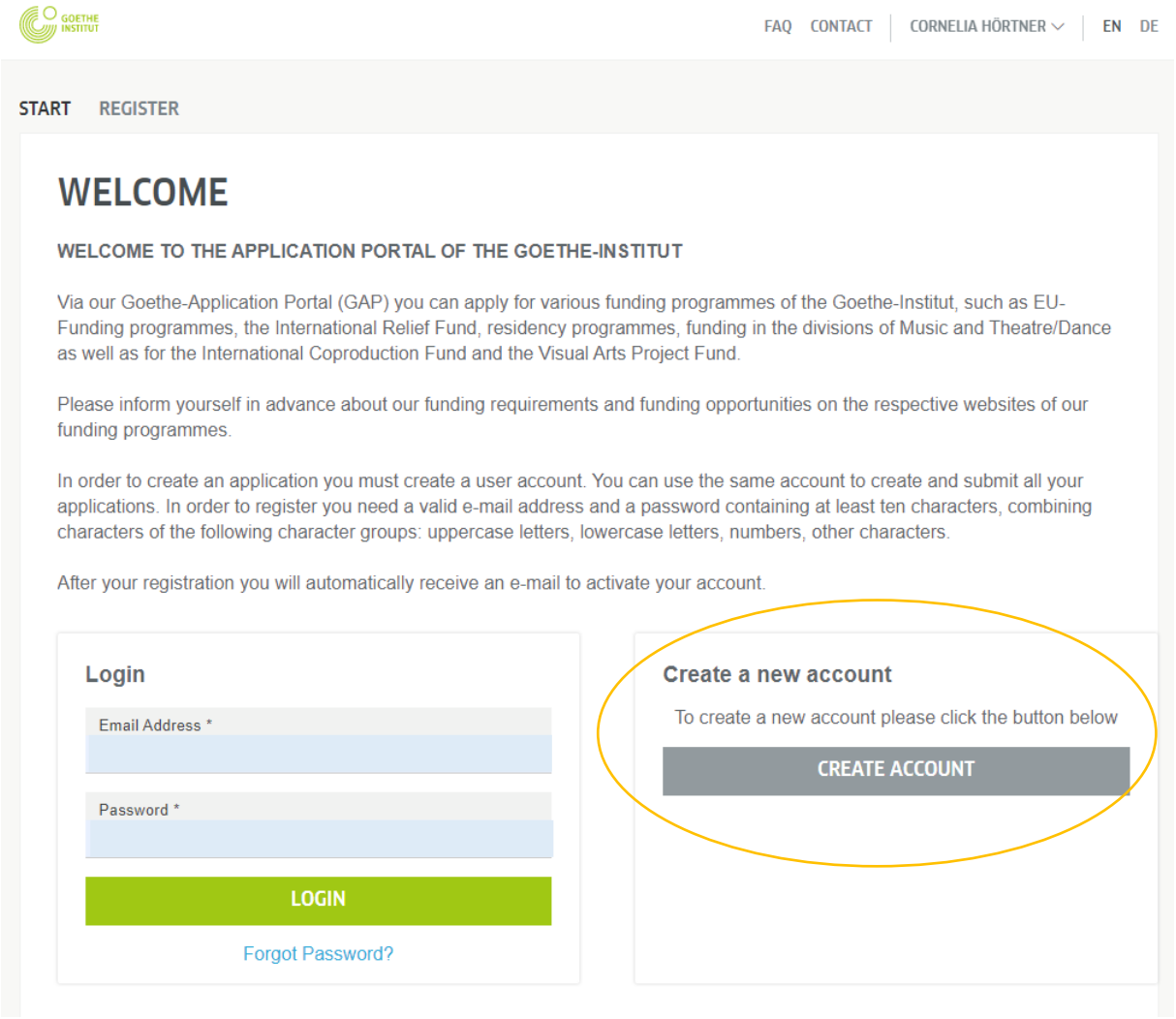
**Takween Accelerator Program**

**How to apply via the Goethe-Application-Platform?**

## 1. How do I register as a user?

Please enter **https://gap-online.goethe.de.** There you will see the following page:




**Please select "create account".**

You will be able to select your type of organisation. Please fill out your contact data and if applicable the contact data of a contact person.

# CREATE USER ACCOUNT

All fields marked by a star (*) have to be filled out.

Please provide a valid email address and a password of at least 8 characters. The email address is your user account name.

**PLEASE NOTE: Based on various funding regulations not all user account types are eligible for all funding types.**

User account type

- ◯ Individual / Artist
- ◯ Organisation / Enterprise
- ◯ Agency

Name of institution *

Street *

Additional info

Postal Code *

City *

Country *

Telephone *

Email *

Website

## CONTACT PERSON

Salutation *
Ms.

