



**INNOVATION
SPACE**
The Wisely Center for Excellence

Incubation 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 Incubation Program is a rigorous 6-month structured journey (2 cohorts/year) to transform early-stage concepts into validated products with lean MVPs and early revenue signals. It provides workspace, technical support, coaching, and prototyping resources. Top performers can gate into the Acceleration Program. We prioritize execution discipline and commercial potential in high-impact sectors.

Eligibility Quick Check

- ☐ Early-stage concept with clear problem-solution hypothesis
- ☐ Commitment to test with real users
- ☐ At least one founder full-time (≥ 40 hrs/week)
- ☐ For-profit mindset (planning Malawi registration)
- ☐ Not a pure NGO/grant-only model

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 founded or when concept started*

Current registration status (LTD, Sole Prop, Partnership, To be registered, etc.)*

Current stage* (Idea/Pre-MVP | Early prototype | Customer interviews started | Other)

Section 3: Business Idea Details

Briefly describe your business idea, product/service, and the core problem it solves (100 words) *

What are your key business assumptions (value proposition, customer segments, revenue model)? How will you test them? (150 words) *

Target market segment(s) and customer profile (50 words)*

Who are your main competitors or alternatives, and what differentiates you? (50 words)*

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

Describe any progress so far (customer interviews, prototypes, pilots, early feedback). Provide evidence if available (links, summaries) (100 words)

Section 4: Progress & Challenges

What are the 3 main challenges you face in moving from idea to validated product? (select from list + other: e.g., customer discovery, MVP building, technical expertise, governance foundations, unit economics)

How do you plan to use SPARC resources (workspace, technical support, coaching, sandbox)? (100 words)

Section 5: Team & Motivation

Describe the founding team (names, roles, relevant experience, why you are the right team for this idea) (150 words) *

Number of co-founders (full-time commitment confirmation) *

Current team size (full-time, part-time) and gender/youth breakdown (for impact tracking)
Why did you start this venture? Why SPARC Incubation specifically? (100 words)*

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

Section 6: Impact & Vision

What economic and/or social impact do you aim to create (e.g., jobs, productivity, sustainability)? Provide details on reach if any (100 words)

3-year vision: What key outcomes do you target (revenue signals, users, product milestones)? (100 words)

Section 7: Objectives & Monitoring

Any current revenue or funding (grants, own capital, etc.)?

Basic financial projections or unit economics (if available) or planned approach

Have you raised any external financing? (details)

Section 8: Objectives & Monitoring

Key milestones you aim to achieve in 6 months (for proceeding to Acceleration)

Any IP (patents, trademarks) or plans?

Objectives from the program (list 3)

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**

