



SUN PITCH COMPETITION

SELECTION + ELIGIBILITY CRITERIA

*Preparation of Ethiopia Scaling Up
Nutrition (SUN) Pitch Competition
Applicants*

Scaling Up
NUTRITION

Pitch Competition

ETHIOPIA (SUN) PITCH COMPETITION OVERVIEW



Small and Medium Enterprises (SMEs) are one of the critical actors towards the accessibility, affordability, and availability of nutritious food in Ethiopia. They can serve as 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 Scaling Up Nutrition Business Network (SBN) Ethiopia in collaboration with key partners, will organise the 2021 Ethiopia Scaling Up Nutrition (SUN) Pitch Competition under the theme 'Scale Up! Boost Your Business!'.

In particular this year's Ethiopia 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 Ethiopia 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 Ethiopia 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.





ELIGIBILITY CRITERIA

The SUN Pitch Competition will invite innovative and commercially viable SMEs that meet the following eligibility criteria. Note, businesses that are in the membership of the SBN Ethiopia which fulfil the below criteria are also eligible to apply.

01

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.

02

The company is a legally registered entity in Ethiopia. The company must be able to submit proof of registration. The company must have its main operations in the country it is legally registered in.

03

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. Only services with a direct link to improving nutrition outcomes are eligible, for example input providers of biofortified crops or companies providing laboratory testing and nutrition analysis. 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)

04

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

05

The company is a financially viable business (i.e., the business model counts on sales revenues to cover all the company's expenses). The company should be an SME in post-revenue stage that has not generated annual revenues and/or turnover of more than USD 3 million. Companies who have generated above the set figure in revenue are not eligible to apply.

06

The company is presenting an investment proposal that aims to develop or adopt technological solutions that address a specific challenge under the competition theme.

07

The company must adhere to the [SUN Business Network Principles of Engagement](#).

08

The company must not have previously competed in the SUN Pitch Competition Regional Final which took place at the Nutrition Africa Investor Forum in October 2018 or the 2019/2020 Global SUN Pitch Competition.



SELECTION CRITERIA

All eligible proposals will be evaluated against the following criteria.

01

INNOVATION:

The ability of the proposed innovative solution to effectively address a specific challenge under the competition theme. 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-childbearing 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



For more information, contact the SBN Global Team:

Abenezer Feleke
afeleke@gainhealth.org

Abenezer Feleke
sunbizethiopia@gmail.com

Monica Githige
mgithige@gainhealth.org

Hiwot Shimeles
shimeles@bopinc.org

