To apply log onto:

www.curadincubator.org
www.swisscontact.org/uganda

and click

“Innovation Challenge 2019”
About the Consortium for Enhancing University Responsiveness to Agribusiness Development Limited (CURAD):

The Consortium for enhancing University Responsiveness to Agribusiness Development Limited (CURAD) is a public-private partnership initiative promoted by Makerere University, the National Union of Coffee Agribusinesses and Farm Enterprises Limited (NUCAFE), and the National Agricultural Research Organisation (NARO). CURAD is one of the leading agribusiness incubators in Uganda that supports young men and women as students, graduates, skilled and unskilled, start-ups and SMEs to grow and develop their business ideas. The aim is to encourage innovative young entrepreneurs and agribusiness leaders to champion productivity and profitability of agricultural enterprises that can, in turn, spin off new enterprises. CURAD's vision is to be the leading generator of young agribusiness entrepreneurs creating wealth and jobs in East Africa. The mission is to produce young innovative and skilful agribusiness entrepreneurs through strategic partnerships that support investment in agribusiness by fostering collaboration between Makerere University, NUCAFE and NARO to create cultures and environments that will value, encourage and enable innovation and produce graduates who are problem solvers, decision takers and successful entrepreneurs. Over the past five years, CURAD has supported the establishment and commercialisation of over 150 youth-led start-ups and SMEs, generating over 2,500 jobs.

About the Swiss Foundation for Technical Cooperation (Swisscontact) in Uganda

Swisscontact was established in 1959 as an independent organisation by notable figures from the worlds of commerce and science in Switzerland and has close ties with the private sector. Its vision is to make a sustainable, effective contribution towards the reduction of economic disparities in an increasingly complex, globalised world.

In Uganda, Swisscontact is implementing different projects in Skills Development, Enterprise Promotion and Inclusive Finance. Projects follow a market systems approach, fostering partnership and collaboration among different actors in the ecosystem, to increase income opportunities for targeted beneficiaries through strengthened relationships and networks. In this way, Swisscontact is creating appropriate conditions for entrepreneurship, business growth and the overall basis for a competitive, socially responsible and environmentally friendly private sector as the cornerstone of all development.

Under Skills Development, Swisscontact is implementing two youth employment projects in Uganda in over 20 districts of central, eastern, and mid-western Uganda (through the U-Learn Project, in partnership with Mastercard Foundation and Local Skills Development for Youth - LSDY). The two interventions focus on supporting out-of-school youths between the ages of 18 and 30 years to transition from education to self/waged employment. The interventions focus on three main sectors, namely agribusiness, building and construction, and tourism and hospitality.

With these interventions, Swisscontact aims to raise over 12,000 young people sustainably out of poverty in Uganda by increasing their competitiveness in the job market and improving their self-employment opportunities. This goal is pursued through facilitating workforce development and financing mechanisms, as well as promoting access to business support services and youth business platforms. Swisscontact employs a more sustainable market facilitation approach whereby local institutions, youth and their organisations, along with a broad range of sector-based businesses are strengthened and linked to offer services to the young people within the market system.
The 2019 Agribusiness Innovation Challenge theme is “Fostering agribusiness innovation and creativity for youth employment”. The Challenge focuses on stimulating innovation, competitiveness and creativity among young agripreneurs to generate unique and realistic business ideas, as well as strengthen and promote existing enterprises with high social and economic benefits. This year’s challenge focus areas are as follows:

- The edition will support agripreneurs from the four regions of Uganda. Unlike the previous editions, this year’s challenge will target youth entrepreneurs from across the country, in order increase inclusiveness.
- The participation of the young people during the selection process is another key focus area for this year’s challenge. The young judges will be able to relate to the challenges and the aspirations of the young agripreneurs. The youth judges will be nominated to participate in the selection process.
- Furthermore, the aquaculture sector has been incorporated into the categories in this year’s edition to provide more opportunity to the youths engaged in aquaculture activities.
- A special female category has been introduced into this year’s edition in order to recognise and support more female agripreneurs and innovators.

CURAD and Swisscontact recognise the vital role played by entrepreneurs in fostering agribusiness innovation in the economic and social transformation of the economy. CURAD and Swisscontact are in partnership to foster agribusiness innovation and creativity for youth employment.

We invite entrepreneurs from Uganda to join us in our quest to explore agripreneurs’ innovative ideas that can contribute to sustainable agriculture interventions.
The goal of this challenge is to transform innovative agribusiness ideas into profitable and sustainable agribusiness ventures (businesses). The challenge will place emphasis on developing business and financial models that address the market needs.

Objectives

- Promote a culture of entrepreneurship, innovation and excellence within the agribusiness sector.
- Recognise and appreciate outstanding contributions by young agripreneurs or groups in areas of agribusiness, innovation and creativity.
- Promote self-employment opportunities among the youth in agribusiness.
- Reward highly innovative and competitive business ideas with potential for scaling up and providing more social and economic benefits.

