

SPRING



**A PIONEERING
FIVE-YEAR ACCELERATOR**
FOR BUSINESSES WHOSE PRODUCTS
AND SERVICES COULD TRANSFORM
THE LIVES OF ADOLESCENT GIRLS

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SPRING'S MISSION



SPRING AIMS TO ENABLE VENTURES TO REACH 200,000 GIRLS WITH PRODUCTS AND SERVICES THAT ENHANCE THEIR ECONOMIC EMPOWERMENT BY 2019.



WHAT IS SPRING?

SPRING IS A PIONEERING ACCELERATOR THAT USES HUMAN CENTRED DESIGN TO TRANSFORM, AND PROVIDE INVESTMENT SUPPORT, MENTORSHIP, AND TECHNICAL EXPERTISE TO BUSINESSES THAT CAN IMPROVE THE LIVES OF ADOLESCENT GIRLS.

An estimated 250 million adolescent girls live in poverty worldwide, unable to build assets or safely raise the income needed for a more prosperous life. SPRING identifies and supports ventures that can bring life-enhancing products and services to this huge population.

We help high-potential products and services reach scale where they otherwise might struggle or fail by offering entrepreneurs support with business innovation, design, finance, marketing, and more.

SPRING is a five-year programme created by the UK's Department for International Development, the Nike Foundation, and USAID, with additional strategic and technical support from Girl Effect.

THE ULTIMATE GOAL:
TO EMPOWER THESE BUSINESSES TO REACH 50 MILLION GIRLS BY 2030.

At its core, SPRING is committed to improving girls' economic empowerment with new, innovative products and the delivery mechanisms needed to reach them.

How? By connecting driven entrepreneurs with the support and guidance they need to take their businesses to scale and deliver innovative, high-potential products and services that would otherwise struggle to come to market or struggle to scale in the market.





WHY GIRLS?

When girls have the freedom to learn, earn, and save without harm, families become stronger both economically and socially, student numbers increase, agricultural productivity goes up, while rates of child marriage, teen pregnancy, and HIV/AIDS go down. Girls therefore have a unique ability to transform lives and end the cycle of intergenerational poverty. This is the "Girl Effect".

Right now, **products and services are rarely designed for, marketed to, or distributed to the majority of the world's adolescent girls** — they're a massively underserved market. Well-designed products or services can give a girl the space and security she needs to learn, the time she needs to work, and the ability to launch a business of her own.

By disseminating our knowledge base around the world, we'll enable entrepreneurs, corporate actors, investors, the public sector, and others to see that girls are an investable economic force of 250 million worldwide and a viable market when properly designed for, spoken to, and engaged. We'll illuminate what types of products and services work best for girls and for families with girls — and those that don't. We'll also illuminate the gaps that still need to be filled to enable these types of solutions to flourish and achieve social impact with underserved adolescent girls around the globe.

THE SPRING ACCELERATOR

SPRING COMMENCED IN JANUARY 2015, PROVIDING CUSTOM SUPPORT TO STRENGTHEN THE DESIGN AND BUSINESS MODEL OF EACH OF ITS 18 CHOSEN ENTERPRISES ACROSS KENYA, RWANDA AND UGANDA.

A three-phase accelerator, SPRING will roll out in up to eight countries across Africa and South Asia. In each country we offer the same combination of global and local support.

BENEFITS TO VENTURES INCLUDE:

- Accelerate and prototype your product, service, and business model
- Enhance the impact of your products and services for girls
- The funding needed to prototype new solutions for your business
- Learn from top mentors, investors, experts, and advisers

THE 6 PILLARS OF SPRING

SPRING is built upon the belief that entrepreneurs require actionable support and tangible tools to reach their full potential and achieve optimal market and social impact.

