

Viable Agri-Business Investment Project Competition – Terms and Conditions

1. Organiser

This competition is organised by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH projects, Agri-Business Facility for Africa and MOVE-ComCashew, projects of German Development Cooperation, with registered offices in Friedrich-Ebert-Allee 32 + 36, 53113 Bonn and Dag-Hammarskjöld-Weg 1-5, 65760 Eschborn, Germany.

Together the projects are implementing the Joint Action “Business Support Facility for Resilient Agricultural Value Chains”, a combined effort of the EU Directorate-General for International Partnerships (INTPA), Organisation of African Caribbean and Pacific States (OACPS) and German Government through the German Federal Ministry for Economic Cooperation and Development (BMZ). The Joint Action is jointly co-financed by the European Union under the Samoa agreement with OACPS and by the German Federal Ministry for Economic Cooperation and Development (BMZ) and implemented by GIZ.

2. Eligibility

The competition is open to:

- Applicants residing in African, Caribbean and Pacific member states of OACPS countries and be at least 18 years of age.
- Applicants must register for an account on the atingi platform(www.atingi.org).
- Applicants must successfully complete the three mandatory e-learning courses (see Section 4 for details).
- Applicants must submit a fully completed **Business Model Canvas (BMC)** template, provided by ABF and MOVE websites, focusing on at one of the following value chains: cashew, maize, cocoa or livestock (cattle, sheep, goat).

The following are not eligible to participate:

- Employees of GIZ ABF and MOVE or their family members or anyone else connected in any way with the competition or helping to set up the competition shall not be permitted to enter competitions.

3. Competition Timeline

The competition consists of three submission windows:

- **Window 1:** 15 September – 7 November 2025
- **Window 2:** 1 February – 30 April 2026
- **Window 3:** 1 June – 31 August 2026

4. How to Enter

Before participating, all applicants must create a personal user account on the atingi platform (www.atingi.org). This account is required to access and complete the mandatory e-learning courses. The certificate IDs used in the submission process will be linked to this account.

Participants must:

- a. Complete three designated e-learning courses:



- Climate Smart Agri-Business: Adaptation
- Business Model Canvas
- Creating an Investment Ready Agribusiness

b. Submit valid certificate ID from the *Creating an Investment-Ready Agribusiness* course as proof of course completion.

c. Fill out the official submission form hosted on Kobo Toolbox [Call for for Submissions: Viable Agribusiness Projects](#)

d. Upload the completed Business Model Canvas template provided.

It is the responsibility of each participant to ensure that their personal account details on the atingi platform are accurate and up to date, especially their email address, which will be used as the primary method of contacting successful applicants. The Organiser is not responsible for missed communications due to incorrect or outdated contact information.

By submitting a proposal, applicants confirm that they have read, understood, and agreed to these Terms and Conditions.

5. Submission Requirements

- Each applicant may submit only one proposal per submission window. In the case of multiple submissions using the same course certificate ID, only the first complete and valid submission will be considered per window. Additional submissions using the same certificate ID will be disregarded.
- Applicants must use the official Business Model Canvas (BMC) template provided. The template can be downloaded from the "Creating an Investment Ready Agribusiness" course under the Downloads section, or directly from the following sources:
 - Agri-Business Facility for Africa website: [\[Agri-Business Facility for Africa/ Funding\]](#)
- Submissions must focus on one or more of the following value chains: maize, livestock (cattle, sheep, goats), cashew, or cocoa. Proposals outside these value chains will not be considered.
- Only submissions that include valid course certificate ID and have completed the mandatory courses will be considered.
- Late or incomplete entries will not be reviewed.
- All proposals must be submitted by the applicant personally. Proposals submitted on behalf of others or using another person's identity will result in disqualification.

6. Evaluation Process

Stage 1 – Preselection: Proposals are reviewed by a panel of initial evaluators based on

| Category | Key Questions |
|----------------------------------|--|
| 1. Customer Segments | Are the target customer groups clearly defined, realistic, and prioritized? |
| 2. Value Proposition | Is the value proposition clear, compelling, unique, and solving a real problem? |
| 3. Channels | Are distribution and communication channels relevant, efficient, and cost-effective? |
| 4. Customer Relationships | Are relationship strategies well-defined and aligned with the segments? |
| 5. Revenue Streams | Are revenue models viable, diverse, and consistent with the value proposition? |
| 6. Key Resources | Are essential resources identified and feasible to obtain? |
| 7. Key Activities | Are core activities clearly defined and aligned with delivering the value proposition? |
| 8. Key Partnerships | Are partnerships strategic, realistic, and adding real value? |
| 9. Cost Structure | Are cost elements clear, realistic, and in line with revenue potential? |
| 10. Women & Youth Engagement | How well does the model integrate women and youth in the value chain (ownership, jobs, leadership, decision-making)? |
| 11. Internal Consistency & Logic | Do all elements fit together logically and tell a coherent business story? |
| 12. Innovation & Differentiation | Is there originality in approach, how does it support sustainable and climate-smart agriculture that help adapt to climate change and/or reduce emissions while maintaining profitability? |

Stage 2 – Final Selection: Shortlisted proposals are reviewed by a final panel.

