

# Scale it Forward: Scaleup Support & Readiness for Venture Debt investment

## Enabling Non-Dilutive Growth Capital for High-Growth, Innovative Scaleups in Egypt

Scale It Forward is designed to strengthen Egypt's "missing middle" financing layer by supporting growth-stage businesses that are ready to access structured debt financing.

The programme works with 30 innovative Egyptian scale-ups that demonstrate strong revenue traction, scalable business models, and a clear need for non-dilutive growth capital.

Selected businesses receive:

- Capacity-strengthening training
- Financial readiness support
- 5,000 Euros in catalytic, non-repayable funding
- Direct engagement with participating Financial Institutions (FIs)
- Access to Venture Debt financing opportunities, with participating FIs mobilising at least €5,000 in venture debt per selected scale-up within the programme framework

This support prepares scale-ups to engage with investors and lenders while enabling Financial Institutions to evaluate venture debt opportunities under reduced risk conditions.

Scale-ups that meet the criteria below and demonstrate strong growth potential will be invited to join the Scale It Forward cohort.

### 1 Programme Overview

**Scale it Forward** is a catalytic initiative that bridges the financing gap between **financial institutions** and **high-growth, innovative scaleups** by introducing **Venture Debt** as a practical, non-dilutive financing solution within Egypt's investment ecosystem.

The programme is designed to partner with **five financial institutions (FIs)** that seek to innovate their lending portfolios. It actively **de-risks venture debt investments by**

**equipping 30 scaleups with capacity-strengthening training and 5,000 Euros in non-repayable support**, ensuring a pipeline of financially structured, investment-ready opportunities.

Scale It Forward is co-developed by the **Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH in Egypt** and **enpact**, under the patronage of **Invest for Jobs – the Special Initiative “Decent Work for a Just Transition”** of the German Federal Ministry for Economic Cooperation and Development (BMZ).

## **2 What's in it for your Scaleup?**

Scale It Forward helps scale-ups become **venture-debt ready** while strengthening their growth trajectory.

Selected businesses benefit from:

### **Venture Debt Readiness**

Participate in targeted workshops and advisory sessions designed to strengthen financial governance, revenue predictability, and debt readiness.

### **Catalytic Financial Support**

Receive **5,000 Euros in non-repayable support** to implement operational improvements that enhance financial structure and reduce risk for potential lenders.

### **Access to Venture Debt Financing**

Participating Financial Institutions may mobilise **at least 5,000 Euros in Venture Debt financing per selected scaleup**, providing businesses with access to non-dilutive growth capital.

### **Direct Engagement with Financial Institutions**

Interact with participating Venture Capital funds, Private Equity funds, and Microfinance Institutions that are actively exploring Venture Debt deployment.

### **Ecosystem Visibility**

Participate in programme engagements that connect scale-ups with investors, ecosystem stakeholders, and financing partners.

### 3 How does it work?

- The **30 selected scale-ups** will join a structured programme that prepares them to engage with Financial Institutions.

**During the programme, participating scale-ups will:**

- **Participate in targeted training sessions** covering financial planning, repayment structures, revenue predictability, and financial governance
- **Receives 5,000 Euros in non-repayable funding** to strengthen internal financial systems, operational capacity, or milestone achievement
- **Engage with participating Financial Institutions** that will evaluate potential Venture Debt opportunities and may deploy Venture Debt financing of at least 5,000 Euros per scale-up within the programme framework.
- **Take part in programme activities** including workshops, reporting, and ecosystem events.

[Get to know the selection criteria for the Scale It Forward Partner FIs.](#)

### 4 Is Scale It Forward the right fit for your Scaleup?

Before applying, we invite you to review the eligibility criteria below to assess whether your company aligns with the objectives and participation requirements of the Scale It Forward programme.

These criteria ensure that participating businesses demonstrate the revenue traction, financial transparency, and growth potential required to benefit from Venture Debt readiness support and engagement with participating Financial Institutions.

Scale-ups that meet these conditions will be best positioned to benefit from the programme's capacity strengthening, catalytic funding, ecosystem exposure, and access to Venture Debt financing opportunities.