FUNDING



Entrepreneurs receive up to \$80,000 in prototyping support funding to support their scaling efforts and sustain their plans for expansion

PROTOTYPING



Throughout the programme, entrepreneurs have the opportunity to work with world-class product and business designers to co-design solutions for their venture

MENTORSHIP



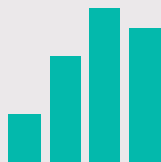
A cadre of mentors, both international and local, have been assembled from a variety of industries to provide entrepreneurs with expert advice and guidance

PEER-TO-PEER



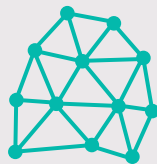
SPRING's greatest asset is its cohort of entrepreneurs, and the programme is designed to maximise collaborative opportunities and peer-to-peer learning

INTELLIGENCE



Entrepreneurs will get access to expert M&E support and data and business intelligence to help transform their business and impact

NETWORK



SPRING has convened a diverse global network of advisors, investors, and partners who are committed to supporting entrepreneurs' success

SPRING SUPPORT ECOSYSTEM



SPRING INCLUDES UP TO NINE MONTHS OF GIRL FOCUSED EXPERTISE, HUMAN CENTRED DESIGN SUPPORT, MENTORSHIP, AND COLLABORATION TO TRANSFORM THESE BUSINESSES.

The accelerator provides each cohort access to world-class mentors and leading experts in business creation, design, marketing, legal support and financial expertise to help them drive their sustainable business models forward and create economic empowerment for girls. It also provides entrepreneurs with the investment readiness support necessary to reach their investment goals and therefore to maximise their reach with girls.

ENTREPRENEUR JOURNEY

Our nine-month programme design is unique, equipping entrepreneurs with the tools and time to build better businesses, develop plans for scale, prototype products and services with their stakeholders, and raise the capital they need to execute on their vision.

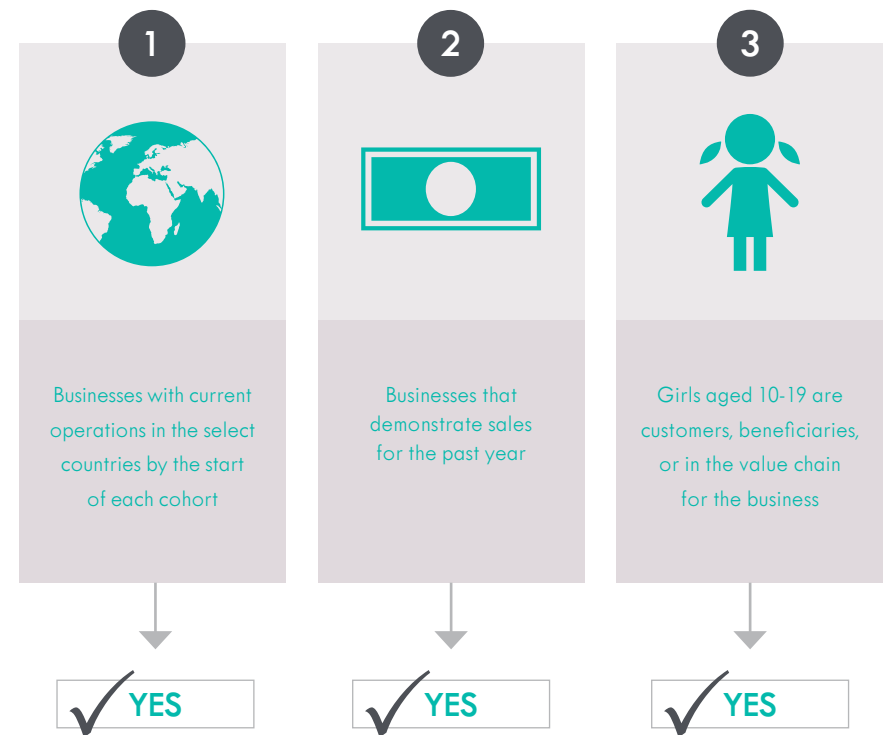
PROGRAMME TIMELINE



THE SPRING ENTREPRENEURS

To qualify for SPRING, entrepreneurs must meet key eligibility criteria. These criteria are designed to ensure a cohort that is best poised to leverage SPRING's resources and accelerate their commercial success and social impact. SPRING applicants are amazing. Inspiring. Determined to change the world for girls.

