



Action with Africa Challenge 2023

1ST PROGRESS REPORT

Due Date: 16 May 2023 at 23:59 GMT

ENACTUS TEAMS: SUBMISSION INSTRUCTIONS

- To complete this Progress Report, please fill out the Business Plan template, record a Project Pitch Video on [Boast.io](#) and e-sign the Action with Africa Agreement.
- All entries made in this document will be auto saved. To continue filling in the form after you have closed it, simply click on the access link again that your team has received by email.
- To help everyone obtain the same understanding of the questions, support material and references are provided with each question.
- Projects participating in the Action with Africa Challenge must at least have realized the Proof-of-Concept by the time the 1st Progress Report is submitted.

Education Module

Three students from the project team must complete the online [Action with Africa Education Module](#). This is to ensure that multiple project members understand the submission requirements for the Action with Africa Challenge 2023. If you have any questions, please contact awa@enactus.de.

For the sake of transparency, Enactus Germany reserves the right to collect questions and publish these together with the responses on Education Module webpage.

[Open Education Module](#)

Project Pitch Video

To give your Action with Africa project a face, the 1st Progress Report needs to be accompanied by a 2-minute Project Pitch Video. A project pitch is different from a project video (such as a :77 Film). You are not required to insert photos from your project site or interviews of beneficiaries. Think of a project pitch as a direct interaction with your judges. You face the camera and talk through your project based on the guidelines provided.

Boast.io has been selected as a platform to collect all video recordings. Simply fill out the [Video Submission Form](#) and you will be prompted to take a video with your smartphone's or laptop's camera and microphone. To ensure that your video looks great, don't forget to "record – watch – practice"! The video must be submitted by 16 May 2023 at 23:59 GMT.

Technical Requirements | [Go to Video Submission Form](#)

Duration Your pitch cannot be longer than 120 seconds.

Content Please pitch your business plan's highlights and emphasize anything that a judge should be aware of before reading through your documentation.

We strongly recommend having only one but no more than two speakers.

Recording Device It is recommended using a smartphone for the recording. Alternatively, you may use a laptop or computer that is equipped with an appropriate webcam and microphone.



Illustration Material To make your pitch more entertaining you are allowed to use support material like posters, cards or show a prototype of your product to the audience.

Advice Speak loud and clear, make eye contact with the viewer and smile! 😊.
Don't rush, even though time is short. Otherwise, people may not understand you well.

The following structure is recommended for a 2-minute pitch:

Introduce yourself

Present the problem

Present the solution & unique selling point

Present outstanding results

Outro & Farewell

Business Plan

When filling out the business plan template, please consider:

- Please paste the script used when recording the Project Pitch Video in the respective section.
- The business plan must present verifiable results (business key figures & impact) of your project. These entries must be true and will be audited. Corresponding substantiation and proof must be presented upon request.
- The reporting period is 1 September 2022 to 30 April 2023.

Proof-of-Concept

The 'Proof-of-Concept' has been realized as soon as...

- Revenues have been generated from initial (test) sales or (preliminary) contracts for the acceptance of the project's own products or use of the service offered are available,
- and the questions listed below can be answered as far as possible with "yes".
 - Can the products/services be sold at a fixed price?
 - Are the forecast sales revenues and costs tenable?
 - Is there evidence that the project's own product or service is accepted by the target groups?
 - Are entrepreneurial activities already generating a measurable impact?

Business Model

Selecting a business model that fits your business idea is essential as this includes decisions about what to sell, who your customers will be and how your business will make money. At its core, a business model addresses four questions:

- What product or service to sell.
- How to market that product or service.
- What expenses will occur.
- How to reach profitability.

Due to the huge number and diversity of businesses out there, there is no one-size-fits-all model and hence you will need to decide yourselves what the best fit for your Enactus project is. It is also important to be clear about what the value proposition to the customer should be, differentiating your business from the others.

Examples of common types of business models are the subscription model, the 'bundling model', 'freemium model' and 'razor blades model'.



Financial Results

- Your financial results must be based on sound, verifiable and realistic assumptions and entries will be verified and audited.
- Planned future donations, funding and prize money may only be listed if there is already a secure commitment or a demonstrably high probability of payment receipt.