Title

Firstname *

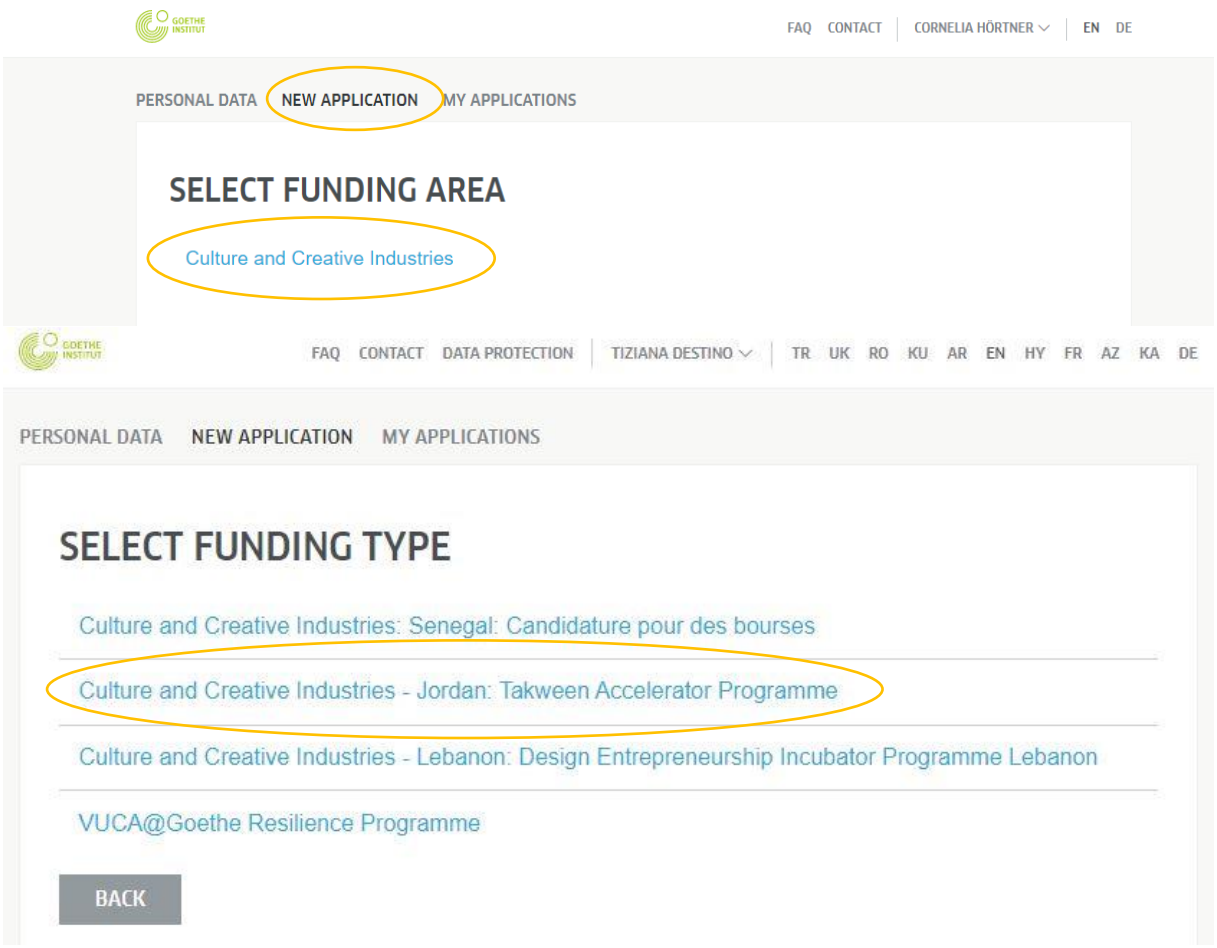
Lastname *

Function

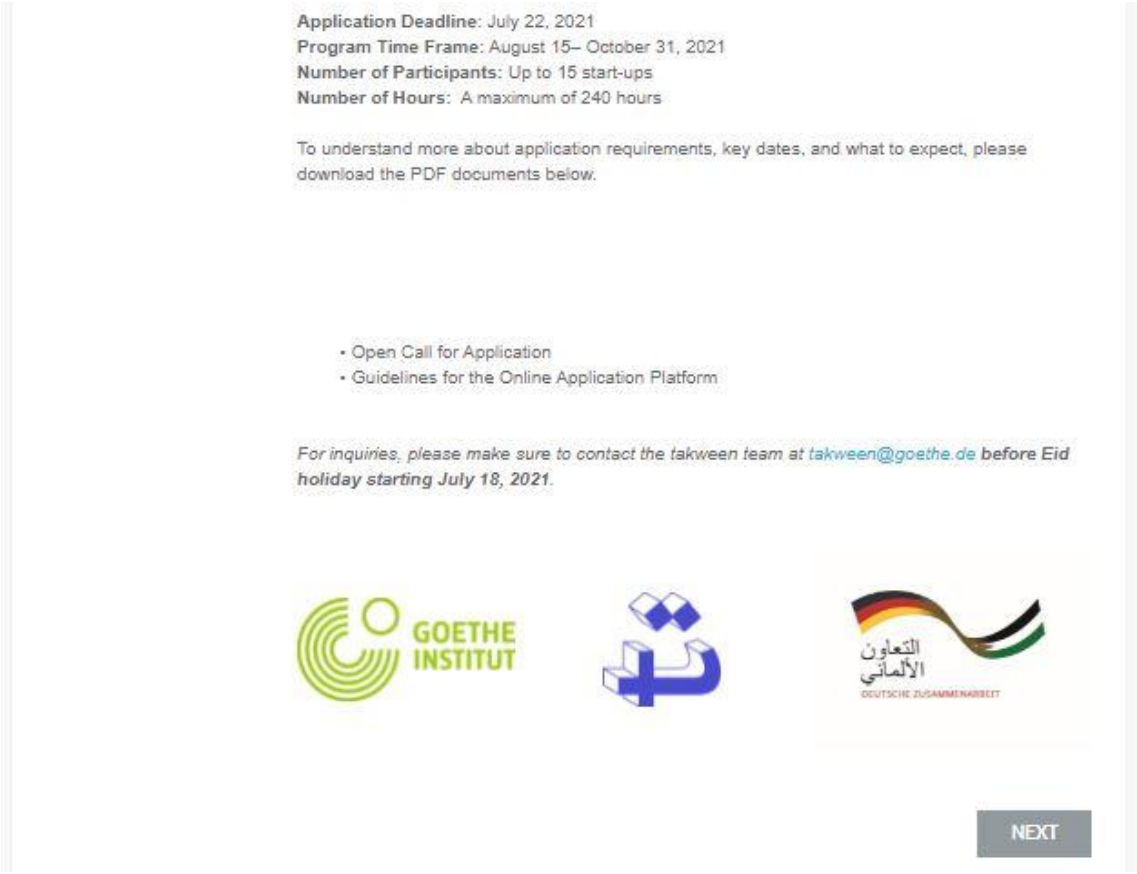
Telephone *

## 2. How to apply for the “Takween Accelerator Program”?

After registering as a user, you should be redirected to the application form for the **Takween Accelerator Program**.
