

Ethiopian Agribusiness Acceleration Platform (EAAP):

An Introduction

June 2018

Ethiopian  **ATA**
Agricultural Transformation Agency

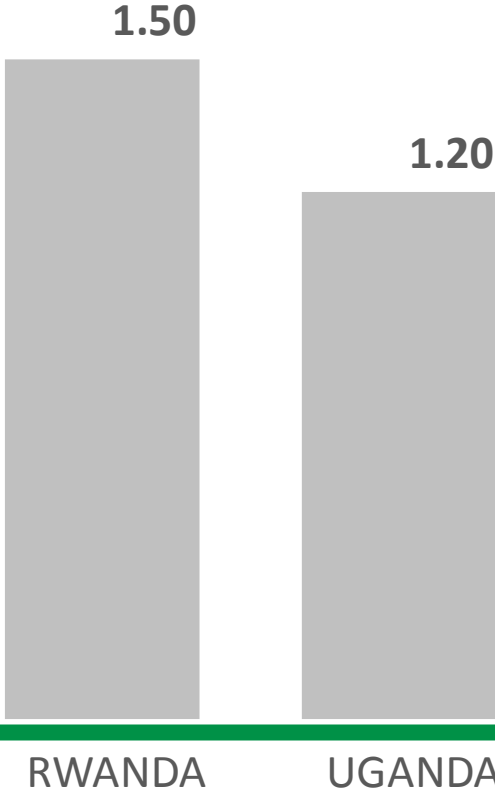


The Problem, our Mission, our Approach

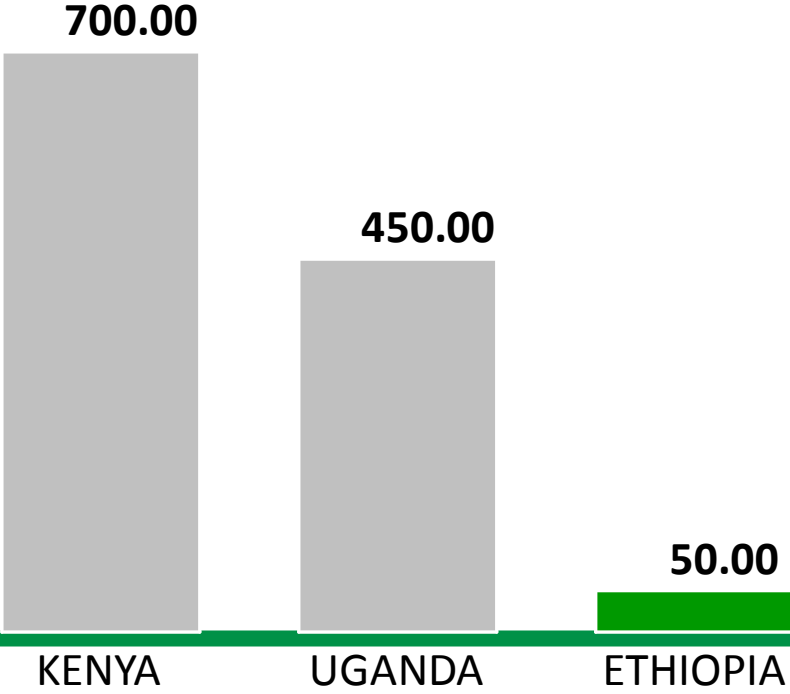


The Problem

2014 new business density
(registrations / 1000 people)



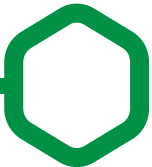
2015 Cumulative Non-DFI Impact Investments
(\$M)





Our Mission

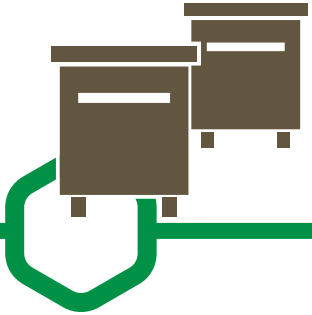
In the next **5 years** build **2-3 sustainable value chains (starting with the honey value chain)** that **meaningfully increase smallholder farmer incomes and enable Ethiopia** to become **globally competitive** in those **commodities** and related **packaged products**. We will accomplish this by **catalyzing local entrepreneurs, encouraging foreign and domestic private sector investment and coordinating participation by other system actors**