Revenue from Sales	Total amount of money received from a certain number of goods and services sold.
Price Money/ Sponsorships	Rewards from participation in competitions, from sponsoring contracts or other cooperation relationships with monetary consideration.
Donations	Non-repayable cash-in without return to donor.
External Funding	E.g. non-repayable and non-interest bearing subsidies from the public sector, foundations, companies or private individuals.
Loans	Debt that must be re-paid with interest to the lender.
Variable Costs	Depend on the amount of goods produced.
Fixed Costs	Always incurred in the same amount regardless of the production quantity (costs of operational readiness).
Investment	Larger expenses exceeding a net value of USD 800 with long-term effect, e.g. due to purchase of assets. To calculate the annual depreciation, divide the total expense by the number of years lifetime of the purchase.
One-off expenses	Are one-time expenses having a value of less than USD 800 (net).

Your Feedback

How do you like the Action with Africa Challenge and the provided documents? Is there anything we can improve? Please comment.

IMPORTANT!

Any entries made in this form cannot be saved. Please prepare the data offline, fill them in at once and submit right away. Note that if the form remains open without activity, the session will reach the timeout period after a while and then any data is lost!





Action with Africa Challenge 2023

BUSINESS PLAN

*Indicates required field

Team Information

Enactus Country*

University*

Team Name if different than University Name

Is your Action with Africa project new or continuing?

New: We are planning to start a new project.

Continuing: We are taking action on an existing project. In this Progress Report, teams shall only present their results achieved since 1 September 2022 and 30 April 2023.

Please paste your script used for the Project Pitch Video recorded on [Boast.io](https://boast.io):



Project Information

Project Title*

The project title must be the same as submitted in the Action Entry Form on 28 February 2023. Exemptions may only be made if the team notifies awa@enactus.de to seek approval for the name change by 30 April 2023 at 23:59 GMT.

Project Description*

500-character limit

Project Location*

Country

Secondary project location if applicable

Country

State/Province

State/Province

Project Stage*

Projects participating in the Action with Africa Challenge must at least have realized the 'Proof-of-Concept' by the time this Progress Report is submitted. Please indicate in which advanced phase your project is in.

"Proof-of-Concept" Phase	You have successfully realized the Proof-of-Concept'.
Market Entry Phase	You are busy entering your target market.
Upscaling Phase	Your project is running well and expanding gradually.
Exit /Start-up Phase	Your project is a spin-off and has become a real company.

SDG 2: BASF Excellence Award Zero Hunger

BASF, a multinational, stock-listed chemical company, awards a total of EUR 6,000 in project funding to Enactus projects with a focus on SDG 2 "Zero Hunger". This selection process runs independently from the project support that teams could apply for in the Action Entry form. If you wish to apply, please complete the application form at the end of this document.

By ticking below box, you submit your application and consent that Enactus Germany is allowed to share your Action with Africa Challenge documents with BASF for review. BASF will select their favourite projects at their sole discretion.

Yes, we agree and wish to apply



PROBLEM-SOLUTION FIT

Please explain which problem need you have identified.* (500-character limit)

Next, what is your proposed solution to address and resolve the problem?*(700-character limit)

NEEDS ASSESSMENT

Tell us about your needs assessment with your target audience and market research learnings.* (700-character limit)

PROOF-OF-CONCEPT

Please explain your Proof-of-Concept.* (1,000-character limit)



Proof-of-Concept definition: evidence, typically derived from an experiment or pilot project, which demonstrates that a design concept, business proposal, etc., is feasible and has realized initial sales. Please summarize of what has been accomplished since 1 September 2022 and explain how the Proof-of-Concept results provide an indication of a successful future business.

BUSINESS MODEL

Please describe your business model.* This is essential as this includes decisions about what to sell, who your customers will be and how your business will make money.* (700-character limit)

UNIQUE SELLING POINT

What is the Unique Selling Point (USP) of your project?* (700-character limit)



USP Definition: a feature or characteristic of a product, service, etc. that distinguishes it from others of a similar nature and makes it more appealing.

FINANCIAL RESULTS

To ensure fair competition, all Enactus teams need to fill out the table below in US-Dollars (USD). To be transparent, please enter the conversion rate used to calculate USD values.*

Select local currency: | Other: Enter conversion rate:

Enter all values in USD

	Results		Planning	
	1 Sep 2022 to 30 Apr 2023	1 Sep 2022 to 31 Aug 2023	1 Sep 2023 to 31 Aug 2024	
Financial Results*				
Revenue from sales				
+ Income from prize money / sponsorships*				
+ Income from donations				
+ Income from external funding				
= Total Income				
- Variable costs				
- Fixed costs				
- Larger one-off expenses (>USD 800)				
= Earnings before Depreciation & Interests				
- Depreciation due to long-term investments**				
- Interests paid due to loans obtained***				
= Profit / Loss before Taxes				

*How much did your project partner invest? (if applicable)

**What type of goods or services did you invest in?

***How much loan did you receive? Please specify.

If your team was to receive funding to scale your project, how do you propose to utilize it?*



Keep in mind that all project scaling funding is to be used within the continent of Africa. If your team is not based in Africa, please explain how you will use it there. (500-character limit)

What does the success of your project look like three years from now if you were to receive project scaling funding?* (500-character limit)

Has your Enactus team designated a project lead who will oversee and move the project forward over the next year?*



Upscaling a business idea works best if someone takes the responsibility to look after the project in the long run. Does your team have someone who can fulfill this role?

