

AE Startup Qualification Process: Insights & Resources



Africana Enterprise - AE: Qualification Process - Insights & Resources

Qualification Matrix for Startup Designed and Used for Practical strategies and updates for High Tech and IA Businesses, Endeavors and Projects

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At ***Africana Enterprise*** - africanaenterprise.com - we qualify startups and entrepreneurial projects submitted to our qualifying analysis by using this Matrix, which is just an extract of our qualification process that enables Africana Enterprise Team Members to define our degree of involvement with the business presented and filtered by our process.



How can I get started with your services?

Here is our organizational strategic approach explained step by step that needs to be taken to elevate any proposition or submission of work, such as entrepreneurial initiatives, operational projects, startups, or established business corporations.

Getting Started with Africana Enterprise

From First Contact to Strategic Elevation – We welcome individuals, organizations, and institutions ready to move from potential to traction. To initiate your engagement:

Africana Enterprise invites clients, partners, associates and affiliates. Your message will be received with care, reviewed with precision, and responded to with clarity.

To initiate your engagement:

Step 1: Expression of Interest – Send a brief message outlining your goals, context, and what you seek from our advisory. This can be done via our contact form, email, or direct referral.

You can also fill out this Form:

<https://docs.google.com/forms/d/e/1FAIpQLScUocuaV2uDnzFDUWxtlVNHKxmIGz5meQOGjKXehIUdoPjzw/viewform?embedded=true>

Once this form is submitted to Africana Enterprise, we will contact you to schedule a preliminary alignment session and, if appropriate, proceed with a Memorandum of Understanding and strategic roadmap.

Step 2: Preliminary Alignment – We schedule a short strategic call to assess mutual fit, clarify expectations, and determine the appropriate engagement track—whether onboarding, export strategy, diaspora interface, or institutional advisory.

Step 3: Formalization – Upon mutual agreement, we proceed with signing a **Memorandum of Understanding (MoU)** and, if required, a **Non-Disclosure Agreement (NDA)**. This ensures structured trust and operational clarity.

Step 4: Strategic Mapping – Once submitted, we will contact you to schedule a preliminary alignment session and, if appropriate, proceed with a Memorandum of Understanding and strategic roadmap. We co-author your roadmap—calibrating language, interface, and symbolic positioning to your territorial and operational reality.

Step 5: Engagement & Transmission – Advisory begins. You receive capsules, templates, and strategic guidance tailored to your profile, goals, and environment. Every step is documented, dignified, and actionable. Africana Enterprise welcomes individuals, organizations, and institutions ready to move from potential to traction.

By completing this form <https://forms.gle/dSHEQYDJWfZ1YwyB8> you initiate a process of mutual recognition, strategic mapping, and dignified transmission.

Welcome among the Blue Team of Startup Achievers

You have completed the Trajectory of Learning our Process on Startup Qualification by fully complied with the initial 5 Steps of the Startup Requirements



Next Level of the Startup Qualification Process

Following the reception of the documents listed here above, Africana Enterprise Procedure for Startup Qualification will be activated through the usage of AE Matrix of Qualification using **“Scoring Light Logic (Visual + Semantic)”** to define color-coded indicators that change based on score input.

***Please find here the Africana Enterprise Procedure for Startup Qualification* :**

***Scoring Light Logic (Visual + Semantic)* *We’ll use color-coded indicators that change based on score input.**

Here’s a summary of the Startup Africana Enterprise Concept:

Score	Color	Meaning	Symbolic Light
1	 Red	Not ready	Dim signal, needs ignition
2	 Orange	Weak foundation	Flickering, unstable
3	 Yellow	Emerging potential	Warming, partial traction
4	 Green	Strategically aligned	Clear signal, ready to rise
5	 Gold	Doctrinally elevated	Radiant, ready for transmission

Once we complete our Assessment and Analytical Qualification Process, if we need more documentation or inputs from your side, we will send you a request with a document that you accept our process and will follow up with what we will require as additional documentation or insights concerning your endeavors.

Meanwhile we thank you for your willingness to participate in our process of qualification and for choosing africanaenterprise.com as the provider of your Advising and Consulting services for your business operations.

If you have questions, please do not hesitate to share them with Dr. Cherkaoui by email:
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