If this is not the case please select **new application** and the funding area **Culture and Creative Industries.** In the next step, please choose funding type **Culture and Creative Industries – Jordan: Takween Accelerator Program.**

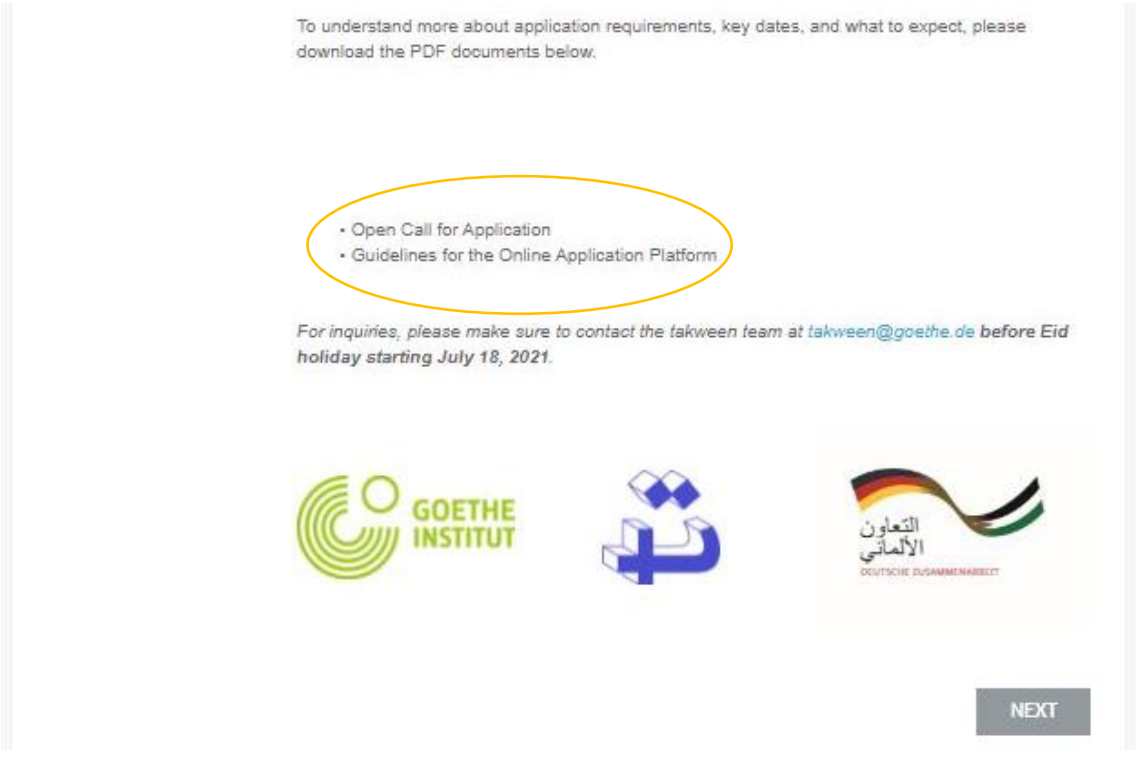


You should now see the application form for the **Takween Accelerator Program**:



