



ACCELERATOR

CALLING ALL SOCIAL ENTREPRENEURS!



Beza Beshah is a social entrepreneur who runs **Passion**, an organisation that empowers mothers of children born with spina bifida and hydrocephalus with employment opportunities. She also runs a daycare center that supports their children's holistic development through services aimed at supporting unique learning abilities and improving social skills.

Do you, like Beza, have an idea that improves early childhood development or pre-primary and primary education in Addis Ababa?

**APPLY TO THE BIG IDEAS FOR CHILDREN CHALLENGE BY JULY 22, 2018!
YOU COULD RECEIVE A GRANT OF Birr 40,000 AND A SPOT ON OUR ACCELERATOR PROGRAM!**

Apply with your big idea that improves either

- early childhood development or
- pre-primary and primary education, in Addis Ababa

Apply now and your idea could become reality! Successful applicants will receive a start-up grant of ETB 40,000 and 6 months of coaching in design thinking, leadership, business development and more.

Apply by **July 22, 2018** with your idea to make a big impact on children's lives!

Visit: ethiopia.reachforchange.org/apply/big-ideas-accelerator



Please feel free to contact us with any questions and enquiries.

✉ ethiopia@reachforchange.org

☎ +251 (0) 929107877

🐦 twitter.com/R4C_Ethiopia

📘 facebook.com/R4CEthiopia

Frequently Asked Questions

What is a social entrepreneur?

A social entrepreneur is someone who identifies a problem in society, develops an innovative solution to that problem and is able to run and grow an organization with this as their social mission.

What kinds of ideas are you looking for?

We are looking for innovative ideas with the potential to improve the lives of children in Addis Ababa.

We especially look for ideas that:

- **Are innovative** – social innovations that are unearthing fresh new ways to impact children.
- **Can have big social impact** – social innovations that can solve pressing problems faced by children ages 0-18 years and also pregnant and lactating women from low income households in Addis Ababa, especially relating to
 - **Pre and primary school education:** working to improve access to and/or quality of pre and primary education for all
 - **Early childhood development:** supporting children's survival growth, development and learning from 0-6 years old, including initiatives supporting pregnant and lactating mothers
- **Can be scalable** – social innovations that have the potential to change the lives of many children in Ethiopia or even globally
- **Can be financially sustainable** – social innovations that have the potential to develop a business model which enables them to be financially sustainable in the long term
- **Can be system-changing** – social innovations with the potential to solve societal issues in a big way and in the long-term.

How can I apply for support?

You can apply by visiting the Reach for Change Ethiopia website ethiopia.reachforchange.org/apply/big-ideas-accelerator downloading, and filling out the application form. You can fill out the form in English or Amharic. You can email your completed form to ethiopia@reachforchange.org or submit a hard copy directly to our office: Gollagul Tower, Haya Hulet roundabout, 7th floor, oice no. 702, Addis Ababa. The application form must be submitted by July 22, 2018.

What kind of support will I get if my idea is selected?

Selected individuals will receive a place in Reach for Change's Accelerator program, which includes:

- A start-up grant of Birr 40,000 to run a pilot and bring their ideas to life
- Tools to develop and support their initiatives and gain leadership skills
- Mentorship, training and advice from Reach for Change and external experts.
- Access to a network of other social entrepreneurs
- The possibility of progressing into our Incubator Program, gaining a further grant of up to Birr 400,000 and intensive coaching in areas such as business development, financial management, branding and communications, leadership and expansion strategy, enabling these individuals to build strong, scalable social enterprises.

Who will decide who gets into the Accelerator?

After applications have been screened and assessed, shortlisted applicants will be selected to take part in one-day pitch training. They will then pitch their idea to a jury panel, who will select 29 social entrepreneurs to join the Accelerator. The jury panel will be made up of representatives of Reach for Change, supporting government ministries, entrepreneurs, experts in childhood development and education, and other organizations and individuals with relevant expertise.

What happens after I apply and submit my idea?

All applications are reviewed and you will be notified via email if you have been successful in passing the first phase, as well as subsequent phases of selection.

What should I do if I have questions about the application process?

You can email us anytime at ethiopia@reachforchange.org or call us on **0929107877**.