

Frequently Asked Questions (FAQ) for the Great Rift Valley Pitch Competition

Q: What stage should my business be at to apply?

A: We are looking for companies or social enterprises that have either already launched their product or service in the market or are at the MVP stage (our Pre-Seed category). Your business should have a track record of sales and a clear plan for scaling or expanding into new markets.

Q: Does my company need to have previous investment or funding?

A: While previous investment or funding is not mandatory, we are looking for companies that are capital-ready and seeking funding to grow or scale. This means being prepared to provide financial projections and a well-defined growth plan.

Q: What are the primary impact areas for this competition?

A: Your company's mission or product must align with one or more of the following impact lenses: Agriculture Innovation, Healthcare Innovation, or Educational Innovation.

Q: Can I apply if my business operates outside of Ethiopia?

A: No, you cannot apply if your business operates outside of Ethiopia. Your startup / company must meet all legal and regulatory requirements to operate as a business in Ethiopia (you must provide your Trade / Business License and TIN).

Q: What documents do I need to submit with my application?

A: You will need to submit a pitch deck, business plan or executive summary, and any supporting documents that demonstrate business traction, impact, or previous funding, as well as your business's regulatory and legal compliance (Business License, TIN, etc.).

Q: Is there a cost to apply for the pitch competition?

A: No, there is no cost to apply for the competition. Participation is free for all eligible applicants.

Q: How much funding can I win, and how will it be awarded?

A: The Great Rift Valley Pitch Competition will award \$750K USD in non-dilutive funding in total, to 18 winning companies. The funding will be awarded based on the judges' evaluation of each finalist's pitch, business model, and potential for impact in the Seed and Pre-Seed categories.

Q: How will my application be evaluated?

A: Applications will be evaluated based on the following criteria:

- Alignment with impact goals and themes of the competition.
- Market readiness and demonstrated traction.
- Potential for social and economic impact.
- Financial sustainability and scalability of the business model.
- Strength of the team and operational capacity.

Q: When will I know if I've been selected as a finalist?

A: Finalists will be notified via email in December. Please ensure that the contact information provided in your application is accurate and up-to-date.

Q: What happens if I am selected as a finalist?

A: Finalists will be invited to present their pitch live at the Great Rift Valley Innovation Summit in Addis Ababa, Ethiopia, on February 1, 2025 (Day 2 of the Summit). You will have the opportunity to pitch in front of a panel of esteemed judges and key stakeholders.