APPLICANT CRITERIA



THE INAUGURAL COHORT

The 18 businesses in our first cohort span Kenya, Uganda, and Rwanda. Representing more than a half dozen industries, their products and services engage and empower girls across the value chain.



AFRICAQUA

ABOUT

AfricAqua is developing sustainable decentralised safe water systems across Kenya. Adolescent girls spend hours each week gathering water, much of which is not clean and poses significant health risks. AfricAqua is creating a network of water shops in rural areas to shorten the distance girls need to travel for clean water.

ENTREPRENEUR

David Kuria: David is a 2015 ASPEN Fellow, the CEO of Ecotact Limited (Kenya and Uganda), and the Regional Social Entrepreneur of the Year for Africa 2009. He is a Ph.d. candidate in Project Management at Jomo Kenyatta University of Agriculture and Technology, with research interests in Economic Development, Public Private Partnerships and Infrastructure Implementation Strategies. He holds a Degree in Architecture, an MBA in Corporate Management, and a postgraduate Executive Certificate on Public Policy in Private Sector Development.



COUNTRY

Kenya

SECTOR

Water & Sanitation



BANA

ABOUT

Bana is a social enterprise that produces a low cost, comfortable sanitary pad and soap from natural agricultural waste materials. The products have the potential to empower girls who miss school each month because they lack access to feminine hygiene products. Women in local communities manufacture BanaPads and soap from banana bio-waste, and the company trains young female entrepreneurs to market and distribute the product door-to-door.

ENTREPRENEUR

Richard Bbaale: Richard is a social entrepreneur from Uganda and founded BanaPads in 2010 with the aim of manufacturing affordable and eco-friendly (100% biodegradable) sanitary pads to keep village girls in school and create jobs for local women. Richard holds an MBA and is also the founder of SOVHEN, an NGO supporting orphans and vulnerable children for better health, education and nutrition. In the past three years he has focused on the design, manufacture and distribution of affordable health care products through locally sourced materials.



COUNTRY

Uganda

SECTOR

Water & Sanitation and Agriculture



EARTHENABLE

ABOUT

EarthEnable is an affordable flooring company in Rwanda that installs safe, clean, earthen floors. Traditional dirt floors are a breeding ground for disease and pose a health threat to women and girls who clean and sleep on the floors. EarthEnable's floor is 75% cheaper than concrete equivalents, with a waterproof seal to keep disease and bacteria away from women and girls. In addition to product installation from trained masons, EarthEnable has also piloted a do-it-yourself product, creating even more affordability and impact for base-of-pyramid girls.

ENTREPRENEUR

Gayatri Datar: Gayatri is the co-founder of EarthEnable. She was previously a consultant at Dalberg Global Development Advisors, an international development consulting firm. Gayatri has worked in international development for 10 years, and worked with grassroots NGOs in India (tsunami relief), Namibia (women's rural development; educational technology), Nicaragua (microfinance) and Albania (government corruption); in non-profit consulting with New Sector Alliance and The Boston Consulting Group; and in impact evaluation with the World Bank. She has an MPA/ID from the Harvard Kennedy School, an MBA from the Stanford Graduate School of Business, and a BA in Economics from Harvard College.



COUNTRY

Rwanda

SECTOR

Clean & Healthy Homes

ENSIBUUKO

ABOUT

Ensibuuko is a mobile banking solution that allows savings and credit co-operatives (SACCOs) to expand their reach to unbanked and under-served populations. Ugandan farmers, many of them adolescent girls and young women, need funding to be able to serve local markets and expand their agribusinesses. Ensibuuko connects them to the right credit co-op via mobile phones, saving them travel time and money.

ENTREPRENEUR

Gerald Otim: Gerald's background growing up in a rural farming community and experiencing first-hand the dilemma of smallholder farmers inspired him to start Ensibuuko. Before establishing Ensibuuko, he worked with Educate!, a non-profit in Uganda working towards nurturing the next generation of youth entrepreneurs. Otim's passion lies with Uganda's youth. He believes that youth are at the center of change and entrepreneurship is a powerful tool for them to impact communities.



