



# SPRING

A PIONEERING ACCELERATOR THAT  
SUPPORTS BUSINESSES WHOSE PRODUCTS  
AND SERVICES COULD TRANSFORM THE  
LIVES OF ADOLESCENT GIRLS

SPONSORED IN PARTNERSHIP BY



*Nike Foundation*



**USAID**  
FROM THE AMERICAN PEOPLE

A photograph of a man and a woman in a meeting. The man, on the left, is wearing glasses and a dark suit, gesturing with his hands while speaking. The woman, on the right, is wearing a maroon top and looking at a laptop. The background is a dark blue with a glowing network of yellow and green lines. A white box with pink text is overlaid on the image.

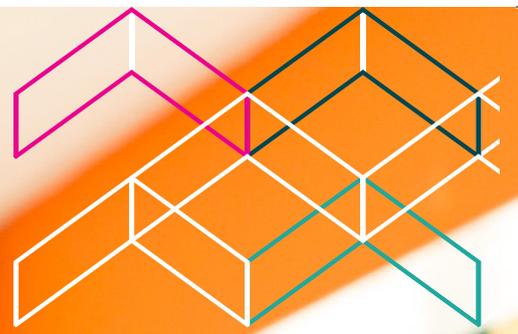
## WHAT IS SPRING?

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 5-year programme backed by 3 of the most influential and innovative organisations in the world: the UK's Department for International Development, the Nike Foundation, and USAID.





## THE FUTURE OF POVERTY ALLEVIATION MAY BEGIN WITH A GIRL

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.

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



**SPRING's mission: enable ventures to reach 200,000 girls with products and services that enhance their economic empowerment by 2019, with the ultimate goal of empowering our businesses to reach 50 million girls by 2030.**

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.

SPRING not only provides entrepreneurs with the investment readiness support necessary to reach their investment goals and therefore to maximise their reach with girls, but also provides them 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.

The long term impact of these successful ventures and the investment they stimulate will lead to a broader shift in markets that enable girls and their communities to end the cycle of poverty. SPRING also builds and communicates enhanced evidence on the importance of user-centred products and services for girls to stimulate further investment from donors, governments and the private sector.

## PARTICIPANTS

### AFRICAQUA



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.

### BANAPADS



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

### EARTHENABLE



EarthEnable are an affordable flooring company opening up a high-growth market for home improvement in Rwanda. Dirt floors are breeding grounds for disease and pose a health threat to women and girls who are tasked with cleaning them. EarthEnable educates and employs local masons to build safe, earthen flooring solutions that are 75% cheaper than concrete equivalents.

### ENSIBUUKO



Ensibuuko is a mobile banking solution that allows savings and credit co-operatives 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.



## FINANCE TRUST BANK

Finance Trust Bank is a microfinance 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.



## GREEN CREDIT

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.

haute | baso

## HAUTE BASO

Haute Baso is an innovative fashion boutique servicing the global market with jewellery, 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.



## JIBU

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.

## KADAFRICA



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.

## KIDOGO



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.

## KHENZ



Khenz is a software company pioneering e-ticketing solutions and developing other electronic systems for public transportation in Rwanda. Carrying cash can be dangerous for girls, and most e-ticketing solutions require users to have a bank account. Khenz's extended sales channels for transport operators allows users to purchase tickets electronically through mobile phones or the next shop, increasing safety and mobility for girls.



## SANIVATION

Sanivation is an innovative 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.

## SARE MILLERS



Sare Millers are 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.

## SHEKINA ENTERPRISE



Shekina Enterprise is an agro-processing company that specialises in dry goods. They are a pioneer firm in the dried cassava leaves market, with the potential to turn the leaves into an international household product. Drought-resistant cassava leaves are an African staple and a centrepiece for many girls' crops in Rwanda. Shekina has increased demand and price for the plant, plus, its collection centres cut down on travel for farmers and employ young women for sorting.

## THE INTERNATIONAL CLINIC



The International Clinic is a medical clinic expanding the reach of high-quality medical care in Kenya to underserved women and girls. Health promotion and disease prevention often arrive too late for adolescent girls, or miss them completely. The International Clinic arms its patients with knowledge and medicine when needed so they can lead healthy, informed lives.

## TINY TOTOS (IMPACT CAPITAL ADVISORS LTD)



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 centres 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.

## TOTOHEALTH



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. Toto Health 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.

## VILLAGE ENERGY



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 4-6 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.



A GRM FUTURES GROUP COMPANY

# THE SPRING NETWORK

## GRM INTERNATIONAL

A development firm with expertise in girls' empowerment and innovative market reform. In its 45 years, GRM 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.



## 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.



## FINAFRICA

An enterprise development centre in Uganda that empowers small businesses by offering mentorship services and training in entrepreneurship skills, from basic business skills training to assistance in sourcing financing and incubation facilities. FinAfrica offers services at every level of the startup, incubation, and expansion phases of an enterprise.

