervonohrad, Lviv and Zolochiv Raions in Lviv Oblast).

Here are some examples of connections to the target regions:

- You or a family/household member works or worked at a coal mine, or
- Your business idea would provide services or products to people residing in the coal mining regions, or
- Your business could operate in coal mining regions in Ukraine.

If you or your business idea do not fall into the above categories but you are based in the target regions mentioned above, you are still eligible to participate in the pre-incubator component. Each application will be assessed on a case-by-case basis.

### **4. What will I be asked in the online application?**

In addition to a few questions about yourself as an aspiring entrepreneur and what kind of support you would be interested in receiving in the pre-incubator, you will be asked to upload a short (maximum of one minute) video explaining the problem you would like to tackle and/or your business idea.

In addition, you will have the chance to upload assignments you completed in the Idea Marathon and to submit identification documents.

### **5. Can I send my application via e-mail?**

No. Applications can only be submitted through the online application form on SurveyMonkey Apply.

### **6. Why do I need to submit identification documents? What does enpact do with them?**

In order to assess your business's eligibility, we need to verify that you are 18 years or older and that you are a Ukrainian citizen or have a residence permit.

All your data is protected through our privacy policy. If you have any questions regarding data privacy, please email us at [justtransition@enpact.org](mailto:justtransition@enpact.org) with the subject line: 'Privacy Inquiry - Just Transition through Entrepreneurship' and your question. The application and selection process does not include any information that is considered part of your proprietary technology.

### **7. The link is not working/I am having technical difficulties. What should I do?**

Please make sure to open the application in a broadly supported browser like Chrome or Safari and try refreshing the page.

If you are still experiencing problems, make sure that you are respecting character limits for each question. Please do not use any symbols or punctuation marks such as dots, commas or double spacing. Please also review the document on how to use SurveyMonkey Apply provided on the Ideas Track [website](#).

If it still doesn't work, please e-mail us a screenshot of your error at [justtransition@enpact.org](mailto:justtransition@enpact.org).

In general, we advise you to not wait until the last minute to submit your application, as the application form and/or website page sometimes experience technical difficulties in the last few hours leading up to the application deadline due to a high influx of submissions.

### **8. Is there a number I can call to talk to someone about my application?**

If you have questions about your application, we invite you to join us at our online info session on the 18th of June 2024 at 5 pm (EET). You can register [here](#) for the session.

### **9. How do I know that my application has been successfully submitted?**

Once you have submitted the application form, you will receive an email confirmation. If you have any questions about using the online application tool, please check the document on how to use SurveyMonkey Apply provided on our [website](#).

## 10. I applied but still didn't receive a response. How do I follow up?

All applicants will receive a response regarding the status of their application until the end of July for the pre-incubator. Please make sure you also check your spam folder. If you are unsure whether your application was successfully submitted, please reach out at [justtransition@enpact.org](mailto:justtransition@enpact.org) with the e-mail information that you used for your application, and we will follow up with you.

You can also check the status of your application on the SurveyMonkey Apply platform by logging into your account.

## E. Pre-Incubator

### 1. What is the pre-incubator and what kind of support does it offer?

The pre-incubator offers the chance to learn business development skills such as market research, idea validation and value proposition.

It provides participants with a multitude of support:

- **Training sessions** that will build on the idea marathon and support you in developing ideas for a business solution and turn the best idea into a basic business model. You will also learn how to validate your problem and solution through market research and how to develop a clear value proposition.
- **In-kind budget** of up to 2,000 Euros in service vouchers based on your specific needs and challenges,
- **Networking events** with industry experts from Ukraine and the European Union,
- **Market access** support in connecting with relevant potential partners in the European Single Market, and
- **Support community** of global entrepreneurs across different sectors and levels of expertise where you can connect and exchange knowledge and resources.

### 2. How high is the in-kind budget I can access?

The Ideas Track includes an in-kind budget of up to 2,000 Euros in service vouchers based on your specific needs and challenges for the three month pre-incubator.

### 3. Am I free to decide what I spend the in-kind budget on?

The budget for in-kind support is designed to benefit participants of the Ideas Track by tackling their needs and challenges through service vouchers and expert consultations. Based on our early-stage program methodology and needs assessment of the participants, we are designing service packages with local and international experts that will focus on specific topics which you can choose from.



#### **4. Once I am admitted into the program, are there any other requirements to receive access to the in-kind budget?**

For you to best benefit from the program, we advise you to commit to attending the training sessions and networking events as they are designed to support you in your journey as an entrepreneur and the development of your business idea. The estimated time required for making the most out of the program is an average commitment of 4 hours per week. While we ask for a minimum level of commitment to make the most out of the program, each situation will always be evaluated on a case-by-case basis, taking into account the circumstances that you are experiencing, such as war-induced disruptions and repercussions.

#### **5. In what languages can I receive the training?**

The working languages of the program are English and Ukrainian. **English is not a requirement for applying for or taking part in the program.**

#### **6. Where and how will the trainings take place?**

As this is an online program, all core training sessions and workshops will take place online. The program will also include some in-person events, information about which will be announced in advance.

#### **7. What topics do the trainings cover and can I adapt them to my needs?**

Training sessions focus on the development of your entrepreneurial skills, including market research, developing a problem statement, idea validation, and value proposition. The in-kind budget and service vouchers will be more individual and adapted to your needs.

### **D. Other**

#### **1. My question is not covered here, what do I do?**

You can e-mail us at [justtransition@enpact.org](mailto:justtransition@enpact.org) to receive support with your application within 24 hours of your request. Please note that this is the only official support channel for the Just Transition through Entrepreneurship project and the only way to guarantee a timely response.