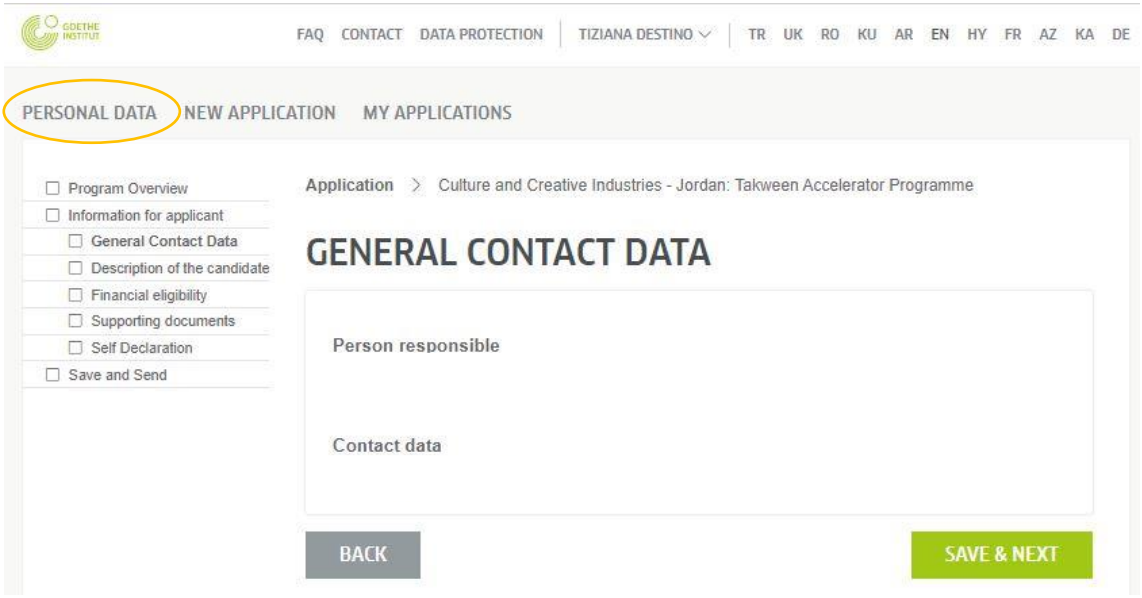

**3. How do I fill in the application form?**

**Program Overview:**
On this page the applicants can see all the necessary information including the call for applications and this guideline (to be downloaded).
For inquiries, please contact takween team at *takween@goethe.de* until July 22, 2021.



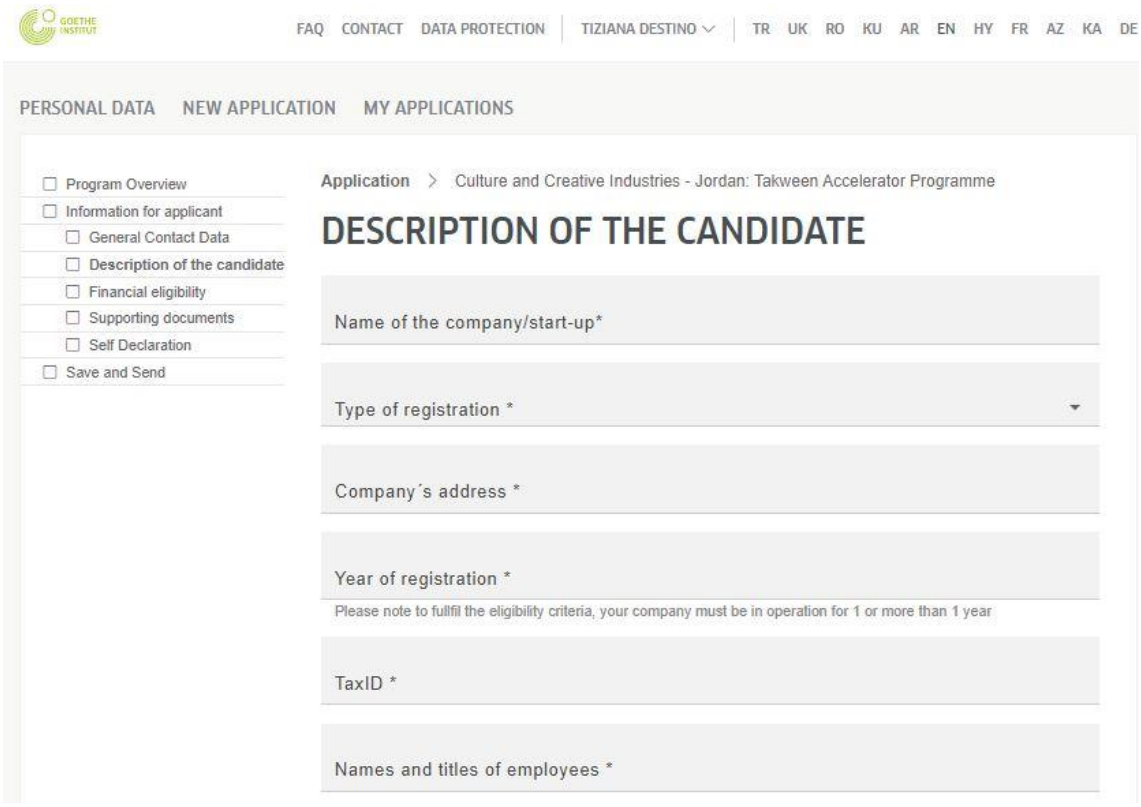
**General Contact Data Applicant:**

In this section you see your user account details created during the registration process. If you want to modify them, please click on **personal data**.




**Description of the Candidate:**

Please fill in information on yourself as a creative professional responsible for a company / start-up with a demonstrated link to the design field in Jordan. All fields are mandatory.