- The decision of the evaluators is final and not subject to appeal.
- Evaluators will be selected based on their technical expertise in agribusiness and entrepreneurship. The organiser reserves the right to appoint independent or internal evaluators as necessary.
- Shortlisted applicants may be asked to submit supporting documents to verify eligibility and originality

7. Awards and Recognition

At least 50 % of the following awards will be attributed to female graduates. Selected applicants will receive:

- 3 x Grants of 2,000 EUR per window
- 10 x Soft- and hardware procurement per window
- Sponsoring of selected participants for various further coaching programmes
- Matchmaking with Financial Institutions, only valid for successful submissions from Ghana.

Winners will be contacted via the email address linked to their atingi account. If a selected applicant does not respond within 10 calendar days of being notified, the Organiser reserves the right to withdraw the award and offer it to an alternate finalist.

Finalists and winners may be invited to participate in promotional activities or have their project names and summaries published. Participation will require separate consent.



The awards are not transferable. Awards are subject to availability and we reserve the right to substitute any award without giving notice.

8. Intellectual Property

- All submitted proposals remain the intellectual property of the applicant.
- The Organiser reserves the right to use anonymized or credited proposals for promotional or educational purposes with applicant consent.

9. Disqualification

Submissions may be disqualified if:

- Submits false or misleading information.
- Engages in plagiarism or violates third-party rights.
- Submits a proposal outside the specified value chains or countries.
- Engages in behaviour that may harm the reputation or goals of the competition.
- False or unverifiable course certificate IDs are submitted.
- Any other violation of these Terms.



10. Data Privacy and Security

We process personal data in accordance with the EU General Data Protection Regulation (GDPR) and the German Federal Data Protection Act (Bundesdatenschutzgesetz – BDSG). Personal data is collected and processed solely for the purposes of administering this business plan submission competition. This includes verifying course completion, evaluating proposals, and contacting participants regarding their application status or related updates.

Data submitted through the online form is hosted on KoBoToolbox servers, and course participation is verified via certificate IDs issued by the Atingi platform. Both platforms have their own data protection policies, which applicants are also subject to. Use of the Atingi and KoBoToolbox platforms is also subject to their respective Terms of Use and Privacy Policies, which apply alongside these competition terms

We take appropriate technical and organisational measures to ensure that your data is stored securely and protected against unauthorised access, alteration, or loss. Data will be stored on secure servers located in the United States of America and will only be accessible to authorised staff or evaluators bound by confidentiality agreements.

By submitting a proposal, applicants also grant the Organiser permission to use their email address for marketing and informational communications related to future learning opportunities, competitions, or other related initiatives. Applicants may opt out at any time by using the unsubscribe link in any communication.

Applicants have the right to:

- Request access to the personal data we hold about them
- Request correction or deletion of inaccurate or outdated data
- Withdraw consent to data processing at any time

Requests can be submitted via ABF-eAcademy@giz.de

11. Limitation of Liability

The Organiser shall not be held liable for any technical issues, lost or delayed submissions, or failure of third-party platforms. GIZ's liability is limited, in particular, to cases of gross negligence, personal injury, and breaches of key obligations (cardinal duties). Any further liability is excluded to the extent permitted by applicable law.

By participating, applicants assume responsibility for their participation and release the Organiser and affiliates from liability, except in cases of gross negligence or intentional misconduct.

12. Amendments and Cancellation

The Organiser reserves the right to amend or cancel the competition, as well as the prizes at any stage due to unforeseen circumstances. Any changes will be communicated via:

- Agri-Business Facility for Africa website: [[Agri-Business Facility for Africa](#)]



13. Governing Law

These Terms and Conditions are governed by the laws of the Federal Republic of Germany. Any legal disputes arising from or in connection with this competition shall be subject to the jurisdiction of the courts in Bonn, Germany. This applies regardless of the country of residence of the applicant or the location from which they submit their application.

14. Cost of Participation

Participation in this competition is **completely free of charge**. The required e-learning courses are also offered at no cost to the applicant. No entry fees, subscription charges, or hidden costs apply at any stage of the competition.

15. Enquiries

For questions or clarifications regarding the competition or these terms, applicants may contact ABF-eAcademy@giz.de