COUNTRY

Uganda

SECTOR

Financial Services

FINANCE TRUST BANK

ABOUT

Finance Trust Bank is a micro-finance bank built by women, for women. It empowers entrepreneurs across sectors with personalised loans to help scale their businesses. Girls in Uganda need safe and easily accessible places to keep their money, plus education on how to make that money grow. Finance Trust Bank delivers an array of options, from a Girls Choice saving account to Junior Savers loans.

ENTREPRENEUR

Annet Nakawunde Mulindwa: The Managing Director of Finance Trust Bank (FTB), Annet Nakawunde Mulindwa is a banker by profession with over 14 years' practical experience in banking and microfinance. Previously she has worked in various capacities, at FTB as Head of Operations, and Operations & Compliance Manager. Prior to FTB, Annet held various key positions at Pride Microfinance and Nile Bank Ltd. Annet holds an MBA majoring in Finance and a postgraduate diploma in Financial Management. She is passionate about women and youth empowerment, as well as ensuring best practice in banking and microfinance and creating value for customers.



COUNTRY

Uganda

SECTOR

Financial Services

GREEN CREDIT

ABOUT

Green Credit is a microfinance lending institution providing finance for women and adolescent girls to launch businesses. A lack of easy access to capital cripples many girls' startups, from roadside stands to agribusinesses, and precludes others from ever getting started. Green Credit offers a range of customised loan options to fit its customers' needs and help their startups thrive.

ENTREPRENEUR

Geoffrey Kobia: Geoffrey is the founding Chairman and Managing Director of Green Credit Group. He started his career at KPMG as an intern in finance and later moved on to General Electric where he last served as a Commercial Development Manager in charge of the East Africa region with GE Healthcare. Geoffrey has also served in the Vision 2030 Technical Committee on healthcare tourism in Kenya, whose key mandate is to develop and recommend strategies focused on positioning Kenya as a Healthcare Tourism destination. Geoffrey is a first class honors finance graduate from Strathmore University and a certified accountant by profession.



COUNTRY

Kenya

SECTOR

Financial Services

HAUTE BASO

ABOUT

Haute Baso is an innovative fashion enterprise servicing the global market with jewelry, bags, and apparel drawn from Rwanda's vibrant culture and history. Haute Baso incorporates female artisans into its growing workforce, providing them access to skills and entry-level jobs that are otherwise hard to come by. Haute Baso has a boutique in Kigali, and an e-commerce and B2B offering.

ENTREPRENEUR

Linda Mukangoga: Linda was born in Washington DC to Rwandan parents and eventually moved to Rwanda permanently to work for Gahaya Links, a company training rural women to produce handicrafts for an international market. Participating in the design and production of pieces carried by Anthropologie and Macy's strengthened Linda's belief in showcasing Rwanda globally while at the same time empowering young women. From this belief, Haute Baso was born. She studied International Relations, yet Linda's heart had always been in designing detailed accessories such as bags and jewelry.

haute baso

COUNTRY

Rwanda

SECTOR

Artisan Enterprise

JIBU

ABOUT

Jibu provides a water purification and distribution model that entrepreneurs can implement across East Africa. Safe, affordable drinking water is a scarcity in underserved urban areas, and fetching it costs adolescent girls hours of their time each week. Jibu provides seed franchising to deliver a high quality, easily replicable purification model. Its franchise system also incentivises entrepreneurs to create local jobs.

ENTREPRENEUR

Galen Welsch: Galen received his BA in International Relations from Wheaton College and is a returned Peace Corps Volunteer who served as a Health Educator in Morocco 2010-12 where he was awarded multiple project grants. Further experience in development includes working with HEAL Africa in Goma, DR Congo 2007, and collaborating on a UNICEF sponsored gender equality radio initiative there. Galen is an Unreasonable Institute Fellow (2014). He and his father founded Jibu in July 2012.

