

**Empowering  
Entrepreneurship**

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**Empowering  
Entrepreneurship  
Initiative**

**Selection Criteria  
2020**

## Selection Criteria of the COVID-19 Relief Program and the COVID-19 Relief Program for Tourism

Knowing that many entrepreneurs from all business sectors are struggling with the COVID-19 pandemic, we at **enpact**, developed the selection process for the Empowering Entrepreneurship Initiative to be as fair and as transparent as possible.

### The process consisted of three rounds:

- 1 - Pre-selection based on Knock-Out-criteria (further - KO).
- 2 - Pre-selection based on selection criteria.
- 3 - Interview round based on selection criteria.

#### 1 KO-criteria:

- The business needs to be registered in a participating country (Ghana, Kenya, Jordan, Egypt, Indonesia, Mexico).
- The business was registered between 2010 and December 2019.
- The business was generating revenue since 2019.
- The application has to be completed by a founder / legally authorized representative (e.g., managing director).
- The company is independent, so that it is neither a partner company nor an associated company, i.e., is not majority-owned (over 50% of the shares or voting rights) of another company.
- Only complete applications submitted before the given deadline will be considered.

#### 2 Selection criteria

- The business has not been in a tight liquidity position before March 1, 2020.
- The business has been impacted (clients and revenue) severely due to the COVID-19 situation and is therefore in a tight position to operate further.
- The business (model) is well developed and showed growing recurring revenues before COVID-19.
- The business has high potential to grow & scale up.
- The business has a high potential to create overall impact (economic, social and/or environmental impact, e.g., create jobs, provide basic services, mitigate negative climate change effects, secondary beneficiaries).
- The business solves a new or emerging problem that people (users) encounter as their pain points. Or the business offers new solutions to an old problem that other businesses also try to solve.
- The business uses innovative technology, innovative market approaches, innovative organizational structures, or alternative business models that enable effective and efficient problem-solving.

- The business and participants will be able to subsist financially due to the program's financial support.
- The business and participants will significantly benefit from the technical support program and mentoring.
- The application is well-crafted, documents are complete.
- The business is operating in the tourism field - for the Tourism Program.

#### How did we pre-select only candidates that met the KO-criteria?

Candidates that met the KO-criteria were filtered automatically by our database system. Uploaded legal documents were revised by our local **enpact** teams before proceeding with the next step of the selection process.

#### How did we pre-select businesses for the interview round?

Businesses were rated on a 1-5 scale based on the previously mentioned criteria. The voting was conducted in tandem teams with one voter from **enpact**'s Headquarter and one local voter from the respective country.

Businesses were invited to the interview round based on their average voting score. As the number of businesses from each country to participate in the program was predetermined, the respective amount of candidates plus 30% of this number with the highest scores were invited to an interview.

#### How did we select the final list of participants?

After the interview round, all businesses went through another round of rating on a 1-5 scale based on the same selection criteria.

Each country had a predetermined contingent of participants, which was shared across all **enpact** channels throughout the promotion and outreach process.

The highest rated candidates were then selected based on their average score of the interview round until the participant contingency was reached.

All the selected participants were filtered through international terrorism lists as part of the due diligence process.

The participants from Mexico were required to submit the proof of their tax compliance.

### What happens if a participating business drops out of an EEI program?

While compiling the final list of participants for any specific country, we also create a shortlist of approximately five businesses that would be able to replace any business that drops out of an EEI program for any particular reason.

Upon a business dropping out, the **enpact** team alongside project partners decide on the business from the shortlist that would replace them in the program.

Once selected, the **enpact** team then consults with the business in the shortlist to ensure their continued interest in the program and ability to actively participate in it.