



ARED-Prize APPLICATION PACKET

Round 1 Application Packet

Competition Launched September 2017

This is an application packet for the ARED-Prize competition. It explains the competition rules, process, and instructions on how to draft and submit your proposal.

If you have questions, kindly send an email to the ARED-Prize team at help@ared-prize.arojintech.com.

Good ***luck!***

- Submission deadline for first round is October 8th, 2017.

Submit Concept Notes and Resumes to: www.ared-prize.arojintech.com

COMPETITION RULES

Who Should Apply?

- You should have enormous ambition, and can imagine yourself as a successful entrepreneur. You are ready to launch your new venture, and - if a pilot proves successful – you are excited to grow it into a world changing organization.
- If you are still a student or have existing commitments, you should have a clear idea on how to transition into a full-time founder.
- ARED-Prize is exclusively interested in ventures that will scale ***distribution of an already proven poverty intervention*** in the developing world.

Eligibility

- ARED-Prize challenges are open to anyone or any teams residing in Nigeria and must implement in Nigeria.
- Individuals and their immediate family on the judging panel must not participate as a contestant.
- ARED-Prize is also open to any business model (for profit, non-profit, and everything in between). All winners will be awarded up to 3million Naira shared and one year sole distribution deal with ARED-Prize and Its developing partners.
- Up to 10 of the most promising proposals will be selected for funding awards, regardless of which challenge track was selected.

Submission Policies

- Proposals must be submitted following the instructions in this packet.
- Extra materials outside of the proposal will **NOT** be considered.
- Revisions to proposals after submission will also **NOT** be considered.
- Only one proposal per person or partnership will be considered.
- Proposals must be written in English.

DEADLINES AND THE PRIZE

Round 1

First Round proposals will be accepted in line with the following deadlines. We strive to send decisions out within three weeks. Judges may request additional information via email before making a decision.

- **Early decision deadline:** October 8, 2017 at WAT (West African Time). Early decision proposals are more likely to advance to the next round, and will have additional time on for the full proposal.
- **Extension deadline:** October 11, 2017 at midnight PT. Extensions are limited to the first 200 people who register.

Round 2

Top participants invited to participate in Round 2 will be asked to draft and submit a copy of their full plan, roughly 10 pages in length plus any desired appendices. The plan will include more details on operations, a budget, milestones, and other items. Participants will receive a Round 2 Proposal Packet with full instructions.

Those invited to the Second Round will have about two weeks to submit a plan.

Final Round

Participants invited to the Final Round will be interviewed by judges over email and on the phone. Depending on the promise and cost-effectiveness of a

proposal, judges may award up to ₦3million in funding. The average ARED-Prize award size is ₦500,000.

Piloting Winning Ventures

Besides direct funding, ARED-Prize can assist in helping your idea attract future funding if the pilot proves successful. We will also provide you access to the ARED-Prize network, and will do our best to support you in other ways.

FIRST ROUND JUDGING CRITERIA

Judging Process

All proposals will receive an initial readings from at least two judges, and if advanced will receive up to two additional independent readings. We strive to send decisions within three weeks of your submission. Judges may request additional information via email before deciding.

Judging Criteria

The ARED-Prize judging panel is composed of individuals with professional experience in distributing life-changing technologies in the developing world. Contestants are evaluated based on:

- Passion and potential for candidate's success, as evident by their academic and professional background, relevant skills, and quick leadership trajectory.
- Focus on distribution. Proposals must focus on distributing a clean energy solution that needs greater access in Nigeria contained in the Challenge document.
- Potential for scale, based on the organizational model proposed in the concept note and the entrepreneur's desire to commit and grow.

Proposal Tips

- **Be succinct.** Successful proposals are objective and to the point. Orient your proposal towards an educated judge who is relatively knowledgeable with the key issues.
- **Scale, impact, cost-effectiveness.** Successful entrepreneurs will build a plausible case that their intervention is highly scalable, cost-effective, and will lead to enormous impact.
- **Keep within scope.** The most successful start-ups have a narrow focus and avoid spending resources on too many areas. A tightly scoped idea will perform best in this competition.

FIRST ROUND PROPOSAL

Concept Note

Please prepare a concept note which responds to the following prompts. Concept notes are limited to three pages.

- Introduction: please begin your concept note with a short 1-3 sentence summarizing your idea.
- Problem: what are the most critical issues preventing better distribution of your selected intervention in your pilot region? Be specific.
- Concept: what is your solution? How will your new pilot venture implement your solution? We want to understand what *you* will do, and how *you* will do it in detail.
- Goals: during your pilot, how many poverty interventions will you distribute during your pilot, at 6 months, and at 1 year? How many people will you help during your pilot, at 6 months, and at 1 year? (This can be a simple table).
- Future Growth: explain your vision for scale. How do your operations grow through your first year? What additional staff will you require, and how have you funded your growing operations?
- Team: list all the people on your team, their responsibilities and their location during the pilot and the average hours per week they will commit to this venture.

Resumes/CVS

Please include a resume for each person on your team, limited to one page per person. Resumes should highlight the most relevant past leadership roles and accomplishments.

READY TO APPLY

Concept Note

Proposal Instructions

- Prepare your concept note and resume, and clearly name your files. Files must be PDF and are limited to a size of 1MB each.
- Input your contact details and upload your documents to

www.ARED-Prize.rojintech.com

Questions? Email the ARED-Prize team at hello@ARED-Prize.rojintech.com.