
I&P Acceleration in Sahel

*Supporting the
development of small
businesses and start-
ups in the Sahel region*

July 2020

An initiative of Investisseurs & Partenaires



Financed by the European Union



Supporting young companies in their entrepreneurial adventure

Initiated and implemented by the impact investment group Investisseurs & Partenaires (I&P) and financed by the European Union, I&P Acceleration in Sahel is an innovative program aimed at **small businesses and start-ups in the Sahel and surrounding countries.**

The objective is to **give these companies access to the financing and skills needed to foster their development**, thus promoting the creation of decent and sustainable jobs in the region.

- **Calendar** 2019-2023
- **Size** 10 billion FCFA (€15.5 million)
- **Geography** Sahel and surrounding countries
- **Sector** Generalist (all sectors)



I&P Acceleration in Sahel pursues three fundamental objectives:



Promoting the creation of formal jobs: Contributing to the growth of companies and the provision of better paid and more secure jobs in the African labor market.



Creating a new generation of African entrepreneurs: Giving project holders and entrepreneurs the tools and skills they need to develop and scale up their businesses.



Strengthening the entrepreneurial ecosystem in the target countries: Improving the business climate and the monitoring provided to small companies by the existing structures in the region.

Addressing the major challenges of the Sahel region

Deployed over four years, this ambitious program will benefit **some 300 companies operating in 13 countries in the Sahel region:**

- Benin
- Burkina Faso
- Cameroon
- Côte d'Ivoire
- Gambia
- Ghana
- Guinée
- Mali
- Mauritania
- Niger
- Tchad
- Togo
- Senegal



- Target countries with an on-site team
- Additional target countries

KEY FIGURES

In a context of deteriorating security in the Sahel and Lake Chad Basin, local and international actors are mobilizing to contribute to the **stability of the regions through the development of economic opportunities.**

Supporting the **Sahelian entrepreneurial sector is a top priority:** a growing network of high-potential, formal, small businesses is key for job creation, inclusive growth and sustainable development in the area.



240 million inhabitants by 2050

According to United Nations projections, an essential demographic asset for the Sahelian labor market.



Between 4% and 6% growth per year,

which reflects a developing but still not inclusive regional economy.



80% of the population lives on less than \$2 a day,

highlighting a low standard of living for the majority of the population.

A closer look at the program

I&P Acceleration in Sahel is deployed around three complementary components, aimed to accelerate the development of existing, but often informal, small businesses and to improve the success of new entrepreneurial projects:



SEED FINANCING

Objective: Addressing the financing needs of companies during their incubation or acceleration phase.

The seed funding is **between 2 million FCFA (€3,000) and 40 million FCFA (€60,000) per company**. Spread over a period of 6 months to 2 years, this seed funding is used, for example, to support:

- Working capital requirements, operating expenses
- Pilot phases, prototyping or market testing
- Research & Development
- Purchase of equipment/technology
- The company's preparation phase for future financing by a «traditional» player (bank, investment fund, etc.).

Bonus: Seed financing provides the financial resources needed to mature the business and help it raise additional financing.



TECHNICAL ASSISTANCE

Objective: **Strengthening the capacities of the companies** financed and the investment teams through individual or collective training and expert missions carried out **by national and/or international experts**.

Technical assistance missions **support and strengthen the capacity of companies** in several areas, such as:

- Studies and research for prototype development
- Preparation of the business plan: market studies, marketing strategy, sales action plan, financial forecasts, etc.
- Strengthening of administrative and financial management
- Technical and operational support: improvement of operational processes, certification process, etc.
- Coaching, team training

Bonus: In addition to training aimed at providing theoretical knowledge according to the needs of the company (strategy, financial and/or tax management, marketing, production, etc.), teams will benefit from experience sharing.



SUPPORTING THE ECOSYSTEM

Objective: Providing strategic support to entrepreneurship support structures (incubators, accelerators, etc.) in the program's target countries.



Sahel Lab © Béchir Malum

The program will **provide strategic support to some thirty structures** in the region through a **training program entirely dedicated to financial issues**, alternating distance learning, face-to-face workshops, and individualized mentoring provided by the network of I&P experts

Eventually, these structures will be able to better support entrepreneurs in their preparation for fundraising and will become key partners of African investment funds.

Bonus: This component makes it possible to strengthen the entrepreneurial ecosystem in the target countries and to address the sense of isolation that young entrepreneurs may feel.

TARGET COMPANIES

The I&P Acceleration in Sahel program targets start-ups and small businesses meeting the following criteria:

- Managed by men and women of African nationality or permanently settled in Africa, dedicated full-time to their business and wishing to collaborate with a group of investors.
- Operating in the formal economy (legal structure recognized and registered in one of the 13 countries of intervention) or in the process of formalization.
- Committed to maximizing their impacts (social and/or environmental) through their business activities and/or improving their practices.
- Particular attention is paid to projects led by vulnerable populations (young people, women, populations in disaster-stricken and/or landlocked regions).
- Companies operating in the education and professional insertion sectors.

Program partners



The European Union is financing the I&P Acceleration in Sahel program through the EU Emergency Trust Fund for Africa (EUTF), a financial instrument aimed at delivering a coordinated and rapid response to emergency situations related to instability, irregular migration and forced displacement and at providing sustainable solutions to migration management.

www.ec.europa.eu/trustfundforafrica/



Investisseurs & Partenaires is an impact investing group dedicated to supporting small and medium-sized African companies. Since its creation in 2002, I&P has invested in more than 120 companies in Sub-Saharan Africa.

The program is coordinated by I&P Entrepreneurs et Développement, a non-profit organization launched and managed by I&P, which aims to encourage and support entrepreneurship in sub-Saharan Africa.

www.ietp.com/en/acceleration-sahel

I&P Acceleration in Sahel is deployed locally by I&P teams specialized in financing, coaching, education and training as well as by **4 four I&P-sponsored management companies**, partners, and capital investment funds dedicated to high-potential, local, small and medium-sized companies (SMEs): **Sinergi** in Niger, **Sinergi Burkina** in Burkina Faso, **Teranga Capital** in Senegal, and **Comoé Capital** in Côte d'Ivoire.



Country: Niger

www.sinerginiger.com



Country: Burkina Faso

www.sinergiburkina.com



Country: Sénégal

www.terangacapital.com



Country: Côte d'Ivoire

www.comoecapital.com

SUBMIT YOUR PROJECT

For more information on the I&P Acceleration in Sahel program and to submit your application, we invite you to visit the websites of I&P and its African partner funds:

- **Burkina Faso:** Timothée OUOBA • touoba@sinergiburkina.com
- **Cameroon:** Vivian TCHATUENG • v.tchatchueng@ietp.com
- **Côte d'Ivoire:** Elena HABA • e.haba@comoecapital.com
- **Mali:** Mohamed KEITA • mkeita@ziracapital.com
- **Niger:** Mahamane Maharazou SANI ANGO • maharazou.ango@sinerginiger.com
- **Senegal:** Fatou Binetou DIOP • fatou.diop@terangacapital.com
- **Other country:** acceleration.sahel@ietp.com