CiviConnectors

by enpact

Supporting Entrepreneurial Ideas and Network Creation in the Egyptian CivicTech sector

TARGET GROUP AND SELECTION CRITERIA

enpact

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1. Program Description

The CiviConnectors program is building a support infrastructure for innovative entrepreneurial ideas in the Egyptian CivicTech sector. The first component is to build a collaborative network of stakeholders across all levels in the tech ecosystem that encompasses startups, technology experts, academic researchers, corporate professionals, and public sector representatives, who are committed to improving the quality of life for people living in Egypt.

The second component is to provide direct financial support, training, mentoring, and market access to tech-enabled startups to develop citizen-centric solutions that can enhance the engagement of Egyptian citizens with digital public services and create a seamless experience.

The program was developed and is being implemented by the nonprofit organization enpact. It is supported by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) in Egypt, within the framework of the Supporting e-Government and Innovation in the Public Administration (InnoPA) project, on behalf of the German Government.

2. Target group

CiviConnectors targets teams of innovators and techies who have innovative ideas that can be marketed commercially to improve the quality of life for people living in Egypt.

To qualify for the program, your team should consist of at least two people and up to five individuals who:

- Are currently enrolled in a program of an Egyptian university
- Graduated from an Egyptian university within the last seven years
- Graduated from an internationally recognized university outside Egypt within the last seven years

and present a business idea that:

- Has already been formalized through founding a startup
- Has the potential for immediate business formation
- Is focused on and (to be) based in Egypt
- Has a clear relevance to one or more public sector challenges

In order to qualify for the CiviConnectors program, your team should have an existing prototype for a digital solution that:

- Is tackling one of the focus challenges directly or indirectly
- can be presented in a medium, high-fidelity, or working simulation
- Is innovative or disruptive characteristics that do not exist in the market
- Has the potential to be scaled-up and marketed commercially
- The potential to generate social and economic impact, such as improving citizens' lives and/ or enhancing citizen engagement

Teams with a female majority and applicants whose idea has significant potential to create sustainable social, economic and/or ecological impact are given priority in the selection process.

Team leaders are encouraged to fill in the application form.

3. Eligibility criteria

For the team lead to be eligible for the program, the following criteria must be met:

- The project lead fulfills a key role in the project
- If a business has been formed, the project lead has power of attorney for the business
- Legally resides in Egypt
- Is entitled to gainful employment in Egypt
- Has an entrepreneurial mindset
- Is available to commit to developing and commercializing their solution (minimum 10h per week during the duration of the 6-month program)

In order to qualify for the program, the teams must conceptualize an idea for a viable solution that:

- Has innovative or disruptive characteristics that do not currently exist in the market
- Has the potential to be scaled up, and marketed commercially
- Has been validated through a prototype and/or has already been formalized through founding a startup (founded after 2010)
- Is focused on and (to be) based in Egypt
- Presents a digital solution for one of the following challenges

A.1. Background Information and Context:

The transportation sector is one of the key measures of macroeconomic development in Egypt. The transportation sector in Egypt has recently witnessed newly implemented projects that provide accessible means of transportation, reduce the burden on the road network, and provide high levels of safety. However, there are still areas that can be further developed, such as the need to reduce greenhouse gas emissions, traffic data collection, and regulating informal transportation services.

A.2. Problem Statement:

- Provide complementary digital solutions/services to the Egyptian transport system that achieve sustainable development, have a technological edge, and are intrinsically linked with the requirements of future national economic and social development.

- Increasing the capacity and providing a seamless experience for public transportation in Egypt.

A.3. Suggested Areas for Innovation:

- **Traffic data collection:** Accurate and reliable data is essential to develop and implement effective transportation policies.

- **Sustainable mobility:** Multimodal transport digital platforms are essential for implementing a safe, sustainable, and inclusive transportation system. Multimodal transport has the potential to be adapted to local contexts and climates.

- **Mitigating air pollution/greenhouse emissions effects:** Traffic congestion is a major contributor to air pollution in Egypt, posing a critical public health concern. The Air Quality Index in Egypt exceeds the WHO annual air quality guideline by a factor of 9.3, with road transport and traffic congestion contributing to around 33% of this measurement.

- **Capacity development:** There is limited human, technical, and financial capacity-building for road safety and transportation professionals working for the private sector, civil society, and research institutions. This is a major barrier in many countries, as it prevents the development of safer roads, vehicles, and road user behavior, as well as the design and operation of well-functioning post-crash systems.

- **Informal transportation sector:** The informal transportation sector plays a major role in Egypt, with millions of people relying on taxis, mini-buses, and tuk-tuks to get around. In 2020, approximately 3% of passengers opted for CTA buses, while a significant 74% chose microbuses, informal transit services that rapidly expanded to meet the shortfall in public transport provision. However, the informal sector is facing challenges when it comes to regulation and safety.

Challenge B: Urban Development in Egypt

B.1. Background Information and Context

Egypt has been investing in various smart city initiatives to modernize its infrastructure and improve the quality of life for its citizens. However, with the rapid urban growth taking place across Egypt over the past four decades, there is a tremendous opportunity for improvement in urban planning and digital service delivery. Urban challenges arise from the sheer size of the metropolitan city and from its population density, which calls for innovative solutions that can support sustainable urban development in line with the needs of people living in Cairo.

B.2. Problem Statement

- Provide digital spatial development management of land and resources to accommodate the population and improve the quality of their lives.

B.3. Suggested Areas for Innovation

- **Housing:** Promoting the population settlement in the new development areas & achieving a balance between supply and demand in the housing sector.

- **Infrastructure "water, electricity, sanitation & internet..etc":** Optimizing, mapping out utilities and expanding their provision in residential areas and new cities.

- **Environment & climate change:** Encouraging the use of green and sustainable building methods.

- **Heritage "tangible & intangible":** showcase the heritage and historical information about different governorates/cities supporting local communities and attracting tourism.

- **Public spaces "streets, squares, parks & malls":** informative, interactive, comprehensive maps for public spaces and facilities that showcase the landscape, cultural scene and relevant different services providing a seamless navigation experience to communities.

In order to be selected for the 6-month incubation phase, individuals must fulfill the above criteria. They should also:

- Legally reside in Egypt (including right to gainful employment)
- Have an entrepreneurial mindset
- 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.

4. Evaluation Matrix

- The idea has an innovative approach or disruptive characteristics that do not exist in the market: **(20%)**

- The idea has the potential to generate social and economic impact, such as improving citizens' lives and/ or enhancing citizen engagement: **(20%)**

- The idea has high potential to be scaled up and/or marketed commercially: **(20%)**

- The participants appear motivated to participate in the program actively and possess the right skills and knowledge to take the idea further: **(15%)**

- The participant would benefit from the project's components: **(15%)**

- The application is well-crafted, answers are elaborated and convey an attitude of commitment, and all the required documents are submitted: **(10%)**

- Bonus: Additional consideration will be given to teams composed of minority groups, including women, people with disabilities, or people in underserved communities. By fulfilling this criterion, the business receives bonus consideration to facilitate marginalized groups' representation: **(+10%)**

- This criterion is optional. By fulfilling this criterion, the business receives bonus consideration to facilitate right to gainful employment.

- The participant belongs to a minority group including women, people with disabilities or people in underserved communities.

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

Important dates to consider:

- **Virtual bootcamp:** 12 - 13 Jan 2024
- **Idea competition:** 20 Jan 2024

After submitting your application, please keep an eye on your email. We will be reaching out to notify you if your application is accepted or share feedback in case we are unable to accommodate you in the program. Please make sure to also regularly check spam.