Area of specialisation:

- [ ] Product & Furniture Design
- [ ] Graphic & Type Design
- [ ] Animation & Illustration
- [ ] Fashion & Textile Design
- [ ] Interior & Landscape Design
- [ ] Food Design

Please describe your company/start-up and its work shortly *

What are your expectations by the end of the program (select all that apply)?

- [ ] To build a strong network with experts, like-minded entrepreneurs and other stakeholders from the CCI.
- [ ] To build resilience to sustainably secure business activities and enhance your presence in the market, locally, regionally and internationally.
- [ ] To define and plan how to scale up and expand your start-up and business activities.
- [ ] To develop a plan to realize further social, green, and sustainable development within your start-up.
- [ ] To gain visibility and promote your start-up to investors.

Which language do you prefer the programme activities to take place in?

- [ ] Arabic
- [ ] English

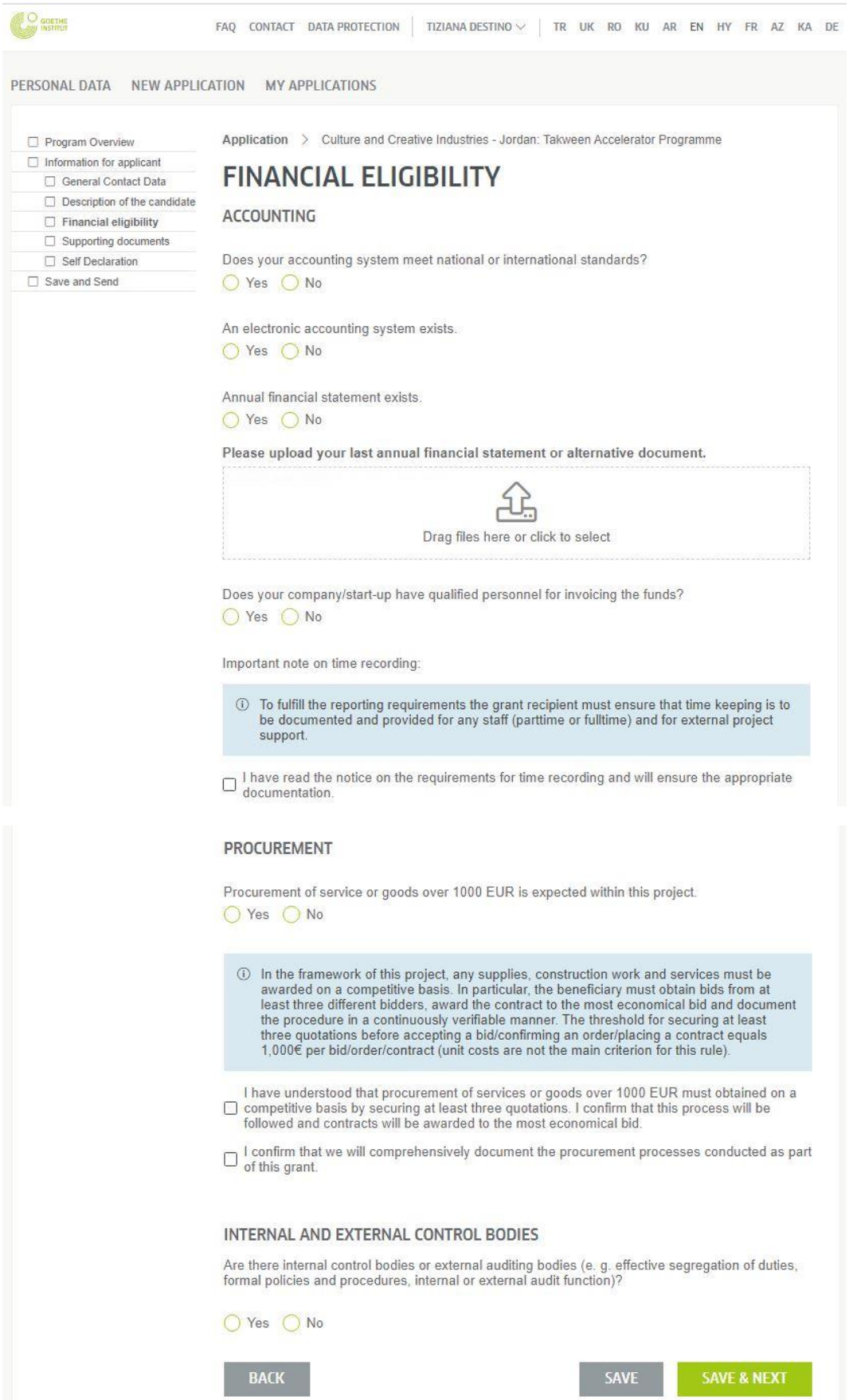
Level of proviciency

Please state the level of proviciency in the other language.

BACK SAVE SAVE & NEXT

**Financial Eligibility:**

To be able to fund you, we need information on your business operations. Please insert the necessary information on your accounting, procurement and control procedures. Please let us know, when you do not have experience with processes of these kind.

