

# SPRING



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

[WWW.SPRINGACCELERATOR.ORG](http://WWW.SPRINGACCELERATOR.ORG)

SPONSORED IN PARTNERSHIP BY:



*Nike Foundation*



**USAID**  
FROM THE AMERICAN PEOPLE





## 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.

# SPRING'S MISSION

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



**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:

- The funding 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



# 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 grant funding to support their scale 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 NINE MONTHS OF IMMERSIVE TRAINING, MENTORSHIP, AND COLLABORATION TO TRANSFORM THESE BUSINESSES.

