

# ROGEP

## Subcomponent 1B: Entrepreneurship

### Support Facility

Accra

June 2018

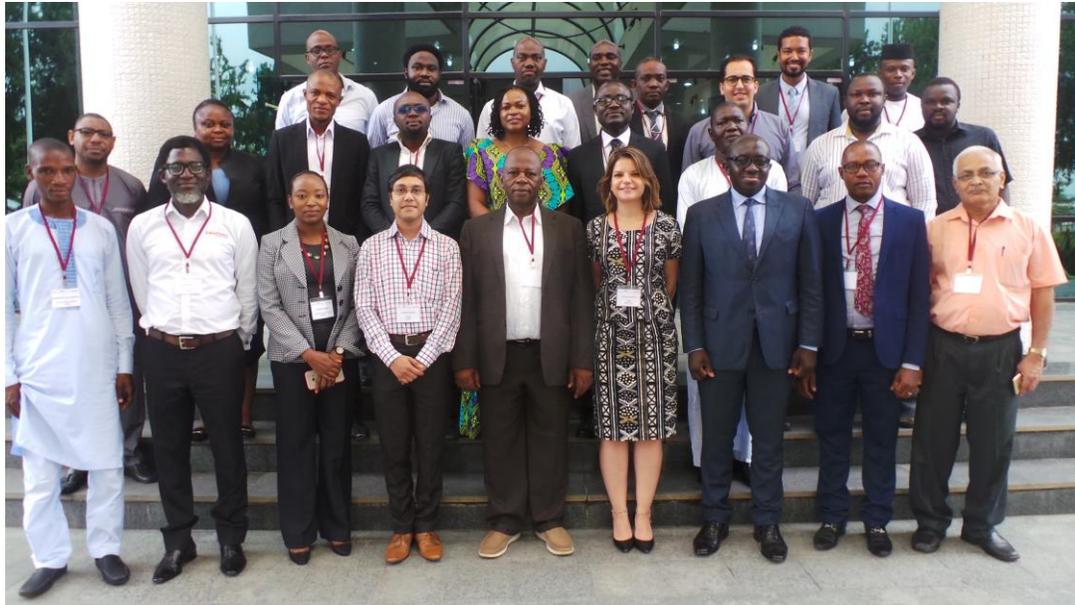


## The objective of the Component 1B Entrepreneurship Facility

- Attract reputable solar companies in the West African market, attract existing and established businesses operating in non-solar space to engage in providing electricity service through standalone solar systems and support local entrepreneurs to set-up & bring to scale energy service companies to provide electricity services to provide universal electricity access in ROGEP target countries

