



**FOR CHILDREN  
CHALLENGE 2019**

**ACCELERATOR**



**IN THE PHOTO:** Eskender Mulugeta, a social entrepreneur supported by the 2018 Reach for Change Accelerator Program. Eskender established a social enterprise called Food Secured Schools Africa (FSSA), which introduces school gardening in the community to support the feeding programs in schools as well as to fight malnutrition.

# STAND A CHANCE TO EARN A GRANT OF UP TO BIRR 40,000 AND A SPOT IN OUR ACCELERATOR PROGRAM!

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

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**Calling all social entrepreneurs! Apply to our Big Ideas Accelerator today!**

Your solution must improve either:

- Early childhood development
- Pre and/or primary education
- Women Economic Empowerment

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

**Apply by September 15, 2019 with your idea to make a big impact on children's lives!**

Visit the website below to submit your application:

[ethiopia.reachforchange.org/apply/big-ideas-accelerator](https://ethiopia.reachforchange.org/apply/big-ideas-accelerator)



## 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 organizations are we looking for?

We are looking for innovative solutions that will improve the lives of children in Addis Ababa. We especially look for ideas or initiatives that:

- **Are innovative** - social innovations that unearthing fresh new ways to impact children. Digital innovation are welcomed and environmentally friendly solutions are encouraged.
- **Will have big social impact** - social innovations that can solve pressing problems faced by children age 0-18 years, as well as pregnant women and mothers of young children in Addis Ababa, especially relating to:
  - *Pre and primary school education:* Ideas to improve access to and quality of pre and primary education for all
  - *Early childhood development:* Ideas to supports children's survival, health, development and learningChild protection: Ideas to increase safety of children aged 0-15, including reduction of child labor, victims of abuse, and orphans and child headed households.
- **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 that can solve societal issues in a big way and in the long-term.

### How do I apply?

You can apply by visiting the Reach for Change Ethiopia website [ethiopia.reachforchange.org/big-ideas-accelerator](http://ethiopia.reachforchange.org/big-ideas-accelerator) and filling out the application form, available in English or Amharic. **The application form must be submitted by September 15, 2019.**

### 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 40,000, 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 ideas to a jury panel, who will select 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.

### If I win, what obligations will I have?

If you win, we will sign an agreement with you that will detail your obligations, some of which include:  
Develop your organization in line with Reach for Change's selection criteria  
Participate in all planned program activities.

### Can I apply for both ( Addis And Hawassa) target areas and different ideas?

No! Each applicants should apply in one target areas with one project idea at a time!