

# Orange Social Venture Prize 2020

**Africa/Middle East**

**Entrepreneur Guidebook**



**#POESAM2020**

# Welcome

You decided to participate to **Orange Social Venture Prize 2020** ?

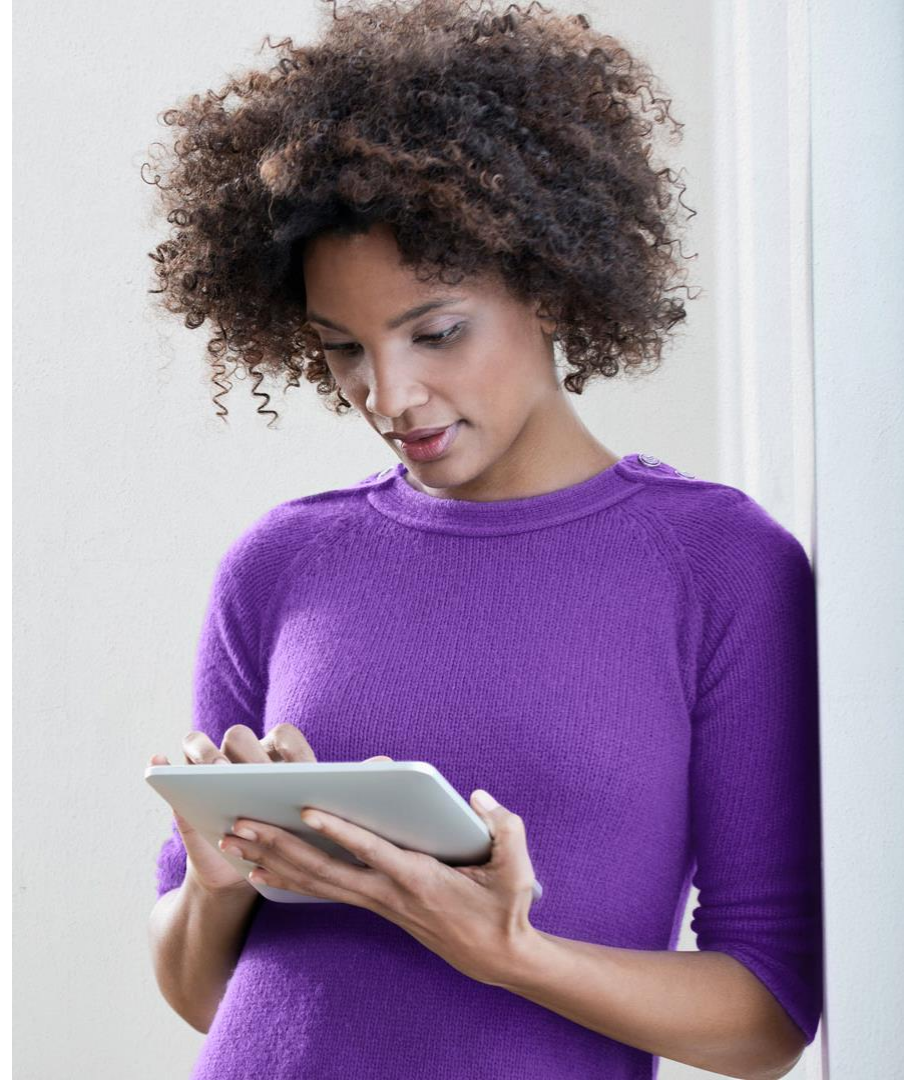
This guidebook will help you prepare your submission and fill out the form for a successful application.

The form is available in English and in French and on our internet website <https://startup.orange.com/> in the **OSVP** section.

It is directly accessible here:

<https://startup.orange.com/en/poesam-submit-your-candidature/>.

**Good luck !**



# This guidebook contains the following information

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- ✓ Conditions of eligibility for the participation to **Orange Social Venture Prize 2020**
- ✓ List of required documents to complete your application
- ✓ Recommendations to maximize your chances of success
- ✓ A presentation of the application form and its various sections



# 1<sup>st</sup> step – Ensure you're eligible to participate to #POESAM2020

## Orange Social Venture Prize is ...



### For who?

- Entrepreneur:** You must be aged **over 21 years** as of 9 March 2020

or

- Legal entity:** You have exercised the activity for **less than 3 years** on 9 March 2020



### Where?

- Your project is implemented in one of the 17 countries where Orange is present in Africa and the Middle-East

*Botswana, Burkina-Faso, Cameroon, Côte d'Ivoire, Egypt, Guinea Bissau, Guinea Conakry, Jordan, Liberia, Madagascar, Mali, Morocco, CAR, DRC, Senegal, Sierra Leone, Tunisia*