# If you don't know where you are coming from; it is hard to know where you are going

2016



2018



# TA & Financing interventions will be provided to businesses and supported by other tools

## SUPPORT TO BUSINESSES...



*Enhancing capacities*

*Enhancing skills*

**Technical Assistance**

*Enhancing expertise*



*Contributing to business growth*

**Financing**

*Facilitating track record to access finance; increase bankability & viability*

## ...CLOSELY LINKED TO...

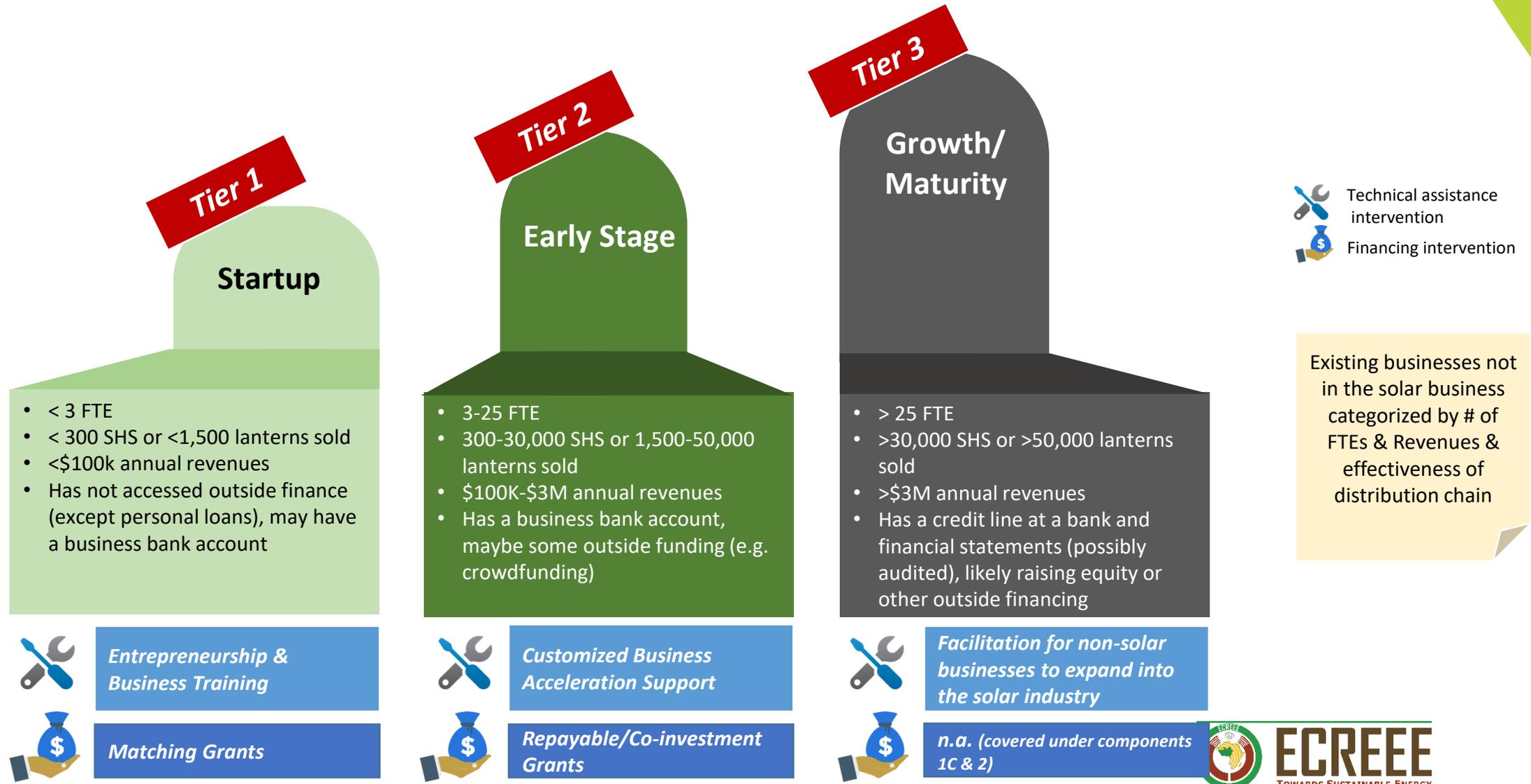
*ECOWAS Certification Scheme for PV installers/technicians*

*ECOWAS Entrepreneurship Support Facility*

Successfully operated by ECREEE since 2015

- Support local entrepreneurs to set up and scale energy services companies
- Attract reputable solar & non-solar companies to provide electricity through standalone solar systems

# Support provided – TA & Financing - depends on the development lifecycle stage of the business





# Technical Assistance Interventions



# A. Entrepreneurship & Business Training for Tiers 1 & 2 businesses (1/2)



Training of Trainers Programme with specific solar industry component

Development of a regional network of training partners

Development of training materials

On-going TA & capacity building for national & regional training partners

Financial support to organizations



# When the goat is present, one should not bleat in its name



# When the goat is present, one should not bleat in its name



Dear Sire

Many thanks for organizing what in my view was a very successful workshop.

For me it provided clarity of the regional and international sector context and perspective, and an opportunity to share experience and review existing “best practice” business models; this helped me to better understand the growth potential and social impact of the paygo solar sector. This new understanding has given me the required confidence to continue with our current investment strategy and business focus in the sector. The B2B opportunity proved even more of an invaluable meeting as it provided us the platform to meet key industry holders; our company does now have a plan to collaborate with Renewit and Angaza, without this conference this could have proved a real challenge.

As I look forward to the next ROGEP conference, I know our organization is already in a much better place than before I attended this conference.