## 1. Legal & Regulatory Eligibility:

To be eligible, the scale-up must:

- Be **legally registered and operating in Egypt**
- Have been **operational for at least two years**
- Be **actively generating revenue**
- Be able to enter financing agreements with Financial Institutions

**Scaleups that are not legally registered or not revenue-generating will not proceed to further evaluation stages.**

## 2. Business Model & Market Positioning

Eligible scaleups should demonstrate:

- A **scalable business model**
- A clearly defined product or service with market demand
- A growing and identifiable customer base

Scaleups may operate across sectors, with preference given to innovation-driven industries such as:

- Fintech
- Agritech
- Health-tech
- Climate and sustainability solutions
- SaaS and digital services
- Technology-enabled manufacturing

**Applicants may operate under B2B, B2C, or hybrid business models, provided they demonstrate strong market potential and revenue scalability.**

## 3. Revenue Traction & Financial Performance

Minimum requirements:

- Demonstrated revenue generation
- Financial performance records covering the past **2–3 years**
- Clear revenue projections for the coming year

Applicants will be assessed based on:

- Revenue growth trajectory
- Gross margins and financial sustainability
- Cash runway and financial planning
- Revenue predictability and recurring income streams

Preference will be given to businesses that demonstrate:

- **Stable or growing revenue trends**
- Clear financial management practices
- Sufficient financial discipline to sustain **Venture Debt repayment obligations**

#### 4. Financing Needs & Venture Debt Suitability

Participating scale-ups must demonstrate that **Venture Debt is an appropriate financing instrument** for their current growth stage.

Applicants will be assessed based on:

- Current capital structure
- Previous external funding history
- Existing debt obligations (if any)
- Intended use of financing
- Estimated repayment capacity

Preference will be given to businesses that:

- Have previously raised **angel, seed, or early-stage equity**
- Seek **non-dilutive capital to accelerate growth**
- Have **predictable revenues suitable for Venture Debt financing**

#### 5. Use of Funds & Growth Strategy

Applicants must clearly indicate how financing will support their growth. Typical use cases include:

- Working capital
- Market expansion
- Hiring and team growth
- Equipment or operational infrastructure
- Technology development
- Market entry into new geographies

Preference will be given to businesses whose financing needs directly support **clear operational or commercial growth milestones**.

## 6. Governance, Transparency & Documentation

Shortlisted scale-ups must demonstrate a **basic level of financial governance and documentation readiness**.

As a selected scaleup, you will be required to provide:

- Financial statements covering the past **2–3 years**
- Revenue records and management accounts (if available)
- Ownership structure and shareholder breakdown
- Details of previous funding rounds
- Existing debt obligations and repayment terms
- Revenue forecasts and repayment capacity projections

Companies with **audited financial statements or structured financial reporting systems** will be viewed favourably.

## 7. Operational Commitment to Programme Framework

Participation requires a clear commitment to the programme's engagement framework.

Selected scaleups must:

- Participate in **Venture Debt readiness workshops**
- Engage with participating Financial Institutions
- Provide baseline, midline, and endline data for programme monitoring
- Participate in programme events and ecosystem activities

Active participation ensures scaleups fully benefit from the programme's **Venture Debt readiness support and financing opportunities**.

## 8. Growth & Impact Potential

Scale It Forward prioritises businesses that demonstrate the potential to contribute to economic growth and job creation.

Applicants may be assessed on:

- Job creation potential
- Export potential
- Gender inclusion indicators
- Environmental or social impact initiatives (if applicable)

While impact metrics are not mandatory, businesses that demonstrate measurable impact indicators will be prioritised.

## 5 Evaluation Matrix

Applications will be assessed across **five weighted pillars**:

1. Legal & Operational Eligibility: **20%**
2. Revenue Traction & Financial Performance: **25%**
3. Venture Debt Suitability & Financing Readiness: **20%**
4. Growth Strategy & Use of Funds: **20%**
5. Programme Engagement & Impact Potential: **15%**

If you have questions, please reach out to us at [shc@enpact.org](mailto:shc@enpact.org). Please note that this is the only official channel for receiving a timely response.

**[Check out the application form and apply today!](#)**

Shortlisted scale-ups will proceed to a **second-stage due diligence process**, where additional financial documentation and business information will be reviewed.

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