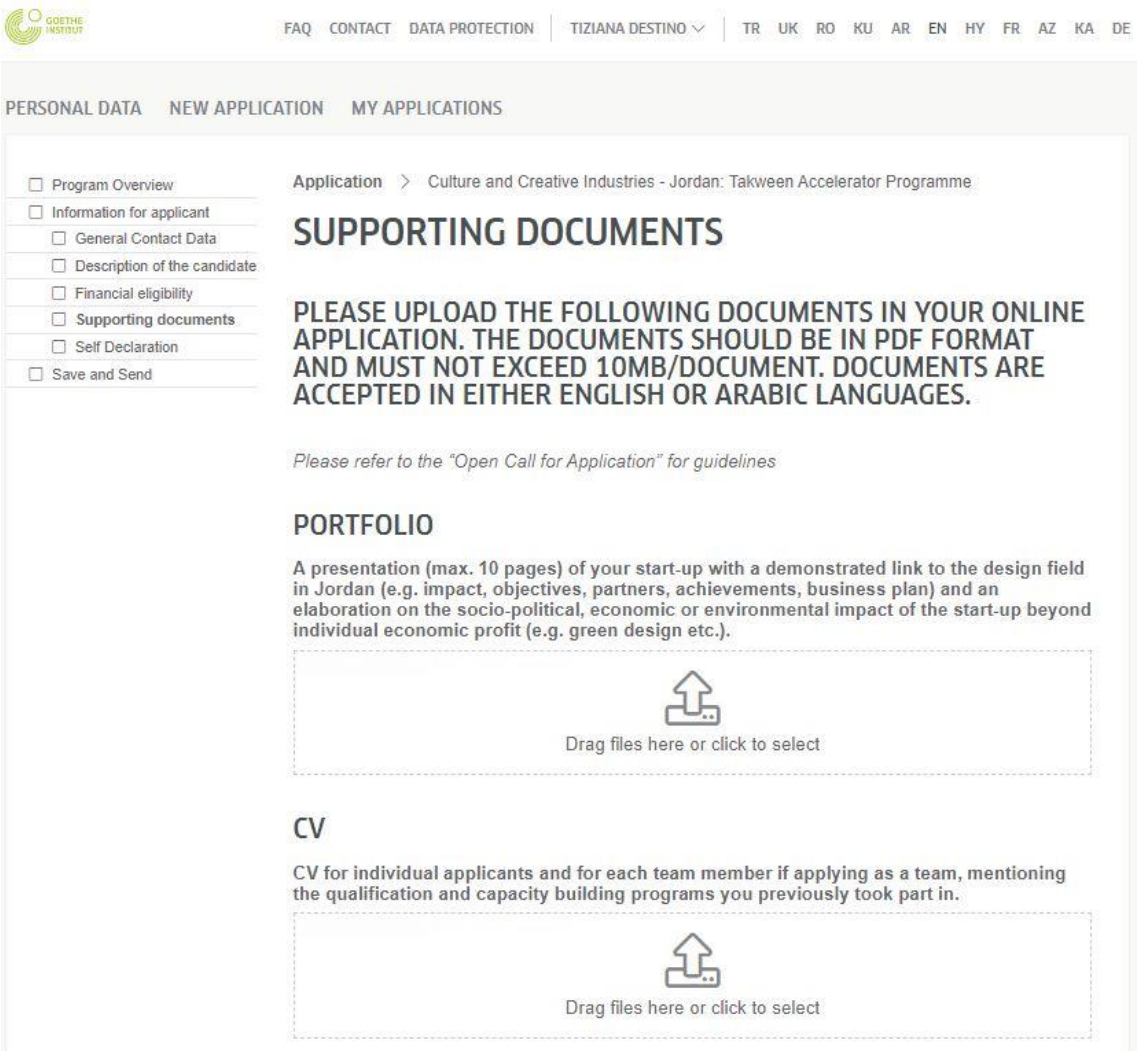


**Supporting Documents:**

Please upload the required documents to your application. Please refer to the “Open Call for Application” for further information.

The documents should be in PDF format and must not exceed 10MB/document and up to 20MB for the portfolio.

Documents are accepted in either English or Arabic languages.



## MOTIVATION LETTER

**Motivation Letter (max. 1 page) including:**

* Description of the situation of your start-up development in the context of the COVID-19 pandemic: how did the pandemic affect your income and business activities? What are sources of optimism to overcome these challenges with your start-up?

* What is your vision as a company especially concerning local, regional and international markets, networks, and employment of new staff?

* How do you think this program would help you scale up your start-up and move towards a sustainable business model?

* How do you think this program would help you expand your start-up in the CCI?

* What would you wish to learn from this program?

* How do you plan to commit to the program without putting your business at risk?