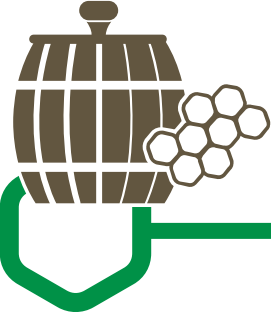
Our Approach

Apply an end-to-end, value-chain-focused, demand-led approach to drive enterprise & industry-wide acceleration

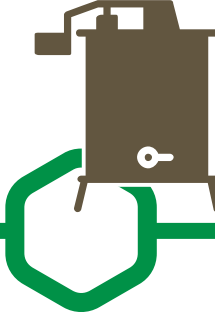
Farmers and primary producers



Suppliers and traders



Local processors and manufacturers



Leading importers and large local buyers



1 Identify large domestic and international buying opportunities for focus commodities

2 Working backwards, map existing (and potential) upstream supply chain to fill potential orders

3 Provide range of enterprise building services to formalize and scale relevant upstream businesses

4 Make enabling investments e.g. in packaging that support target businesses. These investments will also have multi-value chain impact

5 Leverage our unique access to drive select policy and public/private initiatives

Our Approach

EAAP operates a **unique model** of enterprise development

Demand-led

We build and manage relationships with large domestic and export buyers and, through targeted enterprise development activities, help our partners build and grow sustainable supply chains.



End-to-end value chain focus

We focus on helping businesses scale. However, to do this we work across the entirety of focus value chains, wherever our activities will be catalytic to the businesses we support and the broader industry.



Flexible service delivery approach

We deliver services using a variety of in-house capabilities and best-in-class partners. Our model ensures participants are provided the most relevant and highest quality services.



Uncommon access

Our positioning as a commercially focused team with strong government ties means that we are strongly positioned to coordinate across public and private stakeholders, to inform policy, and take action as necessary to transform focus value chains.



Our Approach

We facilitate 4 core services to scale high potential enterprises

Finance

- Connections to seed and growth equity investors
- Guaranteed debt financing
- Grant financing



Markets

- Introductions to customers
- Links to suppliers and input providers



Expertise

- Industry experts and mentors
- Multi-disciplinary advisory boards
- Business planning and formalization support



Talent

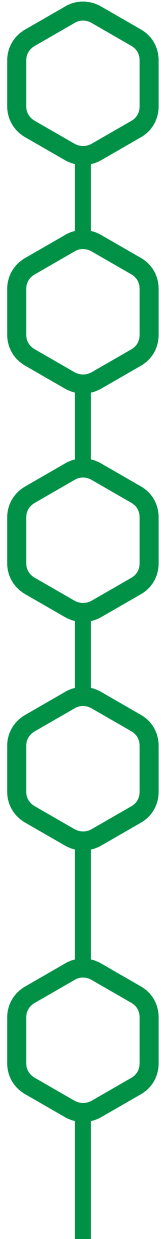
- Assistance securing high quality entry level and middle-management talent
- Short-term strategy associates for discrete projects



...across 3 program tracks

- 1 Incubation:** focused on **professionalizing smaller enterprises** using a **readily scalable approach**, including use of **workshops and different mentorship programs**
- 2 Acceleration:** focused on **scaling relatively mature enterprises** using a **customized, high-touch approach**, including use of **industry mentors**
- 3 Ecosystem:** focused on **supporting enterprises** such as **beekeeping input suppliers, quality testing laboratory and packaging companies**

Who should be interested?



High growth agribusinesses

Dynamic entrepreneurs and enterprises engaged in commercial activities in the Ethiopian honey and wax industries

Large commodity buyers

Large Ethiopian and international buyers of crude and processed / packaged honey with an interest in developing purchasing / supply partnerships within Ethiopia

Potential mentors

Experienced individuals and high performing organizations that are passionate about contributing to the development of Ethiopia's next generation of business leaders

Potential service delivery partners

Organizations engaged in entrepreneurial / enterprise development activity or professional services (e.g. business skills coaching, business planning, accounting; pitch development etc.) that are interested in partnering with EAAP to deliver services

Donors and financial partners

Organizations with an interest in supporting innovative, private-sector led social and economic development models

Why should you be interested?