### What project?

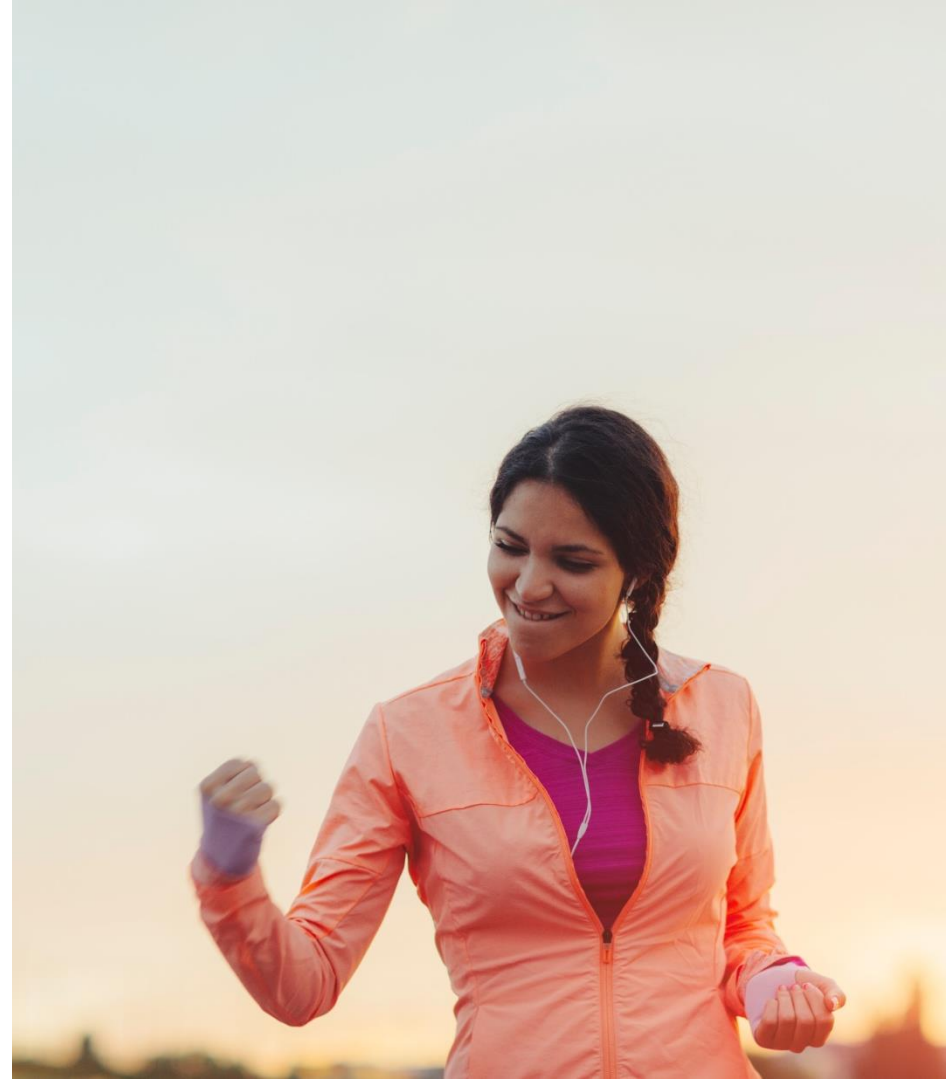
- Your project offers an innovating solution using ICT (mobile or internet) to answer population or environmental needs.



**You satisfy all conditions?**

**Great !**

**Let's start your application 😊**



## 2<sup>nd</sup> step – Prepare the necessary documents to complete your application form



### 1. Your project logo

- This is the graphical representation of your project or company
- It allows you to be easily identified and to stand out when projects are published on our internet website
- It is not a mandatory field to submit your application form, but if it exists, we recommend you upload it
- The required format is:
  - ✓ **jpg, png, gif**
  - ✓ **150x150px**
  - ✓ **200 Ko max**



### 2. Presentation of your project

- This allows assessors and jury members a view on project quality, its maturity and how advanced it is. It is also gives indication about the owner of the project, his or her determination and skills.
- Require format:
  - ✓ **PDF**
  - ✓ **10 Mo max**
- The name of the file must be strictly identical to the name of the project in the first field of the application form
- **Your presentation of your technology project must include:**
  - ✓ **Short presentation of the project** of 1,000 to 2,000 characters: social or environmental issue that you are trying to solve with new technologies ;
  - ✓ **Market analysis:** Segmentation, SWOT, Competition, Partners (financial, strategic etc.) ;
  - ✓ **Market opportunity ;**
  - ✓ **Product / service ;**
  - ✓ **The team ;**
  - ✓ **3 year business plan\*** ;
  - ✓ Evaluation of **social impact**.

Don't hesitate to include a link to video if you have one to complete your presentation !

*\* A business plan template is available at the end of this document*



# All you need to know about... the application form

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- ✓ It consists of:
  - A « Submit your candidature » form available on website <https://startup.orange.com/en/> in OSVP section
  - A presentation of your project (see page 6 for more details)
- ✓ When you have submitted your application and validated the form, you can not modify it.
- ✓ If you want to amend it, you need to submit your application again. Only the most recent submission and closest to 5 June 2020 will be taken into account. We do not keep previous versions of your submission.
- ✓ In the case you submit your application again, you must use the same identification: **Last name– First name / email**.
- ✓ By participating, you agree to fill all mandatory fields with correct information in order to validate your participation and so you can be contacted in case you are selected.
- ✓ Your project will be published on <https://startup.orange.com/en/candidature/> only once it has been validated. Please note there can be several days between your form submission and the publication of your project on the website. If after one week, your project has not been published, you can contact [contact.poesam@orange.com](mailto:contact.poesam@orange.com) or via the online contact form
- ✓ If your application contains any text or image that is judged inappropriate then it will not be validated and will not be published on the website; it will also not be a valid candidature for the contest.