Expected Outcomes

- At least 12 youth-led sustainable agribusiness enterprises established on the local market.
- At least 200 full time jobs created by the established agribusiness enterprises.
- At least 500 youths inspired and practically engaged in agribusiness activities.
- Sustainable and reliable income.

Eligibility and Eligible Activities

The challenge targets women, youths, farmers, farmer organisations, student entrepreneurs and innovators with agribusiness ideas that have high potential for scaling up and can positively impact society. At a minimum, however, applicants must meet the following requirements:

- Ugandan citizens;
- Between the ages of 18 and 35;
- Not a winner in the previous competitions;
- Women and people with disabilities will have preference;
- Business with annual turnover of less than 20 million Ugandan shillings but with potential for growth.
Application Procedure

Hard copy and online applications will be accepted, and the following procedures will be followed:

**Hard copy applications:**
Applicants can pick and submit application forms at:
- CURAD Head Office, Block F13 Makerere University Agricultural Research Institute; or
- Swisscontact Head Office, Plot 19/20 off Martyr's Way, Ntinda, Kampala

**Online applications:**
Applicants can log onto the CURAD or Swisscontact websites (www.curadincubator.org and www.swisscontact.org/en/country/uganda/home.html) and download an application form or apply directly online.

**Review and Selection Process**
All submitted applications will be reviewed for eligibility and completeness after the closing date. Those shortlisted will be trained on business pitching skills before presenting their business cases to a panel of judges.

A panel of judges from the private sector including successful young entrepreneurs will evaluate the business idea/plan in a structured and professional manner. Thereafter, successful entries will move on to the preliminary judging stage, where judges will consider whether the agri business idea complies with the entry terms and conditions, as well as the quality and content of the idea/plan. The entries will be reviewed and judged according to specific criteria:

- Potential to create additional jobs;
- Future growth potential of the business;
- Viability and sustainability of the business idea;
- Market opportunities and competitiveness;
- Innovation, uniqueness and attractiveness of the venture.

Judges will select the top three business cases in each category. All category winners will be announced at our Final Awards Gala 2019.

**Categories**
There will be nine categories in the 2019 Challenge and these include:

1. Best start-up enterprises using ICT in Agri-business to enhance value chain efficiencies in Agriculture;
2. Best start-up enterprise (Western);
3. Best start-up (Eastern);
4. Best start-up (Central);
5. Best start-up (Northern);
6. Best established enterprise;
7. Best climate-smart enterprise;
8. Best student enterprise;
9. Best new coffee trade idea;
10. Best horticulture farmer group;
11. Best women entrepreneur;
12. Best innovator in aquaculture.

**Protection of Business Ideas**
All ideas presented as entries to the Challenge will be regarded as belonging to the particular applicant. Protection of intellectual property will however need to be addressed through normal channels, such as copyright protection, patents, trademarks and other property ownership guarantees.
Sponsorship

Sponsors interested in being part of this year’s challenge will be categorised as below:

**Platinum**: Sponsors who contribute 30 million Ugandan shillings (UGX 30,000,000) and more will be recognised as Platinum sponsors and benefit from the following:

- The company or organisation will appear on all Challenge communication materials (media adverts, print materials etc.) and correspondence related to the Challenge;
- Platinum sponsors will have the opportunity to present their organisation at the launch of the Challenge, Agribusiness Conference and the final Gala Event;
- They will present the accolades to the winners;
- They are guaranteed a stall in the exhibition area.

**Gold**: Sponsors who contribute between 10 million and 30 million shillings (UGX 10,000,000 - 30,000,000) will be recognised as Gold sponsors and benefit from the following:

- The organisation will have a representative speak at the Agribusiness Conference;
- Gold sponsors’ logos will appear on all media communication in the lead-up to the Gala Event;
- They will have a stall in the exhibition area.

**Silver**: Sponsors who contribute between 1 million and 10 million shillings (UGX 1,000,000 - 10,000,000) will be recognised as Silver sponsors and benefit from the following:

- The company or organisation will appear on all Challenge communication materials (media adverts, print materials etc.) and correspondence related to the Challenge;
- Silver sponsors will have a stall in the exhibition area.
Event Schedule 2019 and Key Dates Summary

Launch
11 September 2019

Deadline for submission of applications
31 October 2019

Business idea pitching skills training/Exhibition
October 2019

Judging events
November 2019

Innovation Challenge
Final Awards Gala
November 2019

Contact Details

Apollo Segawa
Executive Director, CURAD
Tel: +256 392 834 425, +256 782 984 028
curad.curad@gmail.com
segawaapollo@gmail.com

Tania Haïdara
Country Director, Swisscontact
Tel: +256 414 222 431
tania.haidara@swisscontact.org
www.swisscontact.ch/uganda