

**APPLY BY 3 JUNE!**



**HAVE YOU DEVELOPED A SOLUTION THAT IMPROVES EARLY CHILDHOOD DEVELOPMENT OR PRE-PRIMARY AND PRIMARY EDUCATION IN ADDIS ABABA?**



Masresha Beniam



**In the picture:**

Masresha Beniam is a winner of the 2017 Big Ideas for Children Challenge and runs OmniCoders, a social enterprise that trains girls in digital skills, all the way from basic computer skills to coding. Masresha is improving education for children in Ethiopia.

**YOU COULD EARN A GRANT OF UP TO BIRR 400,000 AND A SPOT IN OUR INCUBATOR PROGRAM!**

Apply with your big idea that improves either:

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

Through our Incubator Program, you will build up real impact stories and receive coaching in business development, leadership and expansion strategy, tailored to your organization. You will also receive a grant of up to Birr400,000 which will help you to establish and grow a pioneering social enterprise which is changing the lives of children in Ethiopia.

Apply by **3rd of June, 2018** with your solution to make a big impact on children's lives!

**Visit:** [ethiopia.reachforchange.org/apply/big-ideas-challenge](http://ethiopia.reachforchange.org/apply/big-ideas-challenge)

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



# Frequently Asked Questions

## What is a social entrepreneur?

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

## What kinds of solutions are you looking for?

We are looking for innovative solutions that are improving the lives of children in Addis Ababa. We especially look for initiatives that:

- **Are innovative** - social innovations that are unearthing fresh new ways to impact children.
- **Will have big social impact** – social innovations that can solve pressing problems faced by children age 0-18 years and also pregnant and lactating women from low income households in Addis Ababa, especially relating to
  - **Pre-primary and primary school education:** working to improve access to and/or quality of pre-primary 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
- **Are 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.

## What are the eligibility criteria?

- The problem you are addressing and the solution developed must fit with the criteria stated above
- You must be a legally registered organization with relevant business license
- A willingness to commit full time to your social enterprise during the Incubator Program

## How can I apply for support?

You can apply by visiting the Reach for Change Ethiopia website [ethiopia.reachforchange.org/apply/big-ideas-challenge](http://ethiopia.reachforchange.org/apply/big-ideas-challenge), downloading, and filling out the application form. You can email your completed form to [ethiopia@reachforchange.org](mailto:ethiopia@reachforchange.org) or submit a hard copy directly to our office: **Gollagul Tower, Haya Hulet roundabout, 7th floor, office no. 702, Addis Ababa**. The application form must be submitted by 3rd June, 2018.

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

Selected social enterprises will receive a place in Reach for Change’s Incubator Program running from July 2018 - December 2019, which includes:

- A need based grant of up to Birr 400,000 to develop their social enterprise and bring change to the lives of their targeted beneficiaries
- Tools to develop and support their initiatives and gain leadership skills
- Intensive mentorship, training, advice and coaching, in areas such as business development, financial management, branding and communications, leadership and expansion strategy, in order to build strong, scalable social enterprises.
- Opportunity to be connected with investors and to build their networks with other influential organizations and institutions
- The possibility of progressing into our Rapid Scale Program, designed to support high potential social enterprises to scale effectively

## What happens after I submit my application form?

- 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.
- After applications have been screened and assessed, shortlisted applicants will pitch their solution to a jury panel, who will select the most high potential social enterprises to join the Incubator Program
- 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.