



SMART VILLAGES
New thinking for off-grid communities worldwide



Bridges
for
Enterprise

The Smart Villages West Africa Energy Off-Grid 2016

Off-grid energy is revolutionizing energy access
across **West Africa**. We challenge **you** to
tell us about how you want to grow **your**
existing **off-grid energy business**

Guidance for Applicants

THE BASICS

Questions	The Answers
Who?	Early stage entrepreneurs with an existing prototype for a social business that generates or can be powered by off-grid energy
What?	A competition for business, financial and legal services through the Bridges for Enterprise program and up to \$5000 in prize capital
When?	October - November 2016 - applications accepted January - March 2017 - business consulting engagement April - investment propositions considered for prize capital Winners who successfully complete the business consulting engagement will also be eligible for Finance and Legal Advisory services from October 2017
Where?	English-speaking applicants currently based in West African countries with business to benefit off-grid communities
Why?	To give motivated young entrepreneurs an opportunity to develop business skills, build their network and win prize capital

THE CHALLENGE

Technological innovations for providing energy to off-grid communities have started to change the energy access landscape across the world, especially in West Africa. Access to affordable new forms of energy also opens doors to a whole range of new social enterprises, where the business delivers a positive social impact for the end user in terms of.

We challenge you to tell us about how you want to grow your existing off-grid energy business to win professional mentorship and up to \$5000 prize capital

This competition seeks to find and support early stage off-grid energy entrepreneurs. Businesses

must have at least an existing prototype and business model to enter.

Examples of eligible businesses could include (but are not limited to):

- Businesses that generate and supply energy to off-grid communities
- Low-energy appliances, capable of running with little or no electricity
- Mobile-phone-based businesses
- Innovative methods of food processing or storage, enabled by off-grid energy
- Education and healthcare businesses made possible by off-grid energy

COMPETITION OUTCOMES

Winners will be offered a spot in Bridges for Enterprise, a program that connects early stage companies with experts in business, finance, law and entrepreneurship to help them grow their businesses. From January to March 2017, student consultants from prestigious universities (e.g. Princeton, NYU, Cambridge) together with consulting mentors (e.g. McKinsey, BCG) will be working alongside winners to provide strategic advice and develop an investment proposition.

After three months of working with the mentors, winners will be able submit their investment proposition for a chance to win up to 5000 USD in prize capital to help implement their ideas.

Bridges for Enterprise, a registered society at the University of Cambridge, supports Social Entrepreneurs, who employ “ground-up” sustainable solutions to tackle social issues. To date, Bridges for Enterprise has empowered social enterprise start-ups from countries including Tanzania, Rwanda, Kenya, India and Singapore. It has established partnerships with various stakeholders such as AsialIX, Centre for Global Equality, and has attracted with consultant mentors from McKinsey, BCG, Princeton University, NYU, Cambridge and LSE.

Services that winners will receive

Business Consulting	Mentorship Business skill development Support in refining business model and developing investment proposition
Finance Advisory	Investor Network Advisory (Venture Capital, Impact and Angel Investors) Capital Markets Advisory (crowdfunding, peer-to-peer lending) Philanthropic Grants and Business Competitions Advisory Corporate Valuation Services (financial valuations for potential investors)
Legal Advisory	Compliance advice Corporate legal issues

SELECTION CRITERIA

Entrepreneurs currently based in any West African country may apply. Applications will be assessed on the following criteria:

Selection Criteria

- Prototype** Applicants must have an existing prototype to enter
- Social Impact** Does the business address poverty, unemployment, social issues?
- Commercial Feasibility** Is the business model viable? What are the revenues and costs?
- Sustainability** In terms of the business and the environment
- Concept and Product Feasibility** Is it a valid or promising business or service?
- Team** Does the team demonstrate drive, passion and commitment? Applicants must be fluent in English to be able to communicate effectively with Bridges for Enterprise and the consultants.

HOW TO ENTER

This section provides practical guidance on how to complete an application form to enter the competition. If you are selected as a winner, your name and a high level description of your idea may be made public through the Smart Villages and/or Bridges for Enterprise websites, social media channels or other publicity materials. More detailed elements of your idea will not be made public without your consent. Any questions can be directed to competition@e4sv.org.

1. Company Basics

Tell us a little bit about yourself and the other team members if you are entering as a team.

Company Name

Smart Villages will use this title when referring to your application. An individual or a team may submit different applications for different ideas, but only one application per team or individual will be accepted into the program.

Country of Operation

This competition aims to support early stage West African entrepreneurs. Applicants must be based in one of the West African countries listed in the pull down menu and must speak fluent English as all training will take place in English. All mentorship can occur remotely and no travel is required as part of this competition.

Company Website

Please enter your company website if you have one

2. Applicant Contact Info and Background**Full Name**

Please enter the name of each contact for your application.

Email

Please enter the email address you would like us to use for communications related to this proposal and Smart Villages information. In order to keep you informed about Smart Villages, we would like to add your contact details to our network to tell you what we're working on in Africa and other parts of the world. Please indicate if you would not like to be included in the network.

Skype

We prefer to connect via Skype. Please share your Skype username here.

Phone number

Please enter a contact telephone number, preferably one you use with whatsapp. We will not share your phone number with other parties.

