

The European Shared Value Factory



A project idea of



implemented together with



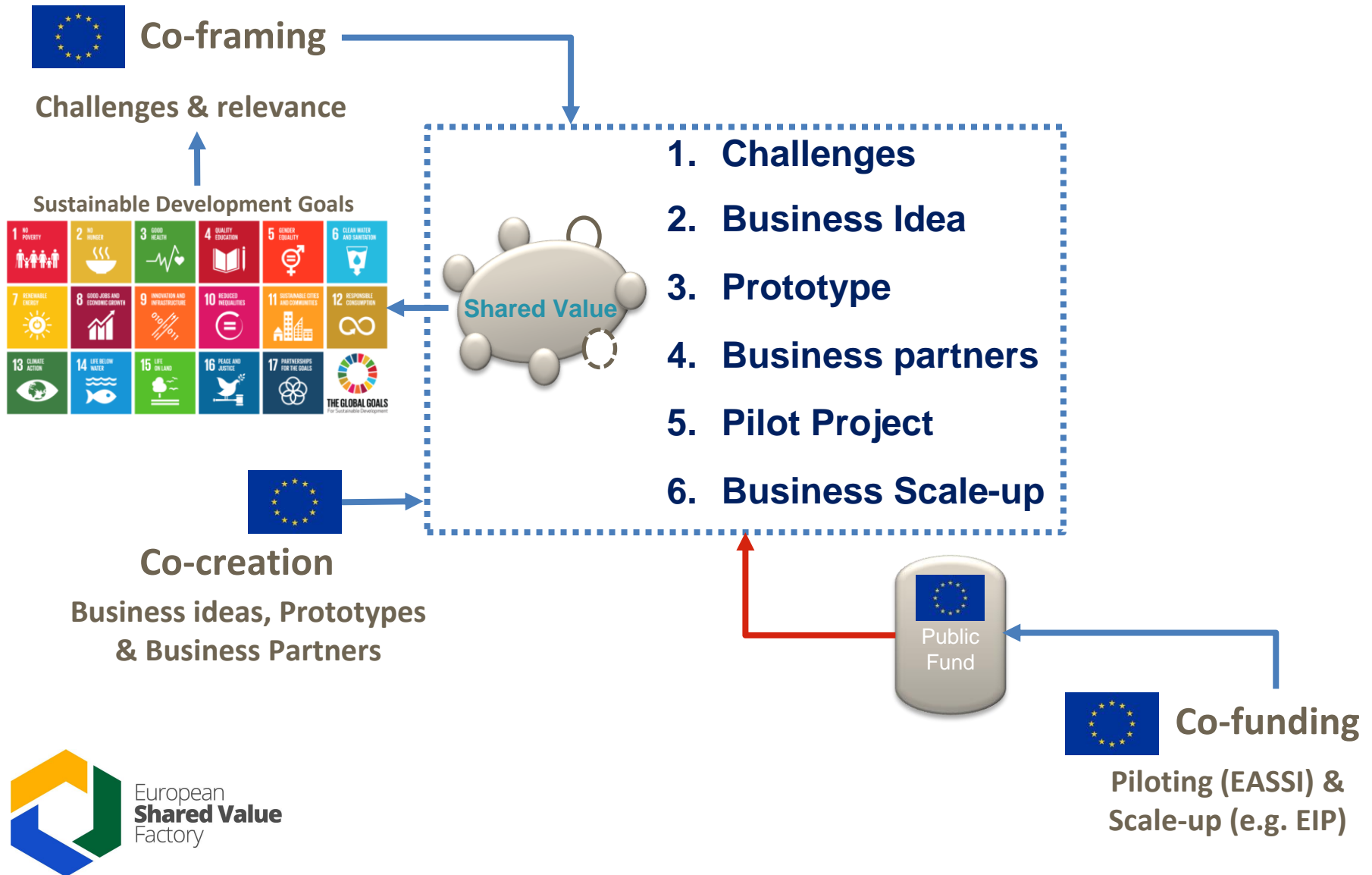
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The „Shared Value“-Approach for SME investment in Africa



Best Shared Value Business Ideas



Contest of best shared value business ideas by European Entrepreneurs in Afrika

- **1. Contact me**
 - Through www.african-european-entrepreneurs.com => Stefan Moritz => send me a message
 - I send you infos (criteria in details)
 - Send us your business idea by **June 30th 2020** to info@cea-pme.com
- **2. We chose the 5 best ideas**
 - Together with our colleagues in Africa, entrepreneurs that have experience in Africa and GIZ
 - **Until 15th of July 2020**
- **3. We support these 5 best ideas**
 - In finding partners: Intermediation, Facilitation, active Scouting, Investment-Pitch at EU-AU events (e.g. EU-African SME-Online Forum 16-17 Juli, or EU-AU Business Forum in October 2020)
 - In questions of feasibility: Consultancy by our partners and by "Africa-experienced" entrepreneurs
 - In search for finances: Advise and help for finding financial support, e.g. GIZ *Invest for Jobs*, GIZ *DeveloPPP*, EU *Green Deal call area 11: Accelerating the clean energy transition and access in partnership with Africa and the Mediterranean*, etc.

Best Shared Value Business Ideas

Detailed Criteria for the selection of Shared Value Business Ideas

- **1. Contribute to the global Sustainable Development Goals (SDGs)**



- **2. Solving a real problem**

- Check information available and describe the problem that your business idea intends to solve, the gap it helps to overcome, the real need for an African customer, the lack it can fill.

Best Shared Value Business Ideas



Detailed Criteria for the selection of Shared Value Business Ideas

- **3. *Business is local-equivalent***
 - For an SME **business is local**, primarily. Each business idea that we will support is at least an **equivalent** of a “local business” in the sense that even digital or exporting businesses rely strongly on local suppliers, local markets, local conditions & opportunities, and are *not* result of a business made possible thanks to investments by globally acting big corporations
- **4. Produces break-even in 2 years and creates employment immediately**
 - Break-even point expected under conditions in Europe in latest 1 year, doubled for African conditions
 - Immediate employment planned **in Africa** of **min. 2 persons**, not counting the entrepreneur her- or himself, after 2 years plausible prevision of increase by min. **10 more employees**.
- **5. Own investment resources for first 2 years at least 50%**
 - Even if publicly co-financed with grants, the entrepreneur should contribute at least with 50% of the investment, also counting his or her own honorary or staff costs.

Best Shared Value Business Ideas



Detailed Criteria for the selection of Shared Value Business Ideas

- **6. Business plan of max. 5 pages, plus annexes, in 5 points:**
 - **Executive Summary** - first impression that the reader will get from your plan.
 - **Business Overview** - description of the industry where business fits in, present outlook and its future direction, data on similar products in the market, with reliable sources and references. Explain who are your customers, what are your distribution channels, what problem are you solving and what systems you are putting in place to support operations
 - **Sales & Marketing Strategy** - definition of overall market and projected market share, a description and profile of your customers, a detailed positioning and pricing strategy, an overview of your distribution and promotion infrastructure, sales forecast and competition analysis.
 - **Operations & Management** - *Organisational structure*: overview of all the people involved in your business and their position in relation to each other plus salary costs predictions. *Capital and expense requirements*: summary of expenses for big purchases and day-to-day running costs.
 - **Financial Information** - forecasts, with clear vision and full control on the business cash flow.
- **7. Ready to accept suggestions, changes or hints by others to improve**
 - Don't be too much in love with your idea and allow other ideas...