SUN PITCH COMPETITION

SELECTION + ELIGIBILITY CRITERIA

Preparation of SUN Pitch Competition Finalists

ScalingUp NUTRITION Pitch Competition
Small and Medium Enterprises (SMEs) are the largest providers of food in Africa. They can serve as a strong impetus for harnessing innovative solutions that address local food system constraints. The upcoming UN Food Systems Summit later in the year serves as a motivation for building back stronger food systems. Not only do SMEs occupy critical positions along agri-food value chains as input suppliers, off-takers, processors, distributors, or retailers at the global level but also feed an expansive majority of individuals who purchase their food in the open market. Despite the vital role they play, they face barriers to accessing finances, mentorship thus fail to develop to their full potential and scaling up market-based solutions that can improve consumption of safe and nutritious foods. It is against this backdrop that SBN, in collaboration with key partners is organising the third edition of the Scaling Up Nutrition (SUN) Pitch Competition.

Through the SUN Pitch Competition aims to distil the current global discourse on food innovation to challenge and support SMEs in Kenya, Africa to identify and scale-up disruptive, appropriate and commercially viable innovations that can improve the availability of affordable nutritious foods, especially to vulnerable populations.

Against this backdrop, the theme for the 2021 SUN Pitch Competition is ‘Unleashing the Power Within’.

In particular, this year’s SUN Pitch Competition will focus on identifying innovative SMEs that can provide big, inspiring and disruptive investment solutions to one of the following food system innovation areas: (i) food design (ii) post-harvest loss reduction (iii) market connectivity and (iv) food safety.

Building on this theme, the SUN Pitch Competition will crowd in the broader investment community to channel investment towards the scaling up of transformative innovations in food systems that can spark a fundamental shift in the way food is grown and supplied to consumers by SMEs. The SUN Pitch Competition also aims to crowd in technical assistance partners that can support SMEs to develop and integrate new innovations into existing business models and effectively manage the associated risks and challenges in the adoption of food system innovations.
The company is a for profit company. The company may partner with other organisations, including non-governmental and governmental organisations; however, the lead applicant and implementer of the business concept must be a commercial company/business. Associations and cooperatives are also eligible to apply if they are functioning as businesses.

The company is a legally registered entity in Kenya and must have its main operations in Kenya as well. The company must have its main operations in the country it is legally registered in.

The company produces and/or distributes nutritious products and/or services for local markets and for human consumption as part of its main business model in the following food value chains: fruits, vegetables & pulses; quality proteins (eggs, dairy, poultry, fish); alternative proteins (example insects); fortified staples and fortified blended foods; nuts and seeds; lean red meat; refined cereals and grains.

Please note that an application pitching a sole focus on the production and/or distribution of the following products will be disqualified:
- Breastmilk substitutes
- Processed meats (sausages, smoked meats, salted fish etc)
- Sugar sweetened & alcoholic beverages
- Hydrogenated oils
- Products high in salt, sugar and saturated fat (>30% daily recommended intake)

Focus on the following target populations are automatically excluded (1) products exclusively targeting high income populations and (2) export markets in developed countries.

The company is a financially viable business (i.e. the business model counts on sales revenues to cover all of the company’s expenses).

The company is an SME in post-revenue stage that has generated revenues and/or turnover of less than USD 3 million.

The company is presenting an investment proposal that aims to develop or adopt technological solutions that address one of the competition challenges.

The company must adhere to the SUN Business Network Principles of Engagement.

The company must not have previously participated in the SUN Pitch Competition Regional Final which took place at the Nutrition Africa Investor Forum in October 2018.
SELECTION CRITERIA

All eligible proposals will be evaluated against the following criteria.

01 INNOVATION:
The ability of the proposed innovative solution to effectively address one of the competition challenges. SBN defines “Innovation” as a new product, service or business model and/or an existing product, service or business model being introduced in an environment where it has not been implemented before.

02 NUTRITION IMPACT:
The ability of the innovative solution to make a significant contribution towards addressing nutrient gaps in one of the following priority target populations / consumers: (i) pregnant and lactating women / women of reproductive age; (ii) infants and young children (> 6 months); (iii) adolescents (pre-child bearing age); school children; (iv) low-income populations; (v) remote populations.

03 SOCIO-ECONOMIC IMPACT:
The extent to which the proposed innovative solution will generate broader socio-economic improvements, e.g. job creation.

04 COMMERCIAL VIABILITY:
The capacity of the company (financial, human capital, systems, infrastructure etc.) to profitably develop or adopt the proposed innovative solution.

05 SCALE:
The innovative solution demonstrates a clear pathway to sustainably scale the company’s operations and nutritional impact in the immediate community, region or country.

06 AFFORDABILITY:
The ability of the innovative solution to be cost effectively adopted by the business to ensure the affordability of nutritious foods to end consumers.

07 ADAPTABILITY:
The extent to which the innovative solution is fit for low-resource consumers.
ABOUT US

The SUN Pitch Competition is the flagship event of the SUN Business Network.

In 2010, the Scaling Up Nutrition (SUN) Movement was launched to support national leadership and collective action to scale up nutrition. The SUN Business Network (SBN) is one of the four global networks that support SUN countries (along with UN, Civil Society and Donor Networks). It is convened by the Global Alliance for Improved Nutrition (GAIN) and the UN World Food Programme (WFP) and further supported by an Advisory Group comprised of senior business leaders.

The SBN aims to reduce malnutrition in all its forms through mobilising business to invest and innovate in responsible and sustainable actions and operations. To do this SBN provides a neutral platform to broker partnerships and collaboration between business and all actors on nutrition at national, regional and global level to support SUN Country plans.

CONTACT US

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