



SMART VILLAGES

ENERGY INNOVATION CHALLENGE

Every great innovation starts with an idea... but learning the skills to develop your idea into a successful business are just as important as the idea itself.

Do you have an energy access idea for villages that you want to put into action?

Can you attend entrepreneurship training in Dar es Salaam from Jul – Aug 2015?

Enter The Smart Villages Energy Innovation Challenge to turn your idea into a reality.

We challenge you to find **innovative** ways of distributing or implementing new or existing **energy technologies** for **off-grid** villages

Objective

This competition seeks to give entrepreneurial teams with at least one student or recent graduate an opportunity to develop business skills, build their network, meet peers for collaboration and win capital for innovative energy access ideas to benefit East African villages beyond the reach of the electricity grid

Teams will be chosen to receive certified intensive practical business training from the world-renowned Cambridge Development Initiative (CDI) to help build the idea into a full business plan and investment proposition.

At the end of the training period, finalists will pitch their business propositions to a judging panel who will chose the winning team.

Benefits

The winning team will receive **\$3000** in prize capital to implement their idea.

All finalists will benefit from:

- **Training** – a eight-week business training programme based in Dar es Salaam in July – August 2015 with the Cambridge Development Initiative
- **Funding** – learn how to access more funding for your idea, travel and housing costs will be covered for finalists from outside of Dar es Salaam
- **Certification** – earn practical training credit
- **Network** – expand your network of peers, potential partners and supporters

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THE CHALLENGE

Technological innovations for providing electricity services, lighting and cooking have recently started to change the landscape of off-grid energy across the world, including East and Central Africa. Despite rising interest, decreasing cost and demonstrated growth of the consumer market for these technologies, distribution and implementation remain challenging. Finding the right business model for an off-grid energy solution can be tricky and sometimes comes after a lot of trial and error.

This competition seeks to find and support new entrants into the entrepreneurial space who have ideas for businesses to improve energy access in off-grid communities.

Examples of possible areas to consider include (but are not limited to):

- Ideas to implement and scale promising new technologies, for example, for cooking, cooling, mini-grids, direct mechanical power, etc.
- Distribution models for energy products and systems
- Innovative payment and financing systems

COMPETITION FORMAT

The competition incorporates two phases:

1 Ideation and application

The entry phase of the competition is open between 16 March 2015 to 17 April 2015. The simple application will ask you for a short public description of your idea and a more detailed confidential description that should include:

- the specific problem your idea is trying to solve
- the solution you are proposing, how it is new and why it will work
- how your solution would impact one specific community that you know well, and how it might apply to other communities across East Africa
- initial thoughts on how you might commercialise your idea to your target audience

2 Training and development

Finalists win the opportunity to develop their idea with the support of the CDI. During an intensive eight-week programme based in Dar es Salaam, the CDI will work with finalists to trial and refine their ideas using the 'Design Thinking Framework'. The focus will be on developing the product or service in direct interaction with test communities around Dar es Salaam.

At the end of the training period, finalists will pitch to a panel of judges at a prestigious closing that will also function as a networking event, providing opportunities to meet new potential partners, investors and peers.

Date	Event
Feb - April 2015	Submissions open for energy access business ideas to benefit off-grid rural communities
May 2015	Finalists selected and notified
Jul - Aug 2015	Eight-week business development training with CDI in Dar es Salaam
Aug 2015	Finalists pitch to final judging panel, including members from E.ON, GVEP, Practical Action, COSTECH and the Tanzania Rural Energy Agency. Winners chosen and announced the week of 24 Aug 2015.
Sep 2015	Winners receive 90% of seed capital
Aug 2016	Winners receive remaining 10% of prize money pending submission of a report on how their efforts progressed over the year since winning the award and presenting to the 2016 CDI entrepreneurship participants

COMPETITION OUTCOMES

The main outcome of the competition is the opportunity to work with the CDI on a eight-week business training programme based in Dar es Salaam, to develop and test your idea, build it into a full business plan and receive university credit for practical training.

During the training, you will learn how to:

- Conduct market research and perfect a business plan.
- Interrogate your idea.
- Validate prototypes and build revenue models.
- Develop core business skills including public speaking, leadership and teamwork.
- Pitch to prospective investors.



You will also:

- Build your understanding of how to access funding from local sources.
- Pitch to win **\$3000** in prize capital to help implement your idea.
- Earn practical training university credit (students from outside Ardhi, DIT and UDSM will need to contact their universities directly to confirm).
- Build a professional network of peers, potential partners and supporters.

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Connect with us at competition@e4sv.org