

Viable Agri-Business Investment Project Competition – Terms and Conditions

1. Organiser

This competition is organised by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH projects, Agri-Business Facility for Africa (ABF) and Market-Oriented Value Chains for Jobs and Growth in the ECOWAS Region (MOVE-ComCashew), projects of German Development Cooperation, with registered offices in Friedrich-Ebert-Allee 32 + 36, 53113 Bonn and Dag-Hammarskjöld-Weg 1-5, 65760 Eschborn, Germany. Together the projects are implementing the Joint Action “Business Support Facility for Resilient Agricultural Value Chains”, a combined effort of the EU Directorate-General for International Partnerships (INTPA), Organisation of African Caribbean and Pacific States (OACPS) and German Government through the German Federal Ministry for Economic Cooperation and Development (BMZ). The Joint Action is jointly co-financed by the European Union under the Samoa agreement with OACPS and by the German Federal Ministry for Economic Cooperation and Development (BMZ) and implemented by GIZ.

2. Eligibility

The competition is open to:

- Applicants must reside in an African, Caribbean, or Pacific (ACP) member state of the Organisation of African, Caribbean and Pacific States (OACPS). Proof of residency must be provided upon request.
- Applicants must be at least 18 years of age. Proof of age must be provided upon request.
- Applicants must register for an account on the atingi platform(www.atingi.org)
- Applicants must successfully complete the three mandatory e-learning courses (see Section 4 for details)
- Applicants must submit a fully completed **Business Model Canvas (BMC)** template, provided by Agribusiness e-Academy and e-MOVE

The following are not eligible to participate:

- Employees of GIZ, ABF and MOVE, as well as their immediate family members or any person directly involved in the design, administration, or evaluation of the competition, are not eligible to participate.

3. Competition Timeline

The competition consists of three submission windows:

- **Window 1:** 15 September – 7 November 2025
- **Window 2:** 1 March– 31 May 2026
- **Window 3:** 1 September – 30 October 2026

4. How to Enter

Before participating, all applicants must create a personal user account on the atingi platform (www.atingi.org). This account is required to access and complete the mandatory e-learning courses. The certificate IDs used in the submission process will be linked to this account.

Participants must:

- a. Complete the mandatory e-learning courses specific to the project pathway they are submitting under:
 - For MOVE project submissions (cashew value chain only): Complete the following courses:
 - Introduction to Conservation Agriculture (CA)
 - For Agribusiness e-Academy submissions (cocoa, maize and livestock (cattle, sheep, goat) value chains). Complete the following courses:
 - Climate Smart Agri-Business: Adaptation
 - Business Model Canvas
- b. Complete the course "Creating Your Viable Agri-Business Investment Project" (this is mandatory for both project pathways).
- c. Submit a valid certificate ID and unique code from the "The Agribusiness Growth Challenge" certificate as proof of course completion.
- d. Fill out the official submission form hosted on <https://kobo-ee.giz.de/single/8kGXuey4>.
- e. Enter the full BMC template directly into the submission form. File uploads are no longer accepted, and only form entries will be reviewed.

It is the responsibility of each participant to ensure that their personal account details on the atingi platform are accurate and up to date, especially their email address, which will be used as the primary method of contacting successful applicants. The Organiser is not responsible for missed communications due to incorrect or outdated contact information.

By submitting a proposal, applicants confirm that they have read, understood, and agreed to these Terms and Conditions.

5. Submission requirements

- Each applicant may submit only one proposal per submission window. In the case of multiple submissions using the same course certificate ID, only the first complete and valid submission will be considered per window. Additional submissions using the same certificate ID will be disregarded.
- Applicants must use the official Business Model Canvas (BMC) template provided. The template can be downloaded from the "Creating Your Viable Agri-Business Investment Project" course under the Downloads section, or directly from the following sources:
 - "Creating Your Viable Agri-Business Investment Project" course: [\[Course: Creating an Investment-Ready Agribusiness \(ABF\) | atingi\]](#)
 - MOVE-ComCashew website: [\[About us - ComCashew\]](#)
 - e-MOVE Landing Page: [\[e-MOVE | atingi\]](#)
- Submissions must focus on one or more of the following value chains: maize, livestock (cattle, sheep, goats), cashew, or cocoa. Proposals outside these value chains will not be considered.
- Only submissions that include valid Agribusiness Growth Challenge course certificate ID and have completed the mandatory courses will be considered.
- Late or incomplete entries will not be reviewed.
- All proposals must be submitted by the applicant personally. Proposals submitted on behalf of others or using another person's identity will result in disqualification.

6. Evaluation Process

- **Stage 1 – Preselection:** Proposals are reviewed by a panel of initial evaluators based on:

Category	Key Questions
1. Customer Segments	Are the target customer groups clearly defined, realistic, and prioritized?
2. Value Proposition	Is the value proposition clear, compelling, unique, and solving a real problem?
3. Channels	Are distribution and communication channels relevant, efficient, and cost-effective?
4. Customer Relationships	Are relationship strategies well-defined and aligned with the segments?
5. Revenue Streams	Are revenue models viable, diverse, and consistent with the value proposition?
6. Key Resources	Are essential resources identified and feasible to obtain?
7. Key Activities	Are core activities clearly defined and aligned with delivering the value proposition?
8. Key Partnerships	Are partnerships strategic, realistic, and adding real value?
9. Cost Structure	Are cost elements clear, realistic, and in line with revenue potential?
10. Women & Youth Engagement	How well does the model integrate women and youth in the value chain (ownership, jobs, leadership, decision-making)?
11. Internal Consistency & Logic	Do all elements fit together logically and tell a coherent business story?
12. Innovation & Differentiation	Is there originality in approach, how does it support sustainable and climate-smart agriculture that help adapt to climate change and/or reduce emissions while maintaining profitability?