Once again many thanks as we look forward to your continued support.

Best Regards

Female Participant from Accra Entrepreneurship Training 2018



# A. Entrepreneurship & Business Training for Tiers 1 & 2 businesses (2/2)

## TRAININGS COURSES WILL BE PROVIDED...

*On a regular basis*

*During 2-3 days*

*Open & free for all*

*In a variety of modules*

- Doing business in the solar industry
- Technical aspects of household and productive use solar products and marketing
- Financing of solar businesses
- Legal and regulatory aspects of the solar industry
- Soft skills

*To about 25 businesses per training partner per year*

## INCUBATION WILL BE PROVIDED...

*To most promising entrepreneurs & early stage businesses*

*Via application/review process by incubator & ROGEP support*

*Thanks to a financing mix from ROGEP and training partner*

*To about 10 businesses per training partner per year*

### *Covering support*

- via national training partner
  - Entrepreneurial
  - Business
  - Access to finance
- via ROGEP
  - Technical/solar specific aspects coordinated with ECOWAS certification scheme for PV installers/technicians

## ANNUAL REGIONAL COMPETITION WILL BE PROVIDED...

*Thanks to a regional outreach & awareness campaign*

*Via call for applications & selection process*

*During a 1 week workshop & boot camp*

*To 60 selected businesses per year*

*...Followed by technical support to 20 top from boot camp businesses*

*...Followed by pitch event by Top 10 @ESEF & award for Top 3*

# 1<sup>st</sup> B2B Networking Event



# B. Customized Business Acceleration Support for Tier 2 businesses

**Tier 2  
Businesses**

- still developing & iterating their business model
- adapting technology
- finalizing product marketing strategies



## Customized Assistance

- Refining of business strategies and business model
- Mentoring from seasoned entrepreneurs & investors
- Transaction advice & investment facilitation
- Technology and product development support



9-12 months for each participating business



Application through online application managed by ECREEE



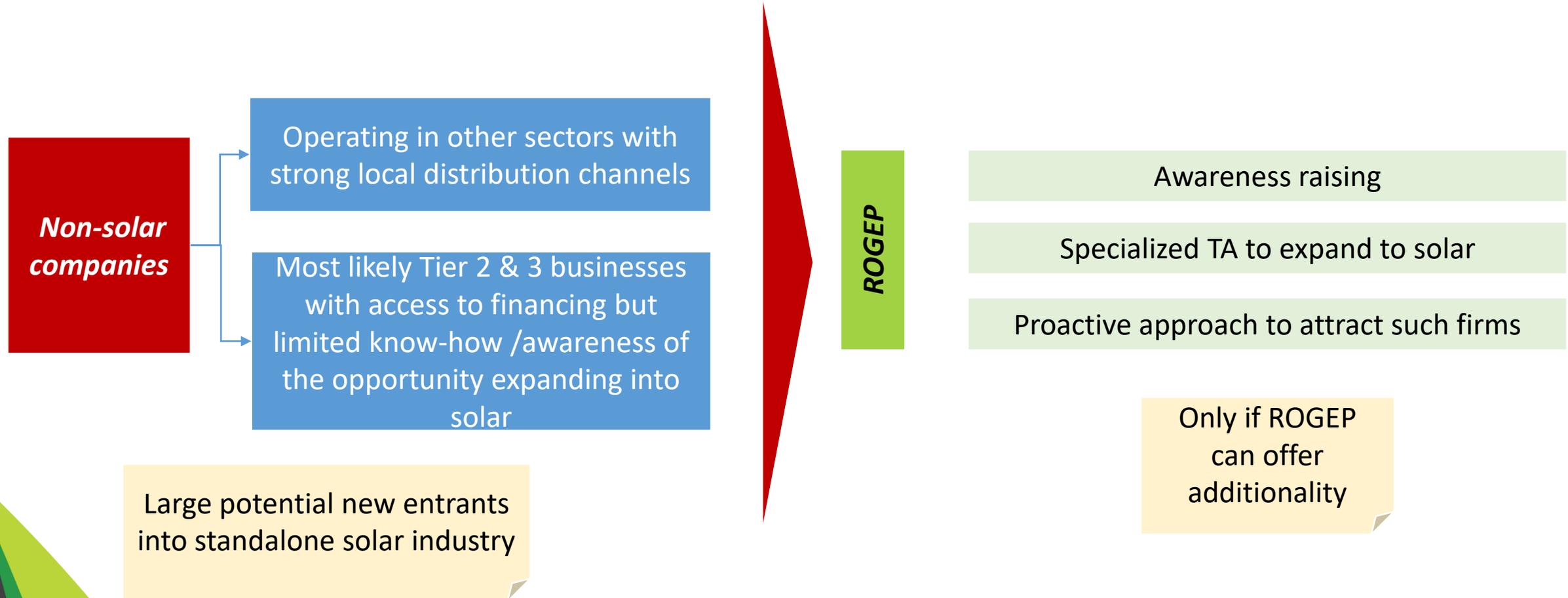
Partner organization providing incubation for successful candidate to be selected by ECREEE



