

develoPPP Ventures

Conditions of participation for ideas competition

Programme objective	The DEG – Deutsche Investitions- und Entwicklungsgesellschaft mbH and the GIZ – Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH and with funds from the German Ministry for Economic Cooperation and Development (BMZ), support young companies to scale innovative business models that create positive impact and contribute to achieving the SDGs.
Eligible companies	<ul style="list-style-type: none"> • The company is registered in Ghana, Kenya or Tanzania OR plans to register there prior to the investment • The company is privately owned and profit-oriented • At least one annual financial statement is provided • A viable business plan and a financial plan • The company is operative and has generated first revenues from operating activities (Proof of Concept) • The company should not have acquired more than a maximum of €2 million in funding to date
Funding conditions	<ul style="list-style-type: none"> • DEG and GIZ provide grant co-financing of up to EUR 100,000 (and a top-up of EUR 100,000 for successful Ventures in a potential second phase) • Matching funds equaling the amount of the grant financing must be provided by the company in the form of cash injection (from sponsors, investors); At least half of these required matching funds need to be injected as fresh equity • The use of funds takes place in the country where the company is registered, Ghana, Kenya or Tanzania (conclusion of contract will only be possible with a locally registered entity) • The investment proposal is financially sound, and the purpose of funding is clearly defined • Entirely commercial financing of the investment project is not possible at this point (subsidiarity)

<p>Assessment criteria</p>	<p>Innovation: The business model is innovative with regard to the target country</p> <p>Scalability: The company has a high growth potential due to the size of the market and the target group</p> <p>Financial Sustainability: The break-even point will be reached timely (maximum within 3 years)</p> <p>Adequate Management: The company has the necessary expertise as well as management capacity and human resources to substantially scale its business</p> <p>Developmental Impact:</p> <ul style="list-style-type: none"> • The business model has a significant developmental relevance • The impact is measurable, i.e. positive effects on the target groups • The company is contributing to reaching the SDGs by increasing local income, saving natural resources, improving access to resources and services, and creating decent jobs
<p>Selection process</p>	<ul style="list-style-type: none"> • The initial selection is made based on the application forms that can be handed in during the Ideas Competition (with deadlines 30.06.2022 and 31.12.2022) • Women-led start-ups and start-ups promoting gender equality are especially encouraged to apply (refer to the criteria of the 2X Challenge) • Companies passing this first stage will be invited to pitch in front of the DEG/GIZ selection committee • Due diligence will then be performed on successful companies, during which more detailed information is evaluated (incl. the business plan and financial projections (for at least 3 years), information on other investors and potential customers, etc.)
<p>Implementation partner and contact details</p>	<p>Application forms can be found on the develoPPP website and have to be forwarded to the following addresses:</p> <p>For Ghana: developpventures@giz.de</p> <p>For Kenya and Tanzania: developpventures@deginvest.de</p> <p>The selection process for develoPPP Ventures is supported by local experts. In Ghana by the business accelerator and impact investment specialist Innohub (Innohub Growth Centre, Ghana) and in Kenya and Tanzania by impact investment specialist Seedstars (Jarana SA, Switzerland) and business incubator Nailab (Nailab Accelerator Ltd., Kenya)</p> <p>For further questions, the implementation partners can be reached through the above e-mail addresses or the develoPPP Ventures Infoline:</p> <p>Ghana +233-502-974-489 / Kenya and Tanzania +254-790-492-467</p>