- **Stage 2 – Final Selection:** Shortlisted proposals are reviewed by a final panel.
- The decision of the evaluators is final and not subject to appeal.
- Evaluators will be selected based on their technical expertise in agribusiness and entrepreneurship. The organiser reserves the right to appoint independent or internal evaluators as necessary.
- Shortlisted applicants may be asked to submit supporting documents to verify eligibility and originality

7. Awards and Recognition

Selected applicants will receive:

- Grant of €6000 or,
- Sponsorship to participate in additional mentorship programme or,
- Access to soft- or hardware support where applicable,

Winners will be contacted via the email address linked to their atingi account. If a selected applicant does not respond within 10 calendar days of being notified, the Organiser reserves the right to withdraw the award and offer it to an alternate finalist.

Finalists and winners may be invited to participate in promotional activities or have their project names and summaries published. Participation will require separate consent.

The awards are not transferable. Awards are subject to availability and to change and we reserve the right to substitute any award without giving notice. All information regarding prizes and awards is subject to change. There is no entitlement to a specific prize.

The procurement and distribution of awards may take up to 12 months from the date on which a winner is formally confirmed and has provided all information required for fulfilment. Delivery timelines are indicative and may be affected by procurement processes, supplier availability, shipping, customs procedures and other circumstances beyond our reasonable control. Delays within this period will not entitle a winner to a replacement award, cash payment or other compensation.

8. Intellectual Property

- All submitted proposals remain the intellectual property of the applicant.
- The Organiser reserves the right to use anonymized or credited proposals for promotional or educational purposes with applicant consent.

9. Disqualification

Submissions may be disqualified if:

- Submits false or misleading information.
- Engages in plagiarism or violates third-party rights.
- Submits a proposal outside the specified value chains.
- Engages in behaviour that may harm the reputation or goals of the competition.
- False or unverifiable course certificate IDs are submitted.
- Any other violation of these Terms.

10. Data Privacy and Security

We process personal data in accordance with the EU General Data Protection Regulation (GDPR) and the German Federal Data Protection Act (Bundesdatenschutzgesetz – BDSG). Personal data is collected and processed solely for the purposes of administering this business plan submission competition. This includes verifying course completion, evaluating proposals, and contacting participants regarding their application status or related updates.

Data submitted through the online form is hosted on KoBoToolbox servers, and course participation is verified via certificate IDs issued by the Atingi platform. Both platforms have their own data protection policies, which applicants are also subject to. Use of the Atingi and KoBoToolbox platforms is also subject to their respective Terms of Use and Privacy Policies, which apply alongside these competition terms

We take appropriate technical and organisational measures to ensure that your data is stored securely and protected against unauthorised access, alteration, or loss. Data will be stored on secure servers located in the United States of America and will only be accessible to authorised staff or evaluators bound by confidentiality agreements.

By submitting a proposal, applicants also grant the Organiser permission to use their email address for marketing and informational communications related to future learning opportunities, competitions, or other related initiatives. Applicants may opt out at any time by using the unsubscribe link in any communication.

Applicants have the right to:

- Request access to the personal data we hold about them
- Request correction or deletion of inaccurate or outdated data
- Withdraw consent to data processing at any time

Requests can be submitted via ABF-eAcademy@giz.de or cashew@giz.de

11. Limitation of Liability

The Organiser shall not be held liable for any technical issues, lost or delayed submissions, or failure of third-party platforms. GIZ's liability is limited, in particular, to cases of gross negligence, personal injury, and breaches of key obligations (cardinal duties). Any further liability is excluded to the extent permitted by applicable law.

By participating, applicants assume responsibility for their participation and release the Organiser and affiliates from liability, except in cases of gross negligence or intentional misconduct.

12. Amendments and Cancellation

The Organiser reserves the right to amend, suspend, or cancel the competition and any aspect of the prizes at any stage, if unforeseen circumstances arise that make such action necessary. Any changes will be communicated via:

- Agri-Business e-Academy website: [\[Agri-Business Facility for Africa\]](#)
- Agri-Business Facility for Africa website: [\[Agribusiness e-Academy | atingi\]](#)
- MOVE-ComCashew website: [\[About us - ComCashew\]](#)

13. Governing Law

These Terms and Conditions are governed by the laws of the Federal Republic of Germany. Any legal disputes arising from or in connection with this competition shall be subject to the jurisdiction of the courts in Bonn, Germany. This applies regardless of the country of residence of the applicant or the location from which they submit their application.

14. Cost of Participation

Participation in this competition is **completely free of charge**. The required e-learning courses are also offered at no cost to the applicant. No entry fees, subscription charges, or hidden costs apply at any stage of the competition.

15. Notification of results

All winners will be contacted directly using the email address provided with their submission. If you do not receive a winner notification for the applicable submission window, your entry has not been selected. We reserve the right to contact only successful participants and will not provide individual notifications or feedback to unsuccessful applicants.

16. Enquiries

For questions or clarifications regarding the competition or these terms, applicants may contact ABF-eAcademy@giz.de or cashew@giz.de