Participation to Investment Forum @ ESEF incl. pitching & B2B sessions



## C. Facilitation of Entry to the Solar Industry





# Financing Interventions

Further details available in ProDoc

# 3 types of grants will be provided to businesses

## MATCHING GRANTS



Tier 1

Startup



- Develop ideas into viable business
- Develop & test market products
- Etc.

## REPAYABLE GRANTS

Tier 2

Early Stage

- Market products
- Expand operations
- Transaction assistance
- Etc.

## CO-INVESTMENT GRANTS

Tier 2

Early Stage

- Business expansion in other ROGEP countries

- USD 25k grant maximum
- + some matching cash contribution from company
- Provided on a milestone basis

- < USD 250k grant
- No interest
- No collateral
- Payback time: Several years

- USD 250-500k grant as part of a larger capital raise/co-investment
- ROGEP support represents an incentive/de-risk for co-investment

Tier 2

Early Stage

Possible also for expansion to other ROGEP countries

- Benchmark & cooperation with other repayable grants

- Relying on due diligence done by co-investor(s)
- Benchmark of other co-investment grants

# Gender Component under ROGEP

## Subcomponent 1B – Entrepreneurship Support



# Subcomponent 1B - Entrepreneurship Support

## Main goal:

- Ensure women entrepreneurs participation in the pay-you-go-technology off-grid solar and business model;

**How do we get there????**

# Subcomponent 1B - Entrepreneurship Support

- information's and awareness raised: work closely with regional and national actors to spread information about the opportunities;
- Ensure local communities are able to access and disseminate information to ensure women representation;
- Ensure communications channel is gender sensitive: the information goes from the base to the top;

# Subcomponent 1B - Entrepreneurship Support – *Gender-responsive TA activities*

- Ensure women entrepreneurs and other under-represented stakeholders have the equal opportunity to benefit from relevant capacity-building activities and financial support under this sub-component;
- To ensure, entrepreneurs who receive support, mainstream gender into their business models;
- Ensure that calls for proposals and trainings (trainers, participants, contents, etc.) are gender-sensitive.

# Subcomponent 1B - Entrepreneurship Support – *Gender-responsive Financing Support*

- Ensure all calls for applications encourage the participation of women and other vulnerable groups;
- Companies receiving financial support should be sensitized about mainstreaming gender into their business models;
- Criteria on gender should be gradually included in the procurement and provision of support;