Yes

No

LOCAL PARTNERSHIP

These are mandatory questions for Enactus teams from outside the continent of Africa.

Is your team working with an African community-based partner organization?

Yes

No

If yes, please list the local project partner organization(s) and share some background about the partner information below. (300-character limit)

Please explain which accountabilities and tasks your Enactus project team is responsible for. (500-character limit)



Be sure to clearly define your role versus your project partner's role in the project activities and outcomes. Additionally, please comment on how you expect to cooperate in the long run and keep in mind that any project funding awarded must be spent locally.

Please explain which accountabilities and tasks your project partner is responsible for. (500-character limit)

Is there anything else you would like to add about your collaboration? (500-character limit)

IMPACT METRICS

Please provide data for the success metrics that apply to your project. **Only report metrics that have been achieved between 1 September 2022 and 30 April 2023.**

Total number of individuals directly impacted by this project*



Include people who have gained new knowledge, skills or resources, or have experienced a positive change in their everyday life as a direct result of your Action with Africa project.

By Gender		By Age	
Number of women		0-18	
Number of men		19-35	
Other gender		36+	

How did you directly impact these people? Please elaborate.* (500-character limit)

Jobs Created*		No. of Jobs	Average Working Hours/Week**
Project Location	Number of people <u>directly employed</u> by your project		
	Number of jobs <u>created as a result</u> of your project		
Secondary Location	Number of people <u>directly employed</u> by your project		
	Number of jobs <u>created as a result</u> of your project		

***Please divide the total number of hours worked during a week by the number of jobs created.*

List any additional success metrics, including a short description of the data.
 (500-character limit)

SDG IMPACT

Please follow these steps to complete this section:

- (1) Firstly, select up to three United Nations Sustainable Development Goals primarily addressed by your project.*

SDG 1*	
SDG 2	
SDG 3	

- (2) Fill out the corresponding metrics in Table 1. The measurement period is 1 September 2022 to 30 April 2023. Then, you can fill out any other relevant SDG metric listed.*
- (3) If needed, state your own SDG metrics and measurement in Table 2 (optional).

Table 1 Please fill out the corresponding metrics selected in step (1). Only the metrics related to your three primary goals are mandatory, the rest are optional. Definitions and criteria for certain metrics can be found in the [Project Report Form Guide](#).

SDG	Measurement	Results
		1 Sep 22 to 30 Apr 2023
1. No Poverty	Number of people lifted above the international poverty line (\$2.15 per person per day)	
2. Zero Hunger	Number of people with access to a sustainable food source	
3. Good Health & Wellbeing	Number of people whose health or wellbeing has been positively impacted	
4. Quality Education	Number of people with access to educational services	
5. Gender Equality	Number of women with new opportunities (educational, societal, or career based)	
6. Clean Water & Sanitation	Number of people with access to safe drinking water or sanitation	
7. Affordable & Clean Energy	Number of people with access to a renewable energy source	
8. Decent Work and Economic Growth	Number of people with new job training or skills	
9. Industry, Innovation & Infrastructure	Number of businesses created	
	Number of people directly employed by your project	
	Number of jobs created as a result of your project	
10. Reduced Inequalities	Number of people with new or improved sources of income	
11. Sustainable Cities and Communities	Number of people with access to adequate housing or transportation services	

SDG	Measurement	Results
	Tons of waste recycled or reduced	
12. Responsible Consumption & Production	1. Plastics	
	2. Glass	
	3. Paper	
	4. Electronic	
13. Climate Action	Tons of CO2 reduced	
14. Life Below Water	Tons of marine pollution reduced	
15. Life On Land	Number of people with sustainable agriculture tools or practices	
16. Peace, Justice & Strong Institutions	Number of people with access to new information	
17. Partnership for the Goals	Number of people with access to internet or new technology	

Table 2 If you have defined your own SDG metrics and measurement, you can highlight them here. The results must still refer to the period from 1 September 2022 to 30 April 2023.