Jibu

COUNTRY

Uganda and
Rwanda

SECTOR

Water &
Sanitation

KADAFRICA

ABOUT

KadAfrica has an innovative model for unlocking earning potential from agribusinesses. Ugandan schoolgirls are often tasked with farming but lack the access to modern techniques and adequate land to make it profitable. KadAfrica teaches and trains girls in farming best practice and provides land and seedlings for them to launch their own passion fruit farms.

ENTREPRENEUR

Eric Kaduru: Eric was an advertising agent before settling for farming in 2011, practicing agriculture on a full-time basis on the 25 acres of fertile land which was bought by his father in the 1990s but had remained unutilised. He is Africa's youngest ever winner of the Yara Prize, a 2015 Acumen East Africa Fellow and Ashoka Future Forward winner. Eric holds a B.A. in International Relations from Monash University South Africa.

KAD
AFRICA

COUNTRY

Uganda

SECTOR

Agriculture

KIDOGO

ABOUT

Kidogo is an affordable early childhood development (ECD) service with the potential to serve a huge market of working mothers in high-density urban populations. The burden of childcare often restricts young working mothers from reaching their full potential and forces girls out of school to care for younger siblings. Kidogo relieves this burden by providing access to low cost, high quality childcare and education.

ENTREPRENEUR

Afzal Habib: Afzal previously spent three years in management consulting with The Boston Consulting Group, a leading global advisor on business strategy, where he worked primarily in the telecommunications, consumer goods, and financial services industries, with a focus on organisational transformation and Corporate Development. He is a graduate of the International Business program at Schulich School of Business, where he specialised in strategy and social entrepreneurship.

kidogo

COUNTRY

Kenya

SECTOR

Education

KHENZ

ABOUT

Khenz has created an electronic bus ticketing solution for public transportation systems in Rwanda. By adding a girls' safety element, called "Precious Goods", the new ticketing system allows girls to pay with mobile money, and tracks their journeys across the region. Using a peer sales model, girls are the sales agents for the ticketing system, creating new employment opportunities for young women.

ENTREPRENEUR

Diogene Niyigena: A passionate software engineer who believes that big data mining is the new gold mining for the next millenia to come, Diogene received his masters degree from Carnegie Mellon University in Information Technology where he graduated in June 2015. Prior to CMU, Diogene co-founded Khenz Ltd with the aim of digitising long distance bus transport in Africa. He has been the CTO of Khenz Ltd, and also works for Pivot Access Ltd. as a Software Engineer. In his free time, Diogene is involved in research where his current focus is on leveraging ICT to cost effectively manage the usage of renewable energy in under-served communities.

KHENZ
Electronic Ticketing

COUNTRY

Rwanda

SECTOR

Transportation

SANIVATION

ABOUT

Sanivation is an innovative toilet installation and waste collection service that brings better hygiene, dignity and eco-efficiency to the sanitation sector. The lack of sanitary toilets in homes creates health risks for girls and their families. For ~\$7 a month, Sanivation clients receive a toilet and bi-weekly servicing. Better yet: the waste product gets processed to produce fuel briquettes that are cheaper than charcoal, providing an inventive fuel solution.

ENTREPRENEUR

Andrew Foote: After working in seven different countries Andrew became frustrated with international development and saw the light with community-led and market driven solutions. He went on to manage an impact investing program and worked at a consulting firm helping nonprofits develop performance management systems. Andrew has degrees from Georgia Institute of Technology in Environmental Engineering and from Emory University in Cultural Anthropology.

Sanivation
Sanitation as a Service

COUNTRY

Kenya

SECTOR

Water & Sanitation

SARE MILLERS

ABOUT

Sare Millers is a one-stop shop for livestock and poultry farmers that address Kenya's growing need for protein-rich, affordable animal feeds. In addition to its feeds, Sare Millers educates adolescent girls about the economic opportunity and best practices of poultry farming. The end result: more financial security for girls, more nutritious food for the community.

ENTREPRENEUR

Dave Okech: Dave has a BSc in Actuarial Sciences from the European Business School in Cambridge. He started his career as a Data Analyst for Yatin Supermarket before moving to United Millers Ltd as Oracle Functional Developer. Dave founded Sare Millers in 2012. Which manufactures high-quality affordable feed for chickens, cattle, pigs and fish.

