

YOU CAN MAKE A DIFFERENCE
BY STARTING YOUR OWN BUSINESS

Business Ideas *for* Development

WANTED
SOCIAL ENTREPRENEURS
FOR INDIA

BUSINESS PLAN CONTEST FOR INDIA

DEADLINE: 13 MARCH 2021

➤ IMPORTANT INFORMATION ON OUR BUSINESS PLAN CONTEST PLEASE READ THIS INFORMATION BEFORE YOU APPLY!

WHO IS BUSINESS IDEAS FOR DEVELOPMENT AND THIS BUSINESS PLAN CONTEST AIMED AT?

Business Ideas for Development (BID) addresses migrants living in Germany who would like to start a business in their country of origin. Starting a business is a bold step that requires great forethought and planning. This is even more so the case, when you plan to start a business far from where you currently live. BID assists migrants in implementing their business ideas before, during and after setting up their business.

We believe that by creating successful businesses, migrants can improve living conditions and contribute to sustainable development in their countries of origin. They stimulate job creation and economic growth, promoting innovation and the transfer of knowledge; and, in the case of social entrepreneurs, they offer solutions to social or environmental problems that could potentially alter the dynamics that have led to the marginalisation of certain parts of society.

We support migrants from various developing countries and emerging markets. In our partner country India, we focus our support on social entrepreneurship. **This Business Plan Contest is therefore aimed at Indian migrants in Germany who are thinking about starting a social business in India to solve one of the pressing social and environmental problems in the country.**

Normally, we support migrants over a longer period of time: from concretising their initial business idea to actually establishing their business – and even afterwards. **This Business Plan Contest, however, is special because it only addresses migrants who have a sound business idea and a business plan**

already and who want to make their idea a reality within the next months. That's why our support period in this Business Plan Contest is limited to six months. So, if you currently only have a rough business idea and no business plan yet, then the Business Plan Contest is not for you.

WHO IS BEHIND BID?

BID is an initiative of the Migration & Diaspora Programme of the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH and is implemented on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ).

The Migration & Diaspora Programme is implemented through the Centre for international Migration and Development (CIM), which is jointly run by GIZ and the German Federal Employment Agency.

Further information about BID, the countries in which we are involved and examples of successful entrepreneurs we have supported in creating their own business can be found at: <https://www.cimonline.de/en/html/business-ideas.html>
There, you can also find more background information on our particular commitment to social entrepreneurship in India.

On behalf of

HOW DO YOU DEFINE A SOCIAL BUSINESS AND A SOCIAL ENTREPRENEUR?

'Social entrepreneurs are not content just to give a fish or teach how to fish. They will not rest until they have revolutionised the fishing industry.'

Bill Drayton

Founder and president of Ashoka, a global social entrepreneur support organisation that created the term 'social entrepreneur' in 1981

Business Ideas for Development is looking for Indians living in Germany who have a social mission for their country. We support social entrepreneurs who want to start a business in India in order to tackle a social or environmental problem in the country, and improve the lives of the poor and marginalised by altering existing negative social dynamics. Through their innovation and commitment, social entrepreneurs act as catalysts for positive change, where other public and private solutions may be missing.

Successful social entrepreneurs do not focus only on **social impact**, however, but also on the long-term **financial sustainability** of their business. BID is not looking to support not-for-profit organisations or charities; we provide assistance to people wishing to found profit-oriented social enterprises, since these have been proven to be more likely to be economically sustainable in the long run, enabling them to survive longer and to expand their services to reach more people with greater impact.

We have set out the main criteria for our support below. If you have any doubts about whether you and your business idea meet these criteria and whether you should apply, please do not hesitate to contact us. There are always borderline cases that need further discussion and examination. There are also some examples of other profit-oriented social businesses in India in our flyer that might be helpful as a guide.

ENTREPRENEURIAL

- Seeking opportunities, having 'drive' and the courage to take risks
- Profit-oriented
- Innovative, out-of-the-box approach
- Small-scale, but with the potential to be upscaled to reach more people or markets later on

SOCIAL

- Strong mission to create a positive social impact by solving a social or environmental problem

SUSTAINABLE

- Fair to all stakeholders
- Environmentally conscious
- Transparent in your approach
- Aiming for financial sustainability (profit-oriented)

WHAT SUPPORT SERVICES CAN I EXPECT TO RECEIVE FROM BID TO START MY BUSINESS?

