

SusTech4Africa - one page program overview

Foundation

Create a solid base and enabling environment for SMEs and lower the risk profile of countries.
Potentially supported by grants.
Managed by NGO's

Seed

Nurture innovative ideas and transform them into viable businesses.
Potentially supported by loans up to 5 000 EUR.
Managed by local incubators

Grow

- **Support selected SMEs via one-to-one coaching, training & expertise advice to develop and execute an ambitious growth plan for scaling operations, increasing market penetration, generating profitable revenue streams and establishing sustainable technology**

Elevate

Focus on bold growth strategies, calculated risk-taking and leveraging early successes to drive the company forward.
Potentially supported by (convertible) loans up to 150 000 EUR.
Managed by OVO or OVO-partners

Thrive

Focus on further scaling the operations and on expanding market presence and impact of successful investees.
Potentially supported by equity investment from 100 000 to 1 million EUR.
Managed by Investment Fund

Selection Phase

Invite & Select Scalable SMEs

- Annual call for application (esp. via Seed phase)
- The selection process is based on 4 criteria:
 1. **Finance:** minimal 2 years legal entity and Africa owned; minimal 20 000 Eur annual turnover; profitable foundation; investment need less than 50 000 EUR
 2. **People:** social impact by local job creation and by offering goods or services for underserved or vulnerable societal segments; legacy of fair employee and supplier relations
 3. **Planet:** incorporation of principles of circular economy; reduction of negative impact on environment and human health
 4. **Technology:** smart use of sustainable technology; contribution to a more sustainable society through technology
- Selected SMEs participate in the ST4A Boost Camp to get skills and methods training to prepare for the next phase and to confirm selection.

Development Phase

Prepare Business Growth Plan

- Selected SMEs get a personal coach appointed who will act as a sounding board and personal guide in the process of developing a realistic yet ambitious business growth plan.
- Functional and sectorial experts are available to be called in for advice on specific issues.
- Within a 6 to 9 months period a robust business growth plan has to be finalized, leading to 2 options:
 1. the plan shows that execution on an auto-financed basis is feasible: it is left to the company leader's discretion whether to apply for a loan. Coaching and support by on-call experts may continue for further capacity building
 2. the planned investments for growth require debt-financing (loan): the growth and investment plan is prepared and submitted to the ST4A Investment Committee for decision on granting the "OVO Certified – Investing for Change" label

Execution Phase

Finance & Execute Growth Plan

- For SME's that were granted the OVO Certified label OVO initiates a search for potentially interested third party investors that are ready to offer a loan to realise the growth plan.
- Continued support and monitoring by an appointed coach is mandatory; on-call experts remain available.
- It is expected that the business growth plan objectives are attained within a 1 to 5 years period.
- Companies that fully achieved the growth plan and met the loan repayment schedule are eligible for continuation in the next phase of the ST4A program:
 1. either repeating the Grow Cycle – Development Phase a second time by applying for a second loan of max 50,000 EUR for further investment
 2. or outgrowing the Grow Cycle to the Elevate Cycle by applying for a convertible loan up to 150,000 EUR

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