

BUSINESS READINESS PROGRAM



Kidist Tesfaye, Tuba Social Enterprise PLC

CALLING ALL EARLY-STAGE SOCIAL ENTREPRENEURS (MICRO & SMALL ENTERPRISES) LED BY YOUTH ENTREPRENEURS

Have you created a business that improves livelihoods and also creates jobs for more youths in Assosa town? Are you looking to improve your business and become profitable? Apply for a spot on our Business Readiness Program!

You will have access to business experts who will help you to formally establish your business, build your business model, become financially sustainable, attract investors and become profitable and create jobs for youths.

In addition, the highest performing businesses on the program will receive financial support to help them grow.

Apply by filling out the Business Readiness Application Form by 5th of March 2021. Visit:

ethiopia.reachforchange.org/en/apply/business-readiness



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

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FREQUENTLY ASKED QUESTIONS

Who 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 early-stage businesses & people are you looking for?

We are looking for innovative solutions that will improve the lives of children, youth, and women in Assosa by creating sustainable jobs. Early-stage social enterprises which are started by TVET or university graduates or early-stage businesses that have the potential to create job opportunities for TVET and university graduates are primary targets.

We especially look for early-stage Social businesses that are:

- **Innovative** - social innovations that are unearthing fresh new ways to impact children, youth, and women; and create sustainable jobs for youth in Assosa town and as well as the BGR region and beyond. Environmentally-friendly solutions are encouraged.
- **Will have a big social impact** - a piloted and tested social innovation solution that can solve youth unemployment in Assosa, and create sustainable livelihoods and resilient communities.
- **Are scalable** - Social innovations product/service (solution) that have the potential to change the lives of many youths, and women in the region, nationally and beyond.
- **Can be financially sustainable** - Social innovations that have the potential to develop a business model that enables them to be financially sustainable in the long term.
- **Can be system-changing** - social innovations that can solve societal issues in a big way and in the long-term.

What is the basic eligibility criteria?

- Your work must address the challenges that youth and women in Assosa face by creating sustainable jobs.
- You must have tested your idea already (i.e. run a pilot working directly with customers/beneficiaries).
- Though you do not have a business license you need to be operational or have started doing business. Having a business license is not mandatory to apply.

How can I apply for support?

You can apply by visiting the Reach for Change Ethiopia website ethiopia.reachforchange.org/apply/business-readiness and filling out the Business Readiness Application Form, available in Amharic and English. You can also collect the hard copy of the application from the GIZ Crossborder collaboration in Western Ethiopia and Eastern Sudan, Assosa office. The application form must be submitted by March 5th, 2021.

What happens after I apply and submit my application?

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

What kind of support will I get if my social business/SME is selected?

Selected individuals will receive a place in GIZ-Reach for Change's Business readiness program, which includes:

- Intensive mentorship, training, advice, and coaching, in legally establishing your business, business development, financial sustainability, and pitching for investment
- Opportunity to be connected with investors and to build your networks with other influential organizations and institutions.
- The highest performing businesses on the program will also receive financial support.

What is the last date to apply for the Business readiness program?

March 5th, 2021

If I win, what obligations will I have?

If you win, we will sign an agreement with you that will detail your obligations.

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

You can email us anytime at ethiopia@reachforchange.org or call us at call +251910588573.