Drag files here or click to select

## COMPANY REGISTRATION CERTIFICATE

**Company registration certificate in any field of design.**

Drag files here or click to select

## PROVE OF MINIMAL VIABLE PRODUCT

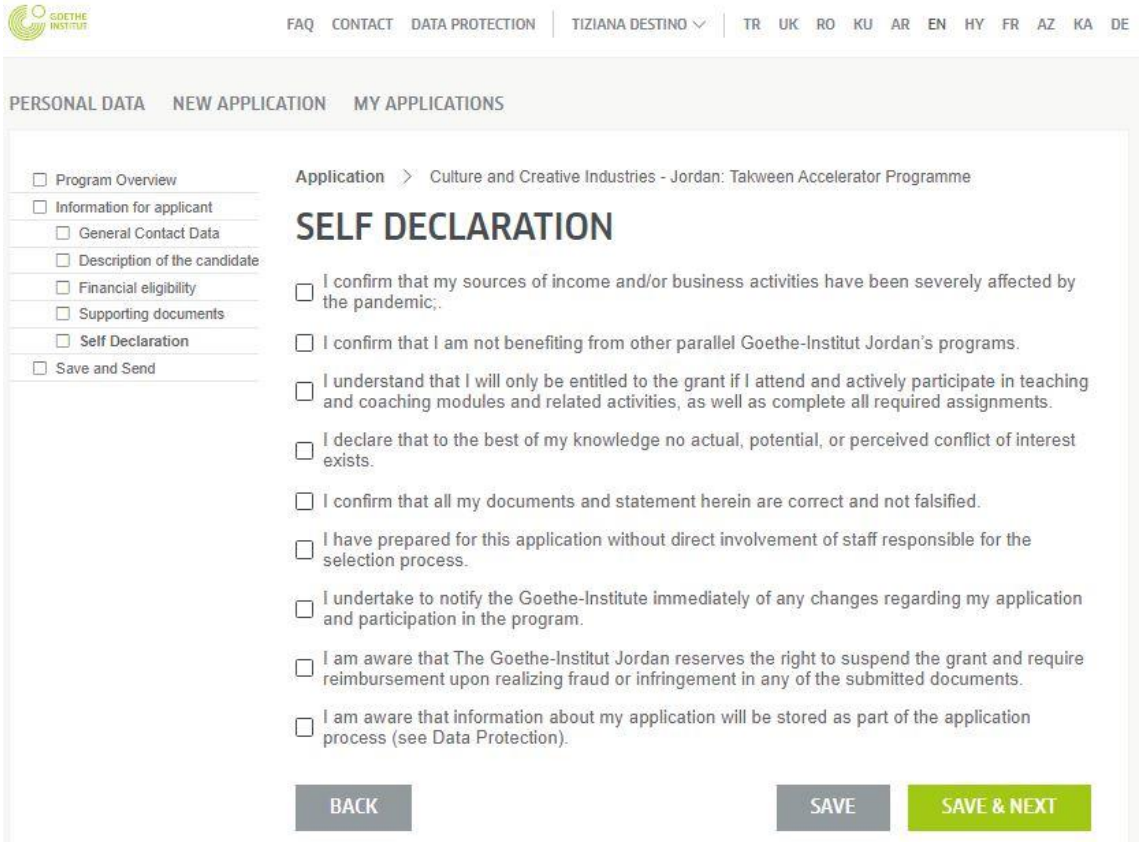
**Prove of minimal viable product (MVP) in the market (working prototype) as well as proof of first paying customers and / or reached beneficiaries.**

Drag files here or click to select

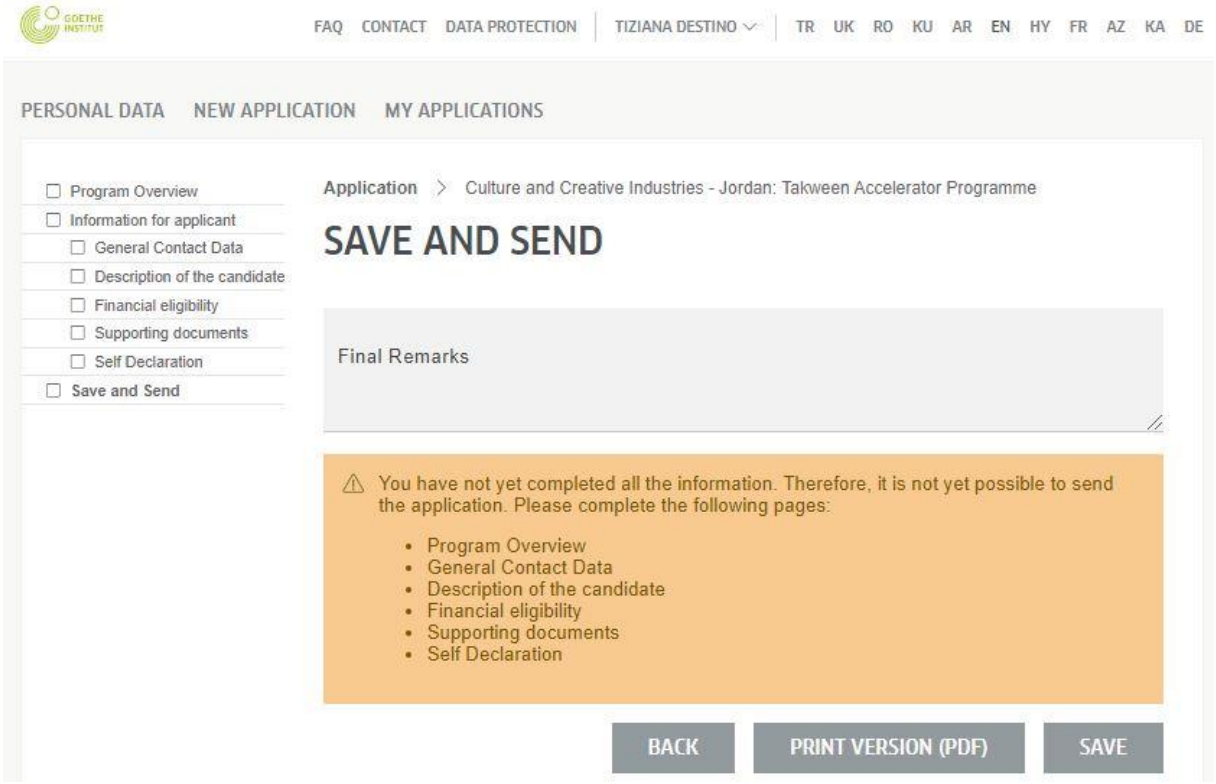
*The Goethe-Institut Jordan reserves the right to suspend the grant and require reimbursement upon realizing fraud or infringement in any of the submitted documents.*