SDG	Measurement	Results

By checking the box below, you confirm that at least three team members have completed the [Action with Africa Education Module](#) as described in the “Submission Instructions” section.*

I agree

By checking the box below, you confirm that your team submitted the Project Pitch Video on [Boast.io](#) before the deadline on 16 May 2023 at 23:59 GMT.*

I agree

By checking the box below, you and your team members acknowledge that the information submitted is accurate and represent true project data.*

I agree

By checking the box below, you and your team members acknowledge that Enactus Germany will screen all submitted entries. Enactus Germany may flag and return the submission if it does not meet the program criteria.*

I agree



BASF Excellence Award



**If you wish to apply for the BASF Excellence Award, please fill in this form.
Otherwise leave it blank.**

The 'BASF Excellence Award Subcategory Zero Hunger' focuses on sustainable agriculture related Enactus projects located on the continent of Africa. Fighting for SDG 2 'Zero Hunger' while mitigating the impact on our planet so that future generations can flourish is of particular importance for BASF. Enactus projects applying for the BASF Excellence Award need to find the right balance between feeding a growing population, protecting our planet and supporting farmers' livelihoods.

BASF is a multinational, stock-listed chemical company operating in more than 90 countries with around 111,000 employees. Its portfolio comprises six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions.

BASF will select the winners of the Excellence Award at their discretion.

Please explain why your project should win the 'BASF Excellence Award Subcategory Zero Hunger'. (700-character limit)

ACTION WITH AFRICA CHALLENGE AGREEMENT

Participation Requirements

1. The Action with Africa Challenge (the Challenge) is open to all registered students on Enactus teams working on projects within the continent of Africa that align with the Enactus Judging Criterion. Enactus Germany reserves the right to grant wildcards to additional student teams to the Challenge at its discretion.
2. The Challenge is a team-based competition. Project teams must have at least two Enactus students (Project Leader and Alternate Project Leader) and one Enactus Faculty Advisor.
3. Action Entry submissions must be completed in English.
4. Projects participating in the Action with Africa Challenge must meet the scope of the Action with Africa Evaluation Criterion and at least have realized the 'proof-of-concept' by the time the 1st Progress Report is submitted. A Proof-of-Concept demonstrates that a design concept, business proposal, etc., has been tested successfully and is feasible.
5. Enactus teams can only enter one project per Action Entry Form. To nominate multiple projects per team, one must fill out a separate Action Entry Form for each project.
6. Non-African teams who wish to participate in the Challenge need a local partner and must explain in the 1st Progress Report how they will manage and use the funding locally to comply with this requirement. A 'local partner' is an organization or an individual who is involved locally in advancing the project.
7. The TOP 8 projects from the Action with Africa Challenge 2022 cannot apply again in 2023.
8. Enactus teams may enter more than one project in the Race, but only one project per team can advance to the TOP 12.
9. The project title must remain the same throughout the entire competition period. Exceptions may only be made if the team informs awa@enactus.de to seek approval for the name change by 30 April 2023. Projects with changed titles that have not been approved by Enactus Germany may be excluded from the Action with Africa Challenge.

Competing at National or Regional Competition

10. It is a requirement for the entrant Enactus teams to compete at their country's 2023 Regional or National Competition. Note that the Enactus team can present *any* project at the National Competition. It does *not* need to be the one participating in the Challenge.
 - a) If your Enactus country has Regional Competitions, your team must compete at a Regional Competition. Your team does not have to advance to the National Competition to be eligible for Action with Africa Challenge awards.
 - b) If your Enactus country has a National Competition only, your team must compete at the National Competition.
 - c) Enactus teams that do not compete in their country's competition process are not eligible to compete in the Action with Africa Challenge.
 - d) Enactus Germany reserves the right to grant exceptions to teams for extenuating circumstances that prevent a team from competing in their country's competition process. Teams seeking an exception due to extenuating circumstances must put their request in writing via email to awa@enactus.de no later than 30 April 2023 at 23:59 GMT. Enactus will review exception requests. Decisions by Enactus Germany are final.

Challenge Timeline

11. To be eligible for awards, project teams must complete four competition stages:
 - a) Firstly, submit an Action Entry per Enactus project no later than 28 February 2023 at 23:59 GMT.
 - b) Secondly, three students from the project team must complete the online [Action with Africa Education Module](#).
 - c) Thirdly, the project team must submit the 1st Progress Report consisting of a business plan, the Project Pitch Video recorded on [Boast.io](#) and a signed copy of the Action with Africa Agreement no later than 16 May 2023 at 23:59 GMT. With regards to continuing projects, teams must indicate in the Challenge submissions the specific activities undertaken between 1 September 2022 and 30 April 2023.
 - d) Lastly, to complete the Challenge, the project team must submit the 2nd Progress Report on 14 September 2023 at 23:59 GMT stating the project results achieved between 1 September 2022 and 31 August 2023.