SARE MILLERS

COUNTRY

Kenya

SECTOR

Agriculture

SHEKINA ENTERPRISE

ABOUT

Shekina Enterprise is a Rwandan pioneer in the cassava industry, creating dried and instant cassava leaf products for both local and export markets. Drought-resistant, fresh cassava leaves are a staple in the East African diet, but take hours to cook and expire quickly. By drying and packaging them, Shekina has increased the sales price for cassava leaves, creating greater economic value for the girls who farm and package them. Even the cassava waste is now processed as organic fertiliser, another product for girls to sell.

ENTREPRENEUR

Pierre Damien Mbatezimana: Pierre is the Founder and Managing Director of Shekina Enterprise. He started his career in accounting for Caisse d'epargne du Rwanda and later as a Finance Manager for consulting company Sopres. Through Shekina's now global reach he has traveled all over the world, participating in seminars, training and trade fairs. He holds a diploma in Accounting and Management.

SHEKINA
From Farm to Table

COUNTRY

Rwanda

SECTOR

Agriculture

TINY TOTOS (IMPACT CAPITAL ADVISORS LTD)

ABOUT

Tiny Totos is a social enterprise that works in informal settlements to provide affordable and safe childcare services to preschool children. Working in partnership with existing daycare ventures, they set standards for the centers by providing training, investment and grants to entrepreneurs living in these settlements. The opportunities and impact on adolescent girls are twofold: affordable, high quality childcare for young mothers, and business opportunities for adolescent females living in informal settlements.

ENTREPRENEUR

Cynthia Coreda: Cynthia brings five years of experience working in the field of women and girls empowerment, particularly in urban slums. Cynthia joined Boxgirls – an organisation based on training young girls in self-defense which has spanned into mobilising women in social entrepreneurship and community outreach work – in 2009 as an unpaid volunteer to become their Programme Manager. Cynthia is currently studying for her Business Management diploma, and in 2012 she was named the Monthly Social Innovator by Ogunte Network UK, due to her achievements in women's social inclusion. She has also participated in international summits in Germany, South Korea and China, as an ambassador for the UN's Office on Sports for Development and Peace.

 Impact capital advisors

COUNTRY

Kenya

SECTOR

Education

DOCTOR SEARCH

ABOUT

Doctor Search is expanding the reach of medical care in Kenya to under-served women and girls, both in rural and urban areas. It connects users to doctors and other clinicians via its website and app. Health promotion and disease prevention often arrive too late for adolescent girls, or miss them completely.

ENTREPRENEUR

Dr. Charles Kamotho: Charles is a specialist in internal medicine (University of Nairobi). He has sub-specialised in cardiology and trained at the National Cardiovascular Institute in Osaka, Japan. Charles is fluent in Spanish, French, English, Kiswahili and Kikuyu, and speaks basic Japanese. He has been co-opted as a member of several regional consultancy boards, and also serves on the National Council of the Kenya Association of Physicians.

**DOCTOR
SEARCH**

COUNTRY

Kenya

SECTOR

Health

TOTOHEALTH

ABOUT

Totohealth is a free pregnancy and early childhood text-message service with a pioneering funding model for the health sector. In too many cases, young mothers lack the information they need to keep their children healthy. Totohealth helps to reduce maternal and child mortality by sending appointment reminders, surveys and announcements to parents to ensure they get the medical intervention they need, when they need it.

ENTREPRENEUR

Felix Kimaru: Felix is the Founder and Director at Totohealth. He was formerly the Head of Product Development at Mobidev Solutions, a company that explores and innovates the use of mobile technology to build solutions for the world's most pressing problems. Felix has extensive experience building mobile and web applications and pushing for the use of human-centered software products to the market. He has previously consulted for some of the leading social enterprises in East Africa and has a bachelor's degree in Computer Science from Maseno University.

