



*Innovate to perform agricultural value chains de valeur agricoles.*



## PRESENTATION NOTE

### 1. What is the AgriStartup Challenge?

AgriStartup Challenge is an initiative of the AEP-Youths which focuses on innovation and youth entrepreneurship to create businesses that offer services that have a positive impact on the development of agricultural and aquaculture products in the different production basins.

AgriStartup Challenge includes i) a startup competition to identify young people with potential for innovation and value-added services for agriculture or aquaculture; ii) capacity building and incubation opportunities; iii) funding and mentoring; iv) access to networking opportunities and promotion for the best participants.

### 2. What are the areas of competition?

The AEP-Youths recognizes the potential that these activities can offer in terms of the involvement of young people in agriculture, breeding or aquaculture and the promotion of entrepreneurship, the theme of this first edition is **Innovate to improve agricultural value chains**.

The competing categories are as follows: (i) Access to sustainable markets, (ii) Green economy / Covid-19 response, (iii) Facilitation of access to financial services (FinTech), (iv) Professionalization of services and management system (ManAgri), (v) Logistics and automation solutions for production systems (SmartAgri).

### 3. What are the benefits for the winning teams of AgriStartup Challenge?

In accordance with the terms of the competition, each of the winning teams will benefit from:

- A 12-month incubation and acceleration program to complete and launch their innovative solution.
- One (01) seed funding (start-up credit) and financial intermediation for a substantial productive credit;
- Hosting the business in a friendly environment during the first months of start-up and favorable to entrepreneurial collaborations;
- A potential market of clients and / or strategic partners made up of 3,094 young beneficiaries of the AEP-Youths;
- Tailor-made support, networking and visibility for the companies promoted.

### 4. How will the selection take place?

The process takes place in 02 consecutive stages during which the candidates selected at each stage advance to the next level, as follows:

- Regional pre-selections will take place in the cities of Yaoundé, Douala and Kribi. In 24 hours, teams of young people present innovative solutions (business ideas, economic model & prototype / Demo) in front of a jury. The best innovations are selected to participate in the national final.
- A final selection at national level during which the teams will present their innovations responding to the challenges targeted in the competing categories for the existing agro-pastoral enterprises of the AEP-Youths through a Pitch with demonstration in front of the national jury.

Between the selection stages, candidates will benefit from the support of mentors and coaches to develop their ideas. An intensive training workshop (Bootcamp) on entrepreneurship with technical modules and coaching to identify tailor-made solutions to meet the challenges of agro-pastoral companies promoted by the AEP-Youths and the project pitch will be organized before the national final. Applications will be examined by mixed teams of experts, mentors, entrepreneurs, Program executives in the different fields targeted by the competition.

## **5. What are the selection criteria?**

The process takes place in 02 consecutive stages during which candidates meet specific criteria at each stage to access the next level, as follows:

- ❖ At the regional level, candidates are expected to present the business idea in the form of powerpoint, flyers, simple demo, etc.
- ❖ At national level, applicants will present the fully developed solution ready for the target market (demonstration, minimum viable product, marketing prototype, etc.).

The selection will be based on the following criteria:

- Originality of the idea;
- Feasibility of the project;
- Innovation;
- Motivation of the candidate and involvement of his team for the project;
- Economic viability of the project, depending on technical, financial and commercial criteria;
- Quality of presentation of the project or company and the candidate's ability to convince.

## **6. Who is AgriStartup Challenge for?**

The "AgriStartup" competition is open to all young Cameroonians aged 18 to 35, whether they are project leaders, are entrepreneurs in activities, graduates of General, Technical, agricultural or not, and whose project will be carried out in the SOUTH, LITTORAL, CENTER or NORTH WEST regions.

The following are particularly concerned:

- The agricultural world in the broad sense (farmers, agricultural workers, agricultural stakeholders, cooperatives, CIGs, agricultural companies, etc.);
- Companies in the creation phase or existing for less than 3 years as of December 31, 2019 OR with less than 10 employees as of December 31, 2019;
- Project leaders who must have a project likely to give rise to technological or commercial development.
- Start-ups with digital projects related to the agricultural sector are in high demand.
- NB: young people already benefiting from AEP-Youths are not concerned by the competition.

### **7. How are the competing teams formed?**

Agristartup Challenge promotes collective enterprises initiated by a team of 3 promoters, including at least one compulsory female application with varied and complementary profiles. However, initiatives led by women or aimed at solving problems related to female entrepreneurship will be strongly encouraged.

### **8. Where and how to register?**

For registrations, go to the Program website: [www.pea-jeunes.org](http://www.pea-jeunes.org) and download the form (Online registration opens **October 26, 2020**). Check out our Facebook page; follow us on Twitter for regular updates on the competition.

#### **Key dates:**

Promotion of the competition and registration of applications online: **from October 26 to November 16, 2020.**

Closure of online applications: **November 16, 2020** (at midnight).

Regional pre-selections: **November 17-19, 2020**

Announcement of preselected candidates by region: **November 20, 2020**

Mentoring of preselected teams: from **November 23 to December 11, 2020.**

Bootcamp and national final: **December 17 to 20, 2020**