As an entrepreneur, EAAP provides you an unmatched platform to...



...access catalytic financing

- Get access to working capital and other credit on concessionary terms
- Receive preparation and support for game-changing seed equity investment

...access new customers and suppliers

- Receive support with accessing large customers (e.g. modern retailers) on improved credit terms
- Receive support with optimizing and diversifying your supply chain within Ethiopia

...access world class expertise

- Receive advice from mentors with skills ranging from honey industry expertise to expertise in strategy, operations, marketing, branding and general management

...shape the industry and Ethiopia's business landscape!

- Join us in building a transformative platform that can revolutionize your industry, Ethiopian agribusiness and can provide a template for inclusive, commercially-minded African economic development

Why should you be interested?

As an entrepreneur, EAAP provides you an unmatched platform to...



...access catalytic financing

- Get access to working capital and other credit on concessionary terms
- Receive preparation and support for game-changing equity investment

...access new customers and suppliers

- Develop relationships with large, strategically important buyers in mature and fast growing emerging markets
- Receive support with optimizing and diversifying your supply chain within Ethiopia

...access world class expertise and talent

- Receive advice from an advisory board constituted of respected honey industry experts and other world leading experts in subjects from strategy, marketing and operations to investment pitch development and business planning

...shape the industry and Ethiopia's business landscape!

- Join us in building a transformative platform that can revolutionize your industry, Ethiopian agribusiness and can provide a template for inclusive, commercially-minded African economic development

Why should you be interested?

As a corporate in the honey or wax industry, partnership with EAAP offers distinct benefits



Subsidized, sustainable supply chain

EAAP's demand-driven model ensures that large buyers are central to our strategy. Our enterprise building activities will necessarily create larger, more efficient and more reliable suppliers for corporate partners

Access to potential strategic investments

EAAP's rigorous due diligence activities, coupled with our approach to value addition, means we are in a position to build winners and market leaders. Our corporate partners will have priority access to these investment opportunities

Access to local and regional business networks

EAAP is building an unparalleled network of corporate mentor pools and partners within Ethiopia and across the East African region. Our corporate partners will have unique access to our networking events and database

Opportunity to shape Africa's business landscape

EAAP represents a unique opportunity for corporate partners to contribute to the Continent's growth agenda, and by so doing to create a lasting economic and social impact footprint in Ethiopia and (as the model becomes replicated) across other developing countries

Why should you be interested?

Membership of EAAP's mentor network offers distinct benefits



Opportunity to shape Africa's business landscape

EAAP represents a unique opportunity for you to contribute to the Continent's growth agenda, and by so doing to shape Africa's next generation of business leaders. Our repeatable model also creates a unique platform to multiply your social impact footprint across countries

Access to local and regional business networks

EAAP is building an unparalleled network of corporate mentor pools and partners within Ethiopia and across the East African region. Our mentors will have unique access to these resources through our networking events and curated database

Access to potential investment opportunities

EAAP's rigorous due diligence activities, coupled with our approach to value addition, means we are in a position to identify and build winners and market leaders. Our mentors and partners will have priority access to these investment opportunities

Our founding partners

Institutional partner



At its founding, EAAP will be housed within the Ethiopian Agricultural Transformation Agency (ATA)

ATA will provide institutional support and unique access which will enable us to affect policy and engage credibly with key local and international players

Strategic partners



The Bill & Melinda Gates Foundation and GIZ have been key strategic and financial partners since the inception of the EAAP initiative

Going forward, EAAP will tap into their institutional experience in enterprise development and will leverage their influence to develop market / buying partnerships



Bain & Company, a leading consultancy, has been (and remains) the sole strategic adviser to the EAAP initiative since its inception

Bain & Company will continue to advise EAAP during implementation and will also support our enterprises by providing access to world class expert advice (through mentors and advisory boards) and talent (through exclusive externships)



For more information or to get involved,
contact us at <eaap@ata.gov.et>