 **Toto
Health**

COUNTRY

Kenya

SECTOR

Health

VILLAGE ENERGY

ABOUT

Village Energy provides solar repair services to homes across East Africa. In rural communities, families lack access to energy sources and resort to potentially harmful and expensive kerosene products to get by. Where families do have access to solar, product repairs can take anything from four-six weeks, costing valuable time to women and girls who most often rely on energy to help with household duties. Village Energy significantly reduces the repair time for solar products through its network of franchised technicians.

ENTREPRENEUR

Abubaker Musuuza: Abu spent much of his youth years engaged in creating platforms for fellow youth to develop their own skills and leadership traits to become active agents of change. He landed a position with AIESEC, an international student organisation, where he did a large amount of pro-bono work to aid youth. From 2003 to 2004, he was the National Committee President of AIESEC in Uganda. Abu then relocated to Nairobi to help open Ashoka's new East Africa office and resume his career in social entrepreneurship. Here, he was re-introduced to the energy crisis in Africa and he resumed his visits to his home-village to speak with those that continued to use kerosene for lighting. These interactions formed the basis upon which he decided to formally start Village Energy.

 **Village
ENERGY**

COUNTRY

Uganda

SECTOR

Energy

THE SPRING NETWORK

The organisations behind SPRING provide world-class support in business innovation, business design, entrepreneurship, and international development.



PALLADIUM

A development firm with expertise in girls' empowerment and innovative market reform. In its 45 years, Palladium has worked in more than 120 countries with over 700 large, complex projects in the fields of health, education, governance, and rural and economic development, including market systems to help the poor.

fuseproject FUSEPROJECT

Global experts in human-centred design. fuseproject designs brands and gets products to market, from game-changing startups to world icons like One Laptop Per Child. Clients include Facebook, Pepsi, Paypal, Google, and General Electric.



CONTEXT PARTNERS

A new type of design firm on the leading edge of the community-centred design movement. Context Partners creates relationships and dynamic human networks that help aspirational brands and causes succeed. Clients include The Rockefeller Foundation, Frontier Communications, and the Knight Foundation.



GROWTH AFRICA

Kenya's leading accelerator is partnering with SPRING to offer critical entrepreneur and investment recruitment support and acceleration services.



AFRICAN ENTREPRENEUR COLLECTIVE

Known as "Inkomoko" in Rwanda, AEC is a network of business accelerators in East Africa with the goal of job creation through youth entrepreneur development.



HIVE COLAB

Hive Colab in Uganda accelerates emerging company development by providing hands-on assistance during vulnerable start-up years – investing in young talented technologists and entrepreneurs with business skills development, capital and mentorship to enable them to build their ideas to last.

JOIN SPRING

APPLY TO SPRING

SPRING is launching its second cohort in Pakistan, Bangladesh and Nepal! **Applications open April 2016.**

Cohort 3 launches in Ethiopia, Tanzania, Kenya, Rwanda and Uganda in 2017.

To register for more information, email to:
info@springaccelerator.org

INVEST IN AND SUPPORT SPRING

SPRING is creating opportunities for investment and strategic partnerships in these innovative ventures.

We are actively engaging investors, sponsors, and other organisations interested in supporting individual businesses, the entire portfolio of ventures, and the services SPRING provides as a programme.

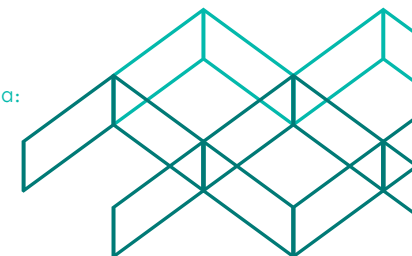
Ways to engage:

- › Direct investment
- › Portfolio investment
- › Corporate partnerships
- › In-kind or pro-bono support
- › Mentorship and coaching

If you are an investor and would like to find out more, contact SPRING Investment Director Suzanne Biegel:
invest@springaccelerator.org

Find out more:
WWW.SPRINGACCELERATOR.ORG

For partnership opportunities, contact:
SPRING Corporate Partnerships Lead, Alina Truhina:
alina@springaccelerator.org



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