## 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.



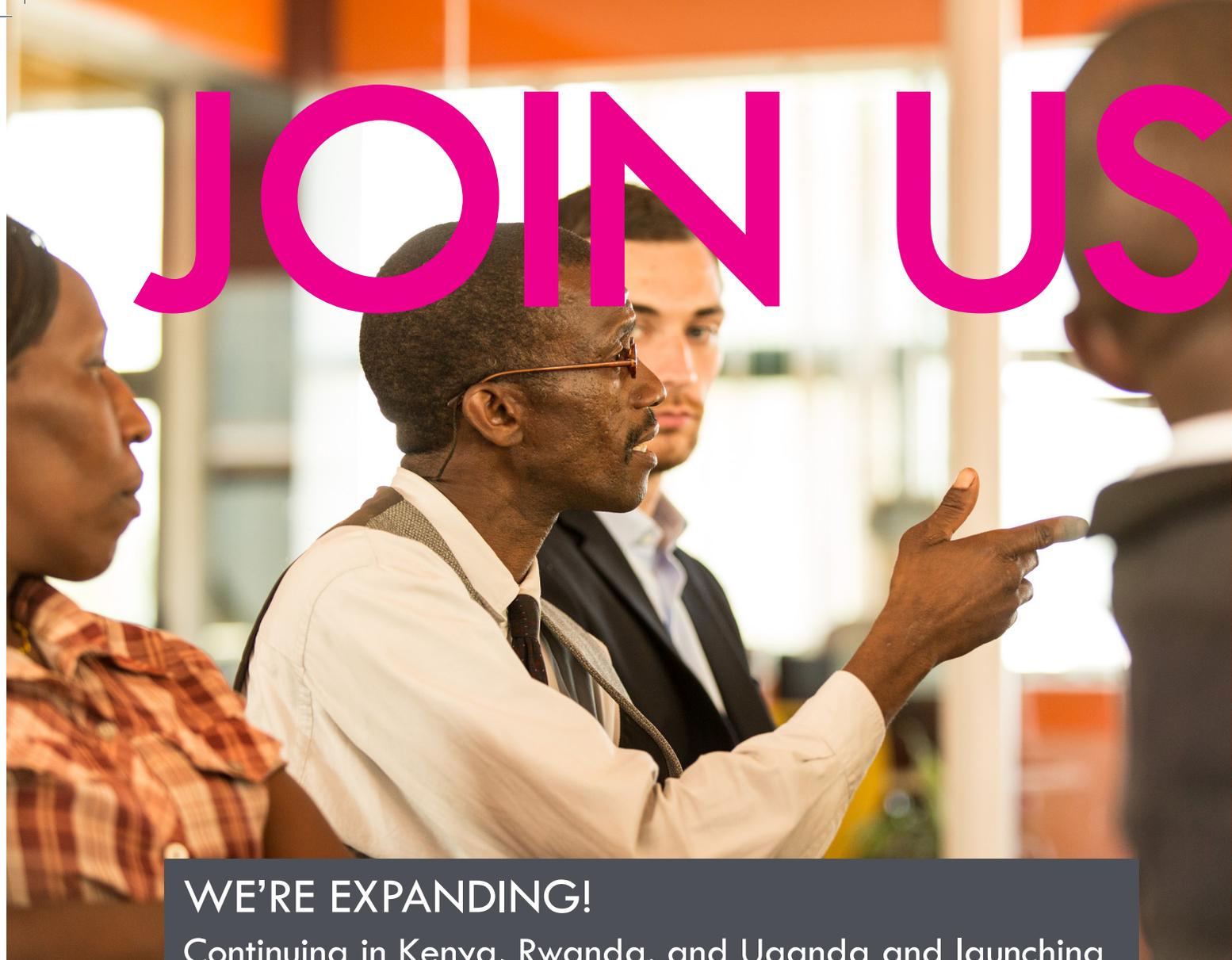
## GROWTH AFRICA

A business incubation hub in East Africa that works with local and international companies to grow their businesses Africa. GrowthAfrica was founded on the desire and mission to proactively contribute to the social and economic growth of African economies through strengthening of the competitiveness of local enterprises.



## PARTICIPANTS

# JOIN US



## WE'RE EXPANDING!

Continuing in Kenya, Rwanda, and Uganda and launching in South Asia

**TAKE YOUR BUSINESS TO THE NEXT LEVEL WITH AN UNRIVALED NETWORK OF MENTORS, INVESTORS, AND ADVISERS.**

- Get the funding you need to grow your business
- Learn from top mentors, investors, experts, and advisers
- Accelerate and prototype your product, service, and business model
- Enhance the impact of your products and services for girls

Benefits to ventures include up to USD \$80,000 of financial support, human centred design and prototyping support, local and global mentorship, peer-to-peer collaboration, and investment readiness and capital raising support to scale.

# IN 2016

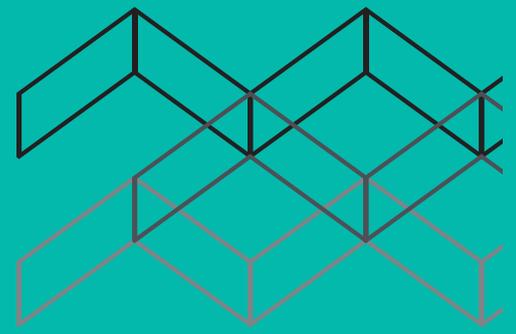
THIS IS YOUR **CHANCE.**

## ELIGIBILITY



To register for more information, email **SPRING 2016** to: [info@springaccelerator.org](mailto:info@springaccelerator.org).

If you are an investor and would like to find out more, contact SPRING Investment Director Suzanne Biegel: [suzanne@biegel.net](mailto:suzanne@biegel.net).



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