12. The finalist teams will present their projects in October 2023 to an international jury.

Action Entry Review
& Rights of Use

13. Enactus will screen all submitted Action Entries. Enactus may flag and return a submission if it does not meet the criteria or lacks clarity. In the process, Enactus may make or recommend grammatical edits.
14. All materials submitted to the Challenge must be either 1) original work of and owned by the Enactus team or 2) in the case of a team working with another entity, the team must credit and have permission to use the entity's work. Note: any projects working in partnership with another entity will need to be defined and validated in the upcoming Progress Report.
15. Participating teams permit Enactus Germany and the Challenge sponsors to publicize any information provided by the team in connection to the Challenge.
16. By entering the Action with Africa Challenge, each participating team grants Enactus Germany, its contracting partners and affiliates an irrevocable, non-exclusive, worldwide, royalty-free and transferable right to use and promote the impact results, and data and information from all reports and documents submitted.

Honesty &
Compliance

17. By submitting an Action Entry to the Challenge, project teams acknowledge and agree that:
- a) The team will abide by the policies and protocols provided in the [Enactus Handbook 2023](#).
 - b) Falsely, consciously, and deliberately over-stating the reach, impact and/or qualitative and quantitative results of any project is an offence for disqualification.
 - c) It is an offence for disqualification to plagiarize, claim or present a project that a team did not implement or did not contribute to.
 - d) The team will clearly identify key project partners and distinguish the activities and outcomes achieved by the partner vs. the Enactus team.
 - e) With regards to continuing projects, teams must indicate in the Challenge submissions the specific activities undertaken throughout the competition period, thereby clearly differentiating actions taken this year from those of previous years. Teams must also ensure that the submission of anticipated/future outcomes are clearly identified as 'projections' and not as results already achieved. The team must also maintain ownership of the project in 2024 to be eligible for awards.
 - f) Teams will provide any additional information and support documentation about their project upon request by the Enactus office. Enactus Germany reserves the right to request further Progress Reports or updates through 2024.
 - g) Refrain from discrimination, bribery, terrorist financing, money laundering, breach of ownership rights or any other activity violating the law.

Use of Award
Payments Paid as
Project Funding

18. Monetary rewards may be delivered in single or multiple disbursements. To receive the project funding, the team must provide information to Enactus Germany upon request on how it plans to utilize the award payment.
19. Prize money awarded as project funding will only be disbursed to a banking account owned by the Enactus team, its Enactus Country Organization or registered entity associated with the project. Funding will not be disbursed to personal banking accounts.
20. Teams must use the project funding only for project-related activities on the continent of Africa. It must not be forwarded to other parties.

Audit Process

21. Selected entrant teams are subject to an audit, to be conducted by an auditor acting on behalf of Enactus Germany. Should a team fail the audit, that team will forfeit their prizes, and the next- team will assume the team's place (and so on). The number of winning teams may change as the event planning progresses. Enactus teams cannot make any claims based on the indications provided in this document.

Challenge participants and/or project teams who do not honor any of the above points will become ineligible for Challenge rewards and/or will be disqualified from the Challenge.



A copy of this Action with Africa Challenge Agreement must be signed by an authorized team representative and be enclosed to the 1st Progress Report on 16 May 2023 at 23:59 GMT.

By checking the box below, you agree that you and your team members have read and will abide by the policies and protocols provided in the [Enactus Handbook 2023](#).*

I agree

By checking the box below, you and your team members acknowledge that the information submitted is accurate and represent true project data.*

I agree

IMPORTANT!

Right after submission you will receive an email from Adobe Sign asking you to verify your email address. Please confirm by clicking the verification link. Your entry is only considered complete once you have validated your address!

If you have submitted the webform on time but not verified your entry within 24 hours after the deadline (17 May 2023, 23:59 GMT), your project application will be excluded!

If you do not find an email from Adobe in your inbox, please check your email's junk folder.

Once confirmed, Adobe Sign will send a PDF copy of your submitted entry to your personal email address.

Enactus Team Name _____ Country _____

Name in block letters _____ Date (dd/mm/yyyy) _____

Position _____ Email _____

Signature Line _____