**No incomplete, erroneous, false, counterfeit or fraudulent entry may be considered and will be sanctioned by formal and definitive prohibition from participating in the Competition.**



## 3<sup>rd</sup> step – Fill out the application form

The form has:

- ✓ 2 pages: 'Personal information' (page1) et 'Project information' (page 2)
- ✓ Mandatory fields are marked by \*
- ✓ Drop-down menu for: 'Country of deployment for the project' and 'Sector'



Below is some advice to complete your project information some of which will be published on our website.

### What problem does your company want to solve ?

Present here the social and / or environmental issue that you are trying to solve with new technologies. You have 200 characters maximum.

### What solution does your company provide?

Describe here your proposed solution. You have 200 characters maximum. Capture the readers' attention, stand out from competition.

### Describe your project

This is a decisive input. You need to convince the reader of your project's relevance. You have 1,000 to 1 500 characters maximum. Show your firm grasp of the topic.

### My project aims to improve living conditions for women ?

In 2020, there is an international **women award in addition to the other awards in the Grand Prize**. If your project is beneficial for women (women empowerment, creating or preserving jobs, gender data collection, digital or financial inclusion...), please answer 'Yes' to the question in order to attempt to win €20,000.

### My project allows, through digital technology, to improve the daily life of vulnerable people?

If you are making digital technology an opportunity for all and your project is project improves the daily life of 'vulnerable' people (disabled or marginalised people or those who are socially and financially disadvantaged, etc.), answer 'Yes' to the question in order to attempt to win €10,000.





## Orange Social Venture Prize in 2020...

Since 2011, the Orange Social Venture Prize in Africa and the Middle East has been part of an approach to detect and support start-ups. The competition starts with a national phase during which each of the 17 Orange subsidiaries taking part will examine the projects submitted in its country and nominate three winners maximum. Then there will be a second international phase in which the winners from each country, up to 54 winners in total, will compete before an international panel which will award the OSVP grand prize.

Furthermore, the 10 international finalists will have the opportunity to receive personalised support from experts in founding and financing new companies.

**10 years of support to technological start-ups with a positive impact!**

**Two additional prizes to celebrate POESAM's 10th anniversary: one women award and one 10th year special award**

So this year a total of **5 Prizes** will be awarded for the international Grand Prize.

More information here: <https://startup.orange.com/en/orange-social-venture-prize/>



# Thank you

AfricaCom 2019 – Stand Orange, the 3 winners of the international Grand Prize present their project

## Start-ups




orange™

Any question ?

[contact.poesam@orange.com](mailto:contact.poesam@orange.com)

Keep up with our news here:

 <https://startup.orange.com/en/orange-social-venture-prize/>

 <https://twitter.com/orangeafrica>

# Business plan template

You must include a business plan in your submission. It is required for launching your project. It allows us to assess the feasibility and financial viability of your project.

In order to help you, we provide you with an Excel template which you can download here:

<https://startup.orange.com/wp-content/uploads/sites/7/2020/04/free-business-model.xlsx>

You can fill out the form according to your analysis and forecast.

ne pas effacer cette ligne zone à renseigner	1	2	3	4	5
<b>en K€(ml) (objectif mensuel et annuel)</b>	<b>Année 1</b>	<b>Année 2</b>	<b>Année 3</b>	<b>Année 4</b>	<b>Année 5</b>
Ventes de marchandises					
Ventes de services					
Autres recettes					
<b>Total Recettes</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>
Achats de marchandises					
Maintenance outils production					
Stockage					
Sécherie					
...					
<b>Coûts de production</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>
Marketing - Communication					
Distribution					
SAV - Services Clients					
Sécherie					
...					
<b>Coûts des ventes</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>
Fonctions support (RH/Finance/Juridique)					
Taxes					
...					
<b>Autres coûts</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>
<b>Total Dépenses</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>
<b>Marge opérationnelle (EBITDA)</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>
<b>Total EBITDA</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>
<b>Capital EBITDA</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>
<b>Plein mar (as)</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>
Achats outils de production					
Système d'information					
Site Web					
...					
<b>Total Investissements</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>
<b>Cash Flow Opérationnel</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>
<b>en K€(ml) (objectif mensuel et annuel)</b>	<b>Année 1</b>	<b>Année 2</b>	<b>Année 3</b>	<b>Année 4</b>	<b>Année 5</b>
Investissements	0,0	0,0	0,0	0,0	0,0
Dividendes					
Remboursement Dette					
<b>Emplois</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>
Capacité d'autofinancement	0,0	0,0	0,0	0,0	0,0
Dette					
<b>Ressources</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>
<b>en K€(ml)</b>	<b>0,000</b>	<b>0,000</b>	<b>0,000</b>	<b>0,000</b>	<b>0,000</b>