



FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative

Rwanda Postharvest Innovation Competition

Hosted by the Reducing Postharvest Loss in Rwanda Project

Deadline for Preliminary Entry Submission | Fri, May 25, 2018

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HORTICULTURE
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Call for Entries

The Reducing Postharvest Losses in Rwanda project is hosting the 'Rwanda Postharvest Conference' in Kigali on Wednesday, July 18, 2018 and will include an Postharvest Innovation Competition. The project has been initiated by the Horticulture Innovation Lab, funded by the U.S. Agency for International Development as part of the US Government's global hunger and food security initiative called Feed the Future initiative and led by the University of California, Davis. University of Rwanda, National Agricultural Export Development Board and Rwanda Agriculture Board are project partners under the guidance of Ministry of Agriculture and Animal Resources. This project is aimed at increasing food security in Rwanda, by understanding and identifying the most efficient ways to reduce postharvest losses.

The aim of the Postharvest Innovation Competition is to showcase the best emerging postharvest technologies and innovations with potential for scale-up. Additionally, the competition seeks to establish and strengthen linkages between innovators and potential investors as well as mentors to facilitate up-scaling of innovations with the goal of reducing postharvest horticultural losses. The call is open to individuals and institutions working in Rwanda. The technologies/innovations should either be at Testing or Market-ready stages.

The Competition will select top innovators from successful entries (all Round 2 winners) and offer them accelerated training on scaling up. Top 8 entries will be given the opportunity to showcase and pitch to potential partners in a special session during the upcoming Rwanda Postharvest Conference.

\$50,000 will be given out in cash awards to winners. The maximum prize for any one winner is \$5000-\$10,000.

Competition Timeline

	Round 1: Preliminaries	Round 2: Semi-Finals	Round 3: Finals
Details	Entrepreneurs submit initial information about their innovations/technologies and biographies of team members. Entrepreneurs will also have the opportunity to attend the Agribusiness Development training on May 15-16, 2018.	A select number of Entrepreneurs will be chosen to move forward to round 2. Entrepreneurs will submit pitch deck and financial projections. All semi-finalists will be invited to a workshop to work on their Pitch Decks on Wed, June 6, 2018	Top 8 Entrepreneurs from Round 2 will have the opportunity to practice pitching in front of external judges during a Dry Run event (Friday, July 13). Feedback will be offered. Entrepreneurs make final presentation at the Conference + Award Ceremony on Wednesday, July 18, 2018.
Deliverables	<ul style="list-style-type: none"> • Executive Summary (see below) 	<ul style="list-style-type: none"> • Pitch deck (powerpoint) (see below) • Financial projections (excel) 	<ul style="list-style-type: none"> • Revised Pitch Deck (powerpoint) • Revised Financial projections (excel)
Date - Round opens	Monday, April 23, 2018	Wednesday, May 30, 2018	Friday, June 22, 2018
Date - Round closes	Friday, May 25, 2018	Friday, June 15, 2018	Tuesday, Jul 3, 2018
Decision Notifications with feedback	Wednesday, May 30, 2018	Friday, June 22, 2018	Friday, July 6, 2018

All submissions to be sent to serge.ndayitabi@agribusinessassociates.com with 'Postharvest Innovation Competition Entry' in the subject line

General Rules and Eligibility

- 1) To qualify for the competition, the venture must:
 - a. Be scalable long term – scalability will take into account the potential for growth of the business and potential impact
 - b. In early stages and/or even proof-of-concept, however, existing business must have not obtained \$250,000 or more in equity funding, grants, other business competitions, or sales prior to the registration date
- 2) The proposed venture cannot have been in operation for more than 3 years (i.e., cannot not have been incorporated for more than 3 years per the date of business plan submission).
- 3) The proposed venture may not be a wholly owned subsidiary of an existing entity (either a for-profit or non-profit entity).
- 4) Should be practical and applicable for postharvest loss management in various agricultural value chains including:
 - a. Perishable food crop commodities (including fruits, vegetables, roots & tubers, edible fungi)
 - b. Postharvest labour reducing technologies
- 5) The entry should be submitted in English
- 6) The entrepreneur should adhere to the template provided

Judging Criteria

The competition will award ventures that show the most integrated strategy for success and proactive steps towards successful implementation, in addition to market opportunity. Judging criteria stem from foundational beliefs regarding determinants of success in two key areas:

- **Business Potential:** Winning ventures link a clearly defined problem with a compelling economic opportunity. Ventures should be designed to fit a specific market and should reflect a deep understanding of a core customer and other key stakeholders. In addition to generating impact, ventures should be financially feasible, fundable, and scalable.
- **Likelihood of Success:** Winning ventures are made possible by winning teams, and ideas are only as good as their execution. A venture's business and impact potential depend on the team that stands behind it, and that team's ability to carry it forward.

We ask judges to consider each section equally, focusing on how key details in each area are communicated via the entirety of a venture's deliverables.

Business Potential (50% of score)

Opportunity

- Venture addresses a clearly defined problem
- Venture operates in a market with a compelling economic opportunity
- Venture is designed for a well-defined customer and reflects a deep understanding of other key stakeholders (beneficiaries, partners, employees, investors)

Solution

- Venture offers a clear value proposition(s) to its customer
- Venture has sustainable, defensible sources of competitive advantage
- Product or service is innovative and fits the target market
- Product or service has a clear value chain and roadmap

Financial sustainability

- Financial projections are based on clear and reasonable assumptions
- Venture has strong revenue model that shows clear understanding of key cost drivers, revenue streams

Likelihood of Success (50% of score)

Implementation

- Clearly defined vision and growth objectives
- Plan includes a coherent and convincing go-to-market strategy
- Team has a clear execution plan and is prepared to address potential risks

Quality of management team

- Team members are passionate, committed, and resourceful
- Relevant and diverse domain and industry experience, business track record, education
- Professional, persuasive and organized presentation

Round 1: Template for Executive Summary

Overview

- Your mission
- What will you sell?
- Who will buy it?
- How will your business idea help farmers or other actors in agriculture?

Product

- What are you offering and why are you different?
- What is the problem you are solving?

Marketing

- Who are your customers?
- How will customers learn about your business?

Team

- Provide bios of all team members including role in business, past work experience and education.

Financial

- What will you charge?
- How much will each unit cost you?
- How else will you make money?

Contact Information

- Name of Business
- Name of Lead Person
- Email
- Phone Number

Round 2: Template for Pitch Deck

A pitch deck is a **brief presentation**, often created using PowerPoint, used to provide your audience with a **quick overview of your business plan**. You will usually use your pitch deck during face-to-face or online meetings with potential investors, customers, partners, and co-founders.

Slides of a pitch deck

1. Introduction

Who are you and why you're here? Keep it short and sweet.

2. Team

Show the people behind the idea and briefly describe their role.

3. Problem

What problem are you trying to solve? Is it really a problem?

4. Advantages

What makes your solution special? How are you different from others?

5. Solution

Describe how are you planning to solve the problem.

6. Product

How does your product or service actually work? Show some examples.

7. Traction

Traction means having a measurable set of customers that serves to prove a potential. Speak to 10 potential customers and tell us what you've learned.

8. Market

Know, or at least attempt to predict, the size of your target market.

9. Competition

What are the alternative solutions to the problem you are trying to solve?

10. Business model

How are you planning to make money? Show a schedule when you expect revenues to pour in.

11. Investing

What is your planned budget? What kind of money are you looking for?

12. Contact

Leave your contact details and let people know how to reach you quickly.