



CALL FOR RURAL YOUTH AGRIBUSINESS ENTERPRENUERS SUPPORT

Round 3: 2020 Call for Training and financial linkages

INTRODUCTION

The Eastern African Farmers' Federation (EAFF) is a regional farmers' organization whose membership consists of 24 national farmer organizations organized either as cooperatives or commodity associations across 10 countries in Eastern Africa - Burundi, Democratic Republic of Congo, Djibouti, Eritrea, Ethiopia, Kenya, Rwanda, South Sudan, Tanzania and Uganda. The main objective of EAFF is to voice the concerns and interests of farmers across the region to enhance their social-economic status and regional cohesiveness. EAFF is currently implementing the project scaling up rural youth access to inclusive financial services for entrepreneurship and employment which runs from Nov 2017 – Nov 2020 with support from IFAD.

EAFF realizes that it is difficult for youth to access financial services especially in agriculture to either start the agri enterprises or scale out agri enterprises. EAFF has conducted scoping studies on financial models that exist and pose an opportunity for youth to access such financial services. However, to reach the youth, EAFF is using the concept of floating annual calls for proposals for youth to apply.

Call for application

Training for financial linkage form

The African Youth Agriprenuers (AYA) Market place is pleased to invite applications to its third call for business plan in 2020.

AYA market place is managed by Eastern Africa Farmers Federation with funding from International Fund for Agricultural Development (IFAD).

Purpose of AYA marketplace

The market place offers an opportunity for training youth agri-enterprises on business planning and pitching, linkages to financial institutions, linkage to mentorship opportunities, knowledge on various agricultural value chains and networking opportunities. <http://www.youth.eaffu.org/>

Application instructions

The application should be completed using the training and financial linkage application form below. Once completed the form should be saved as a PDF document and sent to youthproposals@eaffu.org for UGANDA please copy eaffugandayouthagripreneurs@gmail.com for Rwanda copy to youthproposalsimbaraga@gmail.com. Submissions without the form will not be reviewed.

The deadline for submission of the forms is **25th March 2020** (East African Time)

The length of your response for each question is limited. Maximum character count is indicated in parentheses by some questions - "(Max 100 words)" means that your response must not exceed 100 characters in length.

Confidentiality Statement

The information provided on this form is acknowledged to be unique and confidential. Other than what is already in the public domain, the information shall be held in strict confidence and used solely by EAFF and its advisors and the Technical Advisory Committee to the AYA Marketplace for the purposes of evaluating your application. No other use or disclosure of the information shall occur without your prior written permission.

SECTION 1: ABOUT YOUR AGRI-ENTERPRISE

1. Agri-Enterprise name

2. Agri-Enterprise address

3. In which counties/provinces/districts in Kenya/Uganda/Rwanda does your Agri-Enterprise operate? (Including where do you source and distribute your products?)

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| | Please fill the details on this side. |
| Country of Operation: | |
| Counties: | |
| Source of products? | |
| Distribution of products | |

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4. Is the Agri-Enterprise a legally registered entity in Rwanda/Kenya/Uganda.

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| Yes | No |
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5. What is your Rwanda Revenue Authority PIN Number

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6. Primary Contact Name

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7. Primary contact Job title

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8. Telephone number of primary contact

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9. Primary contact email

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10. Agri-Enterprise website if applicable

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11. Agri-Enterprise telephone number

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12. Agri-Enterprise email address

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13. How long has the company/cooperative/group been in operation?

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14. Briefly describe company/cooperative/group current business. What is the history of your organization? What does your Agri-Enterprise currently produce? Who are your customers?

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15. Which describes your organization? Tick/check (by clicking once on the box) which of the following best describes the core activities of your business.

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| Producer | |
| Input supplier | |
| Trader | |
| Output processor | |
| Non-agricultural enterprise | |
| Other (specify) | |

16. Number of employees (specify number of male and female for each)

| | Insert numeric value here (e.g.1,2,3 etc) |
|--------------------|---|
| Full time | |
| Part time / casual | |

17. What is your Agri-Enterprise expected turn over (gross revenue) in 2020? Write amount in Local currency (Ksh, UGX, RWF)

18. What was your Agri-Enterprise actual turn over (gross revenue) in 2019? Write amount in Local currency (Ksh, UGX, RWF)

Section 2: Proposed product/Service

1. What is the name of your product/service (max 100 words)

2. What gap in the market are you trying to fill with this product/service? (max 750 words)

3. Briefly describe how your product/service will address this gap? (max 1500 words)

4. Briefly explain how your product/service will address this gap? (max 1500 words)

5. If your product/service includes multiple ingredients or food types, please list all that are relevant to this product/service (max 750 words)

Section 3: Your business model and strategy

1. Please describe the target customers for your products/service? (max 250 words)

2. What makes your product/service unique? What is your value proposition to your target customers (max 750 words)

3. How will you distribute your products? (max 1500 words)

4. How will you promote/advertise your product/service? (750 words max)

5. With whom will your company need to partner in order for it to be successful? Which activities will your partners perform? (max 250 words)

6. In which quantities and which prices will you offer your product/service? (max 250 words)

7. What do you estimate your expenses will be per production unit (max 500 words)

8. How will you generate revenue from your product/service? How will you receive payment? (max 750 words)

Section 4: competitor analysis

1. Who will be your direct competitors? (max 750 words)

2. How will your product/service be different from the competition? (max 500 words)

3. Who will you be in indirect competition with? (max 750 words)

Section 5: success

1. What experience does your Agri-Enterprise have that makes it qualified to make a success of this product/service? (max 1000words)

2. What resources (financial, capital, human) does your Agri-Enterprise have that can be utilized to deliver this product/service (max 750 words)

3. What have you achieved so far? What are the major milestones achieved to date? (max 1000 words)

4. What are the next steps? List five targets for the future and their expected completion dates (max 1000 words)

Section 6: requirements

1. What types of financial resources do you require? Check all that apply

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| Grants | |
| Loans | |
| Equity investments | |
| Links to financial institutions and investors | |
| Trainings | |
| Other (specify) | |

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2. How much money (Local currency (Ksh, UGX, RWF)) are you seeking for this investment?

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3. What financial resources do you already have access to for this investment (max 750 words)

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4. What kind of technical assistance would be most valuable to you to support this innovation select up to 4

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| Market research, marketing strategy, branding plan | | Business plan | |
| Product optimization | | Quality assurance/quality control | |
| Product/process certification ISO etc. | | Packaging and distribution solutions | |
| Legal advice, government approvals | | Other (specify) | |

Section 7: Environmental and community level impact

1. Might any activities related to this proposal result in hazardous environmental impact? If so please list the

Activity and what the impact may be (.e.g. due to misuse of agrochemicals water, and soil contamination, soil erosion, worker safety etc.) (Max 750 words)

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2. What steps will you take to avoid any negative impact as you implement those activities (max 750 words)

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3. Will the implementation of your business concept have any other positive/negative impact on communities? (max 750 words)

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