



**FOR CHILDREN  
CHALLENGE 2019**

**INCUBATOR**



**IN THE PHOTOS: Children from Fresh and Green Academy, a social enterprise run by Muday Mutiku.**

Fresh and Green Academy is a social enterprise that offers over 600 underprivileged children who come from the streets of Addis Ababa with quality education, clean water, nutrition and shelter.

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

**Do you have a social innovation which improves the lives of children and youth in Addis Ababa? Are you ready to grow your business and increase the impact of your beneficiaries? Apply to our Big Ideas for Children incubator Challenge!**

Successful applicants will receive intensive, tailored support to develop and implement a successful strategy to grow their business and increase their impact. Successful applicants may also receive financial support in the form of funding of up to Birr 400,000. **Apply by June 30, 2019, by filling out the incubator application form.**

Visit the website below to submit your application:

[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.

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## FREQUENTLY ASKED QUESTIONS

### What kinds of organizations are we looking for?

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

- **Are innovative** - organizations that are unearthing fresh new ways to impact children.
- **Will have big social impact** - organizations that are already solving pressing problems faced by children age 0-18 years and/or young mothers 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
- **Are scalable** - organizations that are legally registered in Addis Ababa with proven social impact and a stable operation that is looking to grow the business and increase the impact of their innovation in Ethiopia or even globally. Please note that these can be Private Limited Companies, NGOs with a PLC arm, or cooperatives.
- **Are financially sustainable** - organization that has a proven business model or 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 that can solve societal issues in a big way and in the long-term.

### How do I apply?

To apply, please visit [ethiopia.reachforchange.org/en/apply/big-ideas-challenge](http://ethiopia.reachforchange.org/en/apply/big-ideas-challenge) and complete the first stage of the application process by filling the Incubator Big Ideas application form. If your application makes it to the next stage of the challenge, we will meet you and get to know your organization to begin to understand if the social enterprise could be a strong fit for our Incubator Program.

**The application deadline is June 30, 2019.**

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

Selected organizations will receive a place in Reach Change's Incubator Program, which includes:

- Coaching from experts and tools to enable successful business growth and impact
- Access to networks nationally and internationally to take your organization to the next level
- The possibility of financial support where needed, focused on supporting their operations to grow

### 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 question about the application process?

You can email us anytime at [ethiopia@reachforchange.org](mailto:ethiopia@reachforchange.org) or call us at +251 118 222212 or +251 929107877.