



# Manufacturing Advancement and Development in Egypt

## TARGET GROUP AND SELECTION CRITERIA



Implemented by:



# Manufacturing Advancement and Development in Egypt (MADE)

## 1. PROGRAM DESCRIPTION

The Manufacturing Advancement and Development in Egypt (MADE) Program is a pre-incubation and incubation program for future entrepreneurs to work together on developing innovative solutions for the manufacturing sector in Egypt. The aim of the program is to identify students and recent graduates who have innovative ideas for the manufacturing sector and to support them in making their solutions viable and marketable in practice.

The program kicks off with a national open call for applications where 25 teams will be selected to join a pitch training and competition, the program's first stage. Eight teams will then be selected to participate in the second stage, a three-month pre-incubator, and receive a comprehensive training program to validate their solution and structure a prototype for implementation. Following that, three teams will be selected to join the final stage, a six-month incubation period, where they will receive the resources needed to create a minimum viable product (MVP) from their concepts and prepare for its commercialization.

## 2. TARGET GROUP

MADE targets teams of young entrepreneurs who have innovative ideas that can be marketed commercially to advance Egypt's manufacturing sector. To qualify for the program, your team:

- consists of university students or freshly graduates from an Egyptian or internationally recognized university within the last three years,
- consists of members who have studied or worked in a discipline related to technical sciences, business administration, or sustainability,
- is women-led or gender-balanced

In this application round, team leaders are only encouraged to fill in the application form. If you are applying individually, please fill in the same form and consider building your team if you make it to the second phase of the program.

### 3. ELIGIBILITY CRITERIA

In order to qualify for the program's initial phase (ideation), the teams must conceptualize an idea for a viable solution that

- has innovative or disruptive characteristics that do not currently exist in the market, and
- has the potential to be prototyped, scaled up, and marketed commercially, and
- addresses one of the following challenges:

#### Challenge A: Water security and usage efficiency

##### Background Information and Context

Egypt is currently using more water than its internal renewable resources, mainly based on Nile freshwater inflows. Water stress in Egypt is expected to further increase in the future as a result of rapid population growth, rising temperatures, and increasing water consumption in Egypt and other Nile basin countries. If not properly dealt with, growing water scarcity will put severe strains on Egypt's economy and the living and health conditions of the population.

##### Problem Statement

Secure water availability and increase water usage efficiency in an innovative, affordable, and sustainable way.

Suggested areas of innovation:

- Increasing irrigation systems' efficiency
- Wastewater treatment and recycling for agriculture and industrial usage
- Solar desalination technologies
- Measures & techniques to rationalize water use
- Alternative water resources e.g. re-usage of drainage water and treated wastewater

## Challenge B: Sustainable food production

### Background Information and Context

Egypt's agricultural business (agri-business) sector, which includes agriculture and food processing, is a major component of the Egyptian economy, contributing around 15% of the country's GDP and accounting for 25% of all jobs. Climate change is heavily impacting agricultural productivity along the Nile - Increasing and prolonged heat waves, water stress, and salinization of cultivated areas have impacted yield and land availability. To keep up with the growing population, innovative ideas for the sector are needed to ensure sustainable growth of the agricultural output and, at the same time, guarantee quality and food safety.

### Problem Statement

Developing affordable and sustainable solutions for food production and food packaging.

Suggested Areas of Innovation:

- ☀ Decarbonization of supply chains and low-carbon production
- ☀ Renewable energy and energy efficiency measures in production processes
- ☀ Renewable energy-powered/ energy-efficient food storage and transportation facilities
- ☀ Reducing environmental footprint in production and packaging operations
- ☀ Reducing food waste in manufacturing and retail/ utilization of second-grade food produce
- ☀ Improving quality and safety practices in the post-harvest food processing stage (e.g. drying, grinding, and milling happening close to farms)
- ☀ Yield and quality increases in food production

In order to be selected for the **3-month pre-incubation phase**, individuals must fulfill the above criteria. They should also:

- ☀ Legally reside in Egypt (including permission to gainful employment),
- ☀ Have an entrepreneurial mindset, and
- ☀ Be available to commit to developing and commercializing their solution

**Ideas that are women-led and that create sustainable social, economic, and/or ecological impact are given priority in the selection process.**

**The following criteria must be fulfilled for the application to be considered:**

**Idea:**

- ☀ Participant's idea meets the posted challenge directly or indirectly.
- ☀ Participant's idea is innovative/has innovative approach
- ☀ Participant's idea meets the designated SDGs (SDG 9 & SDG 11)
- ☀ Participants idea has potential for scalability
- ☀ Participant's idea should be premature and fit for early stage startup support (the solution should not be implemented by an already existing or established startup)

**Participant:**

- ☀ Participant is a senior student or a fresh graduate (2-3 years of work experience)
- ☀ Participant is over 18 years of age.
- ☀ Participant shows potential for dedication and commitment for the upcoming 9 months
- ☀ Participant is able to properly showcase his/her/their idea. (Clear presentation, clear flow of ideas.)
- ☀ Participant's application is well-crafted and all the required documents are submitted
- ☀ Participant is Egyptian/has valid Egyptian residency

## **5. Evaluation matrix**

- ☀ **The idea addresses the stated challenges and has an innovative approach (tech, social and/or ecological) to create economic, social and/or environmental impact.**

 **Criterion value: 25%**

- ☀ **The idea has high potential to grow & scale up commercially.**

 **Criterion value: 15%**

- ☀ **The participant appears motivated to actively participate in the program. The participant would benefit from the project's components**

 **Criterion value: 25%**

- ☀ **The participant possesses the right skills and knowledge to take the idea further**

 **Criterion value: 25%**

- ☀ **The application is well-crafted, documents are complete.**

- The application is well-crafted, answers are elaborated and convey an attitude of commitment, all requested documents are provided and complete.

 **Criterion value: 10%**

- ☀ **In the selection of participants, additional consideration will be given to encourage diversity and inclusion**

- By fulfilling this criterion, the business receives bonus consideration to facilitate marginalized groups representation.
- The participant belongs to a minority group including women, people with disabilities or people in underserved communities.

 **Criterion value: +10%**

**If you have questions regarding your applications, please reach out to us via email at [shc@enpact.org](mailto:shc@enpact.org). Please note that this is the only official channel of communication to receive timely application support.**