BACK SAVE SAVE & NEXT

**Self-Declaration:** Please confirm the details mentioned under this section.

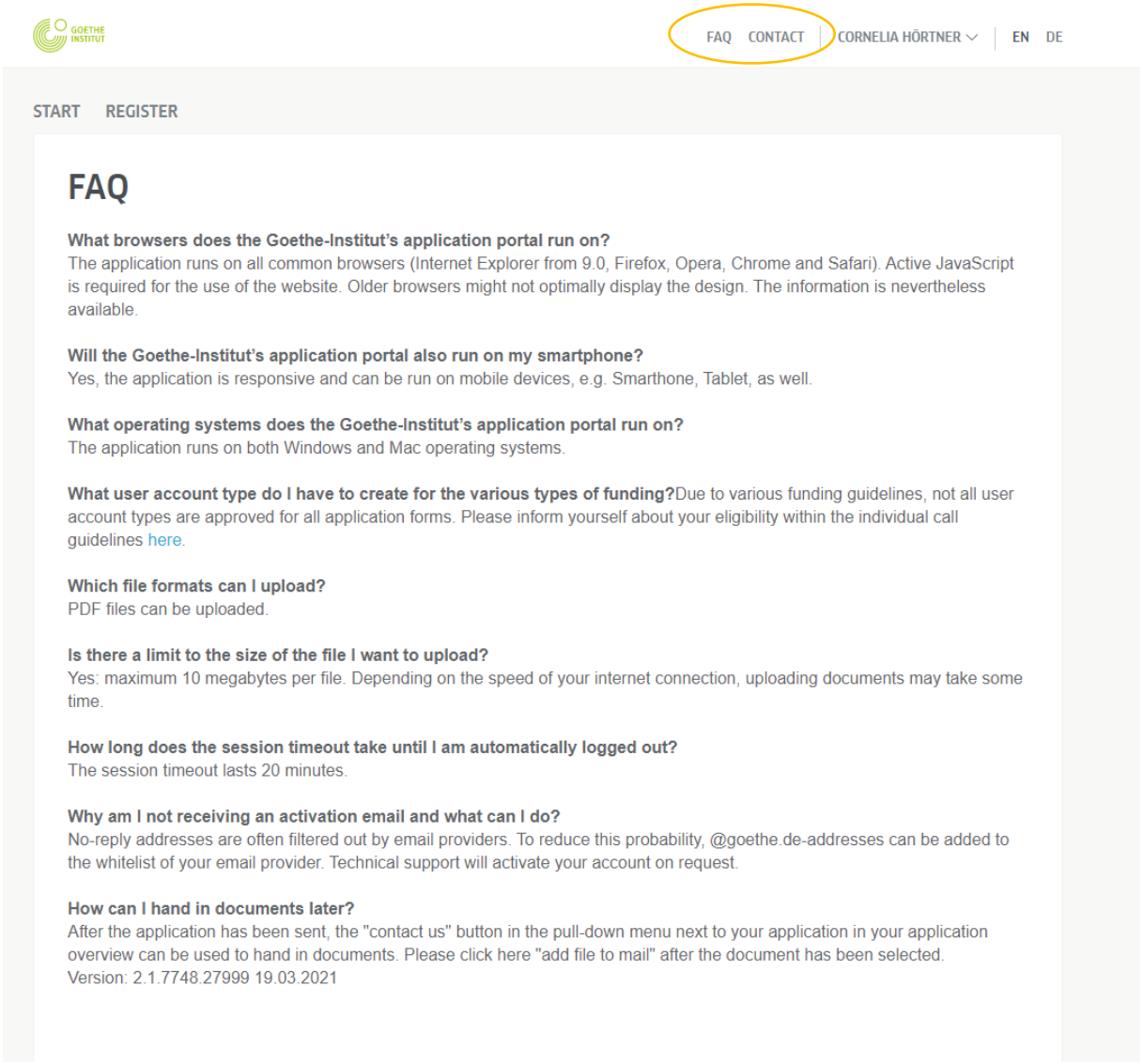



**Save and Send:**
This is the final step of the application process. Here you will see, if you filled in all necessary information. You will not be able to submit the application unless all required fields are complete. You will also be able to include additional comments or print your application form.
By selecting the button SUBMIT, the application will be sent.



**4. How can I get support?**

In case of further questions, please have a look at the general FAQ:




For inquiries, please make sure to contact the takween team at *takween@goethe.de* **before Eid holiday starting July 18, 2021**.