Support from BID is tailored individually and will vary a great deal depending on the business idea, the entrepreneur and the target country. In general, our support begins in Germany and is then continued in the relevant target country. In this Business Plan Contest our support period is limited to six months. Our support includes assistance & start-up coaching and financial support.

Assistance & start-up coaching:

Each selected entrepreneur receives **individual business coaching** which is mandatory for all. The coaching includes assistance in deepening your **market research** – if necessary – and optimising your **business plan**. This is important, since a high-quality business plan will help you to access investors, business partners and clients and convince them of your business idea. The support that begins in Germany will be continued in India, where we collaborate with an established incubator for social entrepreneurs with knowledge of the local market and start-up scene as well as with local networks and contacts.

Financial support:

In addition, selected entrepreneurs receive a **grant of EUR 7,000**. A grant contract is concluded for this purpose. You may use the grant to cover travel costs and other services and measures that have been identified as relevant to starting your social business during the coaching process.

Please note: BID cannot finance equipment or provide capital for your business.

Specific examples of measures and services that may be financed with the EUR 7,000 budget include:

- » **Trips** to deepen your market research, explore further business potentials and initiate contacts
- » **Legal advice**, for example on the choice of business model or on patent protection
- » **Technical advice**, for example on assessing technical feasibility or on developing prototypes
- » Development of a **marketing concept**, including communication measures like branding and digital presence

BID also assists in:

- » **Networking**, for example with successful entrepreneurs and business founders in your sector, potential business partners, business networks or incubators
- » Searching for **financing options** and investors

WHAT CRITERIA MUST I MEET IF I WANT TO APPLY FOR THIS BUSINESS PLAN CONTEST?

You must meet the following criteria:

- >> You originally come from India.
- >> You currently reside in Germany.
- >> At the time of your application, you already have a sound business plan that you intend to implement in your country of origin in the next months.
- >> At the time of your selection by BID your business has not yet been officially established. This means that it has not yet been authenticated by a notary or registered with the authorities.

If you meet all these criteria, you must also clear the following hurdles:

- >> You must be convinced that you not only have what it takes to be an entrepreneur, but what it takes to be a social entrepreneur, in other words an entrepreneur with a social mission and a strong ambition to create social change. Moreover, you also have the technical expertise and skills to successfully start and run your business and the willingness to bear risks.
- >> Your business idea offers a solution to a social problem in India or has the power to change social dynamics that have left people behind. Your business will help improve these people's lives or solve environmental problems.
- >> You have a strong social mission, but you also want to build a financially sustainable business that makes money (profit orientation).
- >> The implementation of your business idea appears feasible in light of the prevailing conditions, opportunities and limitations in India.

WHAT SHOULD I INCLUDE WITH MY APPLICATION?

Your application must be received in electronic form by midnight on 13 March 2021 at the latest and should include the following:

- >> **Application form** – this can be downloaded at: <https://www.cimonline.de/en/html/aktuelle-ausschreibung-gfe.html>
- >> Your **business plan** – a checklist can be downloaded at: <https://www.cimonline.de/en/html/aktuelle-ausschreibung-gfe.html>
- >> An up-to-date **curriculum vitae**

Important: Please keep 28 – 29 May 2021 free for a Pitch event in case your application is successful and your project is shortlisted (see below).

HOW DOES BID SELECT APPLICANTS?

The selection procedure for applicants is divided into three stages:

Pre-selection: All applications are considered by BID. We will carry out checks to ensure that each application meets the above-mentioned criteria. We will inform all applicants of the outcome by email. If your application meets all the criteria and is convincing, we will invite you to a Pitch event to be held in Frankfurt on 28 – 29 May 2021. **We will inform you in good time of any changes in dates that may be necessary due to the coronavirus pandemic.**

Pitch event: At the event in Frankfurt in May, you will have the chance to present yourself and your project to an international selection jury. A couple of weeks after this event, BID will announce the chosen entrepreneurs.

Kick-off event: On 17 – 18 July 2021, all the entrepreneurs selected will meet in Frankfurt again to receive detailed information about BID and the activities in the upcoming months. This two-day event will also be a great opportunity to exchange ideas and experiences with other interesting entrepreneurs either with similar or with completely different business ideas. **We will inform you in good time of any changes in dates that may be necessary due to the coronavirus pandemic.**

WHERE SHOULD I SEND MY APPLICATION?

Please send your application in electronic form and any queries you may have to:

Centre for International Migration and Development (CIM)
Email: startup@cimonline.de