Date of birth

Please enter your date of birth in the requested format. There is no age limit for applying for this competition, but entrepreneurs under the age of 30 may receive special consideration.

Gender

Please indicate your gender. Gender balance of the overall group of winners may be considered.

3. Your Business

In this section please describe your business that supplies or could run on off-grid energy and that would benefit West African people currently living without reliable access to energy.

Bridges for Enterprise is a programme intended to support the growth of social businesses. The products or services developed by the businesses accepted into the program must have some positive social impact for the end customers. These could include businesses that help improve education or healthcare, create jobs, solve social problems or address other positive unmet needs in off-grid communities.

1. Business summary (maximum 100 words)

In a few sentences, provide a very brief description of your social business. Rather than focusing on the problem, use this section to concisely explain the product or service your business supplies. If your application is chosen as one of the winners, Smart Villages and/or Bridges for Enterprise may publish this description on their websites.

2. The Problem (maximum 400 words)

Provide a brief summary of the problem the business is addressing

3. Business Model (maximum 400 words)

Explain your business strategy, value proposition, operations model

4. Target Market (maximum 400 words)

Who is your target market? What are some key findings from market surveys?

5. Social Impact (maximum 400 words)

How will this business benefit the community? How sustainable is the business model?

6. Financial Information - Revenue (maximum 400 words)

Provide a breakdown of your projected revenue stream for the next 1-3 years

7. Financial Information - Costs (maximum 400 words)

Provide a breakdown of your projected expenses for the next 1-3 years

8. Capital Requirement (maximum 400 words)

How much do you need to raise to run the business for the next year?

9. What is the most pressing issue you would like the consultants to address?

Please choose an issue from the drop-down menu

10. Why should investors invest in your business? (maximum 400 words)

What makes your business unique? Why do you think your business will succeed?

11. Why should we accept you into the Bridges for Enterprise program? (maximum 400 words)

Talk about your passions, potential, and why you want to enter this program

12. What previous experiences does your management team have that will allow the business to succeed? (maximum 400 words)

Write about your past work/school experiences, the skills you possess, anything else you think would help us make a decision about your application

4. Photograph

Please upload a photograph of your management team (in one photo). A photo is required to complete your application.

APPLICATION PROCESS AND RULES
Application process

The contest is divided into three phases.

Phase one - Application and Interviews

The entry phase of the competition opens in October 2016

- Complete the application form telling us about your business
- Submit the final application form via e4sv.org/competitions before the November deadline. Unfortunately, applications submitted directly via email or other channels cannot be reviewed by Smart Villages.
- Shortlisted candidates will be notified by email and will have a follow up interview

to determine winners accepted into the program

Phase two - Training and Development

Winners will develop their businesses with the support of the Bridges for Enterprise business consultant mentorship network, starting in January 2017 and lasting through March 2017. The support will be tailored to the needs of each particular winner and will include support on issues involved in setting up and growing early stage companies, entrepreneurship and business skills, and developing a solid investment proposition. Winners who successfully complete the business consulting engagement will be eligible for the finance and legal services offered from October - December 2017.

Phase three - Pitching and Prize Capital Awards

At the end of the business consulting engagement, winners will be invited to submit their investment propositions to a panel of

judges for the chance to win up to 5000 USD in prize capital. Multiple awards may be given depending on the availability of funding and quality of the proposals.

Key Dates

Date	Event
Oct 2016	Submissions open for the Smart Villages Off-grid Energy Challenge
Nov 2016	Interviews take place and winning teams selected
Jan - Mar 2017	Business consulting engagement
Apr 2017	Winners submit investment propositions for prize capital
May 2017	90% of prize capital awarded, final 10% due on 1 year update

Competition Rules

Rules - General

- This is a competitive process for identifying promising social businesses, primarily aimed at entrepreneurial skills development for the participants
- The contest is open to motivated entrepreneurs, who are currently based in West Africa
- The competition is divided into three phases: application, development and pitching
- All winners will have the opportunity to submit their investment proposition in the final phase of the competition, where proposals have the chance to be awarded up to 5000 USD prize capital

Rules - Phase one

- Each application is reviewed against the same set of assessment criteria
- Following scoring, short-listed candidates will be notified to schedule an interview with Bridges for Enterprise representatives. Following interviews, a review panel will make a final assessment of the top scoring applications to choose the winners to invite into the program. Some applicants may be put on the waiting list in case winners cannot enroll in the program for any reason.
- All panel documents and ranking sheets are confidential and will not be shared following the assessment process. The judges' decision is final.

Rules - Phase two

- Phase two of the competition involves working closely with the mentors in the Bridges for Enterprise network to help grow your business and set out plans for the future
- All winning teams must take full advantage of the mentorship offered. If a winning team is not putting in full effort to work with the mentors, another team may be offered their spot in the program.

Feedback

Please let us know how you heard about us and how you think we could reach more potential competition entrants in the future. All competition related communications can be directed to competition@e4sv.org.

Best wishes and good luck!

Rules - Phase three and awards

- Winners who have successfully worked with the mentors during the training phase will have the chance to submit an investment proposition to win prize capital
- Mentors' comments on the commitment of the team and performance during training will be taken into account, alongside the overall business and the quality of the investment proposition
- Winners of prize capital will receive 90% of the award up front. The remaining 10% will be due on the one year anniversary of this date pending submission of a report on how their efforts over the past year developed.