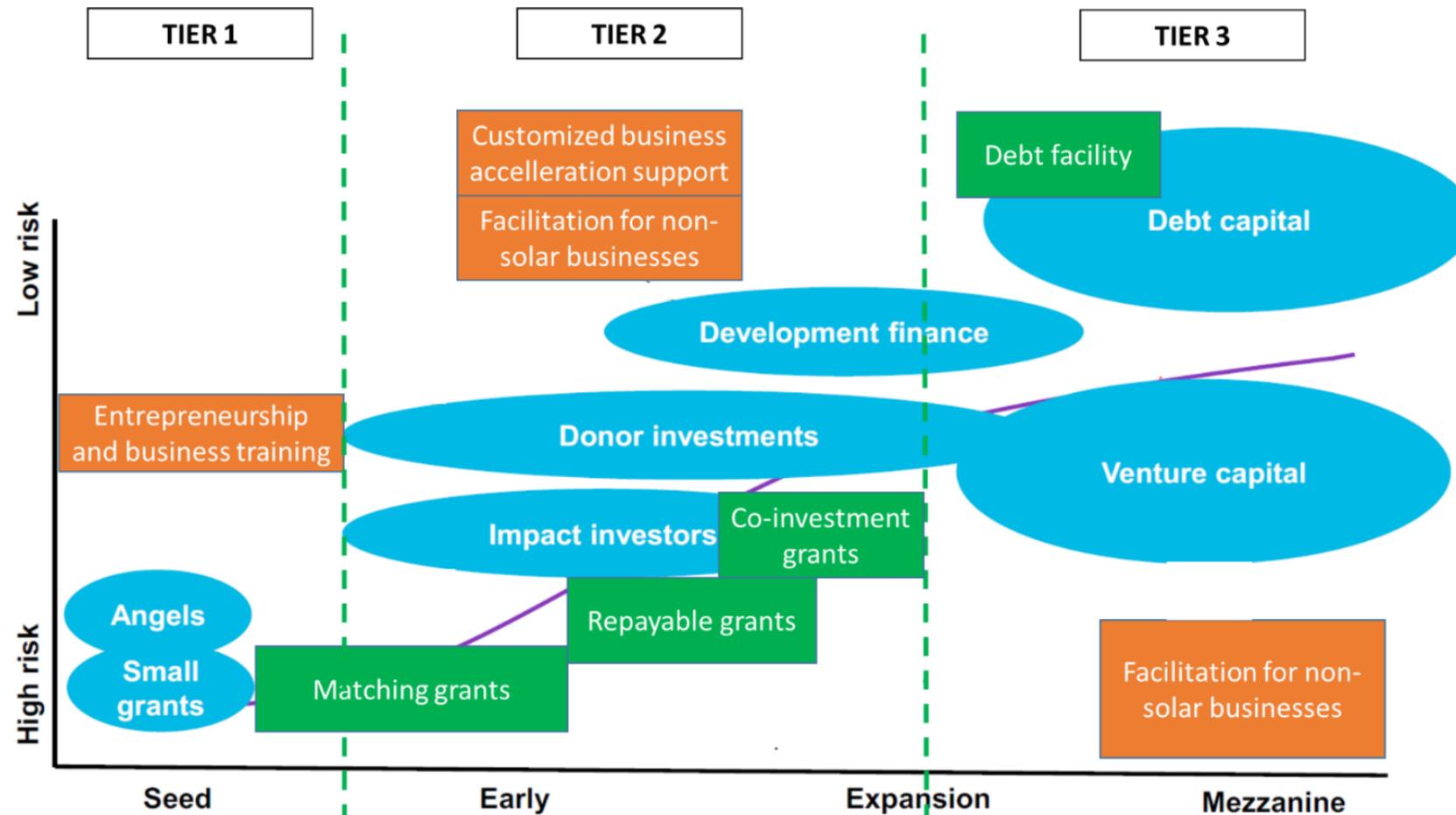
# A picture is worth a thousand words



# Scope: Recap of full spectrum of the Facility



# TA & Financing interventions under Subcomponent 1B covers full spectrum of SSS businesses (2/2)



*“Speed is irrelevant if you are going in the wrong direction”* **Rami**

*“Seuls se félicitent du chemin parcouru ceux qui se savent incapables d’aller plus loin”.* **Amin Maalouf**

“We must use time wisely and forever realize that the time is always ripe to do right”. **Nelson Mandela**

*“Ce n’est pas ce que vous avez qui compte; mais ce que vous faites avec ce que vous avez qui compte”.* Inconnu

“... poverty is not natural. It is man-made and it can be overcome and eradicated by the actions of human beings” **Nelson Mandela**

**Merci!  
Obrigado!  
Thank you!**



**Siré Abdoul Diallo**

**Coordinator of Private Sector Support Facility**

**[sdiallo@ecreee.org](mailto:sdiallo@ecreee.org)**

