FNB Market Masters Programme FAQS

1 . When is the FNB Market Masters Programme scheduled to begin and how long will it run for?

The programme will run for a total of 18 months.
The 18 months of business development support will be rolled out into phases as follows

Phase 1	**12 months** Market readiness and investment readiness support for 30 businesses.
Phase 2	**6 months** Financial readiness support for 30 businesses.

2. How do I apply to participate in the FNB Market Masters Programme?

To apply to be considered to participate in the programme and to find out more information, visit Fetola's website https://fetola.co.za/fnb-market-masters-programme/
find the application form/link and apply.

3. How long is the application process and when will I find out if I have or have not been accepted onto the programme?

Final application feedback communication will be sent out to successful applicants in June.

4. When is the call for applications closing?
Applications open on 7 April and close on 2 May 2025

5. How many entrepreneurs will be accepted onto the programme?
A total of 30 eligible businesses will be selected to participate in the programme.

6. What are the eligibility criteria that will be assessed in the application process?
- The applicant must be a youth aged between 18 and 35 years old
- The applicant must have an existing business. The business must be at the establishment stage, ready to grow and show job growth potential
- Annual turnover of the business should range from R1 million to R5 million per annum
- The business should be 2 to 5 years in operation
- The business must be at least 51% black-owned and managed
- Applicant should be a South African citizen and the business should operate within the borders of South Africa
- Display a passion and the resilience needed for business
- A desire to grow and scale a profitable and sustainable business (not an NGO)
- The applicant must be working in the business on a full-time basis

7. While I am completing the application form, will I be able to save, exit and return to the form?
Yes, you will be able to save your application, exit and complete the application later.

Please remember to click on the 'Save and continue later' button on the top right-hand corner of your application form. You will then receive an email that contains a link that you will use to return to your application later.

8. What information will be required of me to set up a profile on the application platform?
A functioning primary email address and an active mobile number.

9. Will my personal and business information shared on the application form and during the programme be secure and confidential?
Yes, all information shared is used for monitoring and evaluation purposes only. For more information, please refer to the 'Privacy Policy' and the 'Programme Terms and Conditions' on the application form.

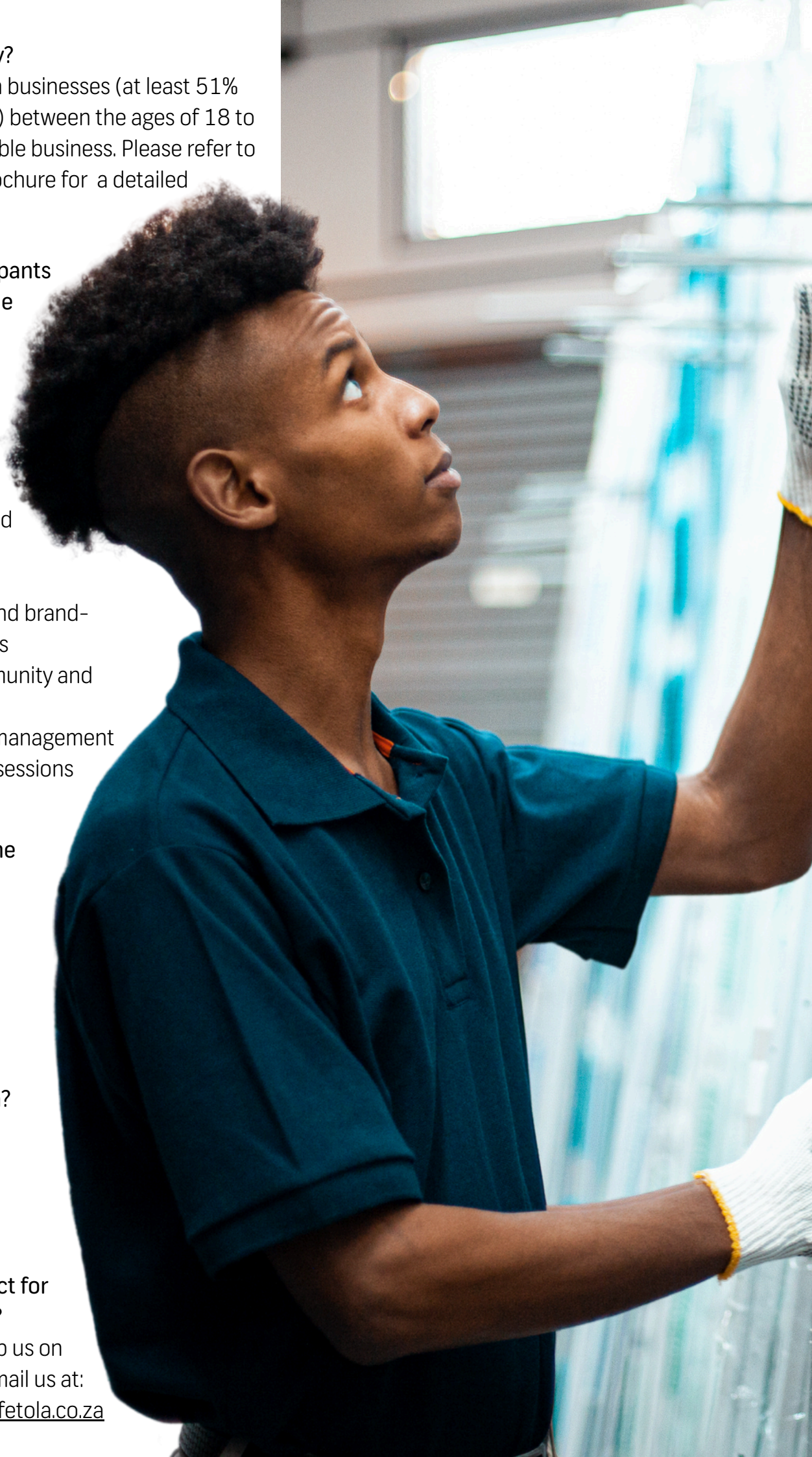
10. How will programme meetings, webinars and workshops be hosted?
The programme has a blended workshops approach, meaning some webinars and workshops will be hosted online while others will be hosted in person.

11. How much time will be required for me to invest in this programme?
Time commitments will vary from month to month as various interventions roll out during the programme. This is around 10 hours per month, including mentorship, online workshops, pitching sessions, financial coaching and various programme interventions. Webinars and workshops happen during weekdays. Participants must ensure that they are available for these sessions during the programme as they are compulsory.

12. Who may apply?
Black-owned youth businesses (at least 51% black shareholding) between the ages of 18 to 35 years, with a viable business. Please refer to the programme brochure for a detailed eligibility criterion.

13. What will participants have access to on the programme?
- Business skills training workshops and webinars
- Market and investment readiness training and support
- Mentorship
- Media, marketing and brand-building interventions
- Peer-to-peer community and networking
- Business financial management
- Pitching coaching sessions

14. Is this programme for South African people only?
Yes, this is for South African citizens only.

15. Can I apply if my business operates outside South Africa?
Only businesses that operate within South Africa's borders may apply.

16. Who can I contact for further information?
Please call/WhatsApp us on 066 141 6627 or email us at: fnbmarketmasters@fetola.co.za