



**INNOVATION
SPACE**
The Wisely Center for Excellence

Acceleration Program

Application Form



Welcome to SPARC Innovation Space

SPARC is a permanent venture infrastructure in Lilongwe integrating capital, corporate-grade workspace & digital infrastructure, embedded technical support, and rigorous execution discipline to build real products and scale real companies in Malawi.

We bridge the gap between high ideation activity and low commercialization (<5% rate) by focusing on evidence-based progression, real customers, and commercial viability.

About the Program

The SPARC Acceleration Program is a 12-month intensive track (1 cohort/year) to scale validated products into investment-ready, high-growth companies. It includes seed capital (MWK 10-20M, targeting ~20% equity stake), governance support, market expansion, technical engineering, and investor preparation.

Eligibility Quick Check

- ☐ Live product/MVP with market traction (post-revenue preferred).
- ☐ Validated revenue model or clear unit economics.
- ☐ Full-time founding team ready to scale.
- ☐ For-profit registered entity in Malawi.
- ☐ Not a pure NGO/grant-only model

Not eligible: Pre-revenue or early-concept only.

Section 1: Applicant & Company Details

Full Name*:

Job Title / Role*:

Mobile*:

Alternative Contact:

Email*:

Gender*:

Age Range*:

Highest Education*:

Company / Team Name*:

Physical Location*:

Website / Social Media:

Section 2: Company Setup

Year started operations*

Registration status and stage* (Post-revenue | Growth stage | Other)

Current monthly/annual revenue (past 12 months, in MWK or USD)* + growth trend

Key traction metrics (e.g., active users/customers, retention, pilots signed, revenue sources)*

Section 3: Business Idea Details

Describe your product/service, problem solved, and current market validation (100 words)*

Revenue model and unit economics (path to profitability) (100 words)*

Competitors, differentiation, and competitive advantage (75 words)

Export revenue percentage (if any)

What industry/sector primarily? (select one + others; use SPARC list: Software & Digital, Agribusiness, Fintech, etc.)*

Section 4: Growth Challenges and Program Fit

3 main scaling challenges (e.g., enterprise sales, governance, capital raising, technical scaling, team hiring)

How will you use SPARC Acceleration (capital, board governance, engineering support, market access)? (150 words)

What specific outcomes do you target in 12 months (scaled revenue, team size, funding readiness)? (150 words)

Section 5: Team Governance

Founding team details (experience, full-time commitment) *

Current team size (full-time/part-time, gender/youth breakdown)

Ownership structure and cap table summary (shareholders, %) *

Current governance (board, founder agreements, advisors, mentors)?

IP status (owned, protected, being registered)

Are you open to founder-friendly equity arrangements? (Yes/No + comments)

Section 6: Financials and Investment Readiness

Past 12-month revenue (ranges or exact) and 3-year target*

Previous financing (grants, debt, equity – amounts and sources)

Capital needs: How much are you seeking? (align with MWK 10-20M range) What for? (working capital, marketing, expansion, etc.) *

Are you willing to offer equity (up to ~20%) in exchange for SPARC capital and support? (Yes/No + comments) *

Data room readiness or key documents available (financials, customer contracts, etc.))

Section 7: Impact and Motivation

Economic and social/environmental impact achieved so far + planned (jobs, sustainability, etc.) (100 words)

Why SPARC Acceleration? Specific alignment with our model (capital on traction, execution discipline) (100 words)*

3 key milestones from the past year and 3 objectives from the program

Section 8: Objectives & Monitoring

Key milestones you aim to achieve in 12 months

Any IP (patents, trademarks) or plans?

Monitoring: How will you track progress?

Recommendations: Suggest other entrepreneurs (name, contact, company)

Data Sharing Consent

Do you give consent that SPARC can share your data with other partners for the improvement of the program and opportunities?

Declaration

I confirm that the information provided is accurate and that I commit to SPARC principles (execution, commercial focus, and evidence-based decision-making).

Signature: _____ Date: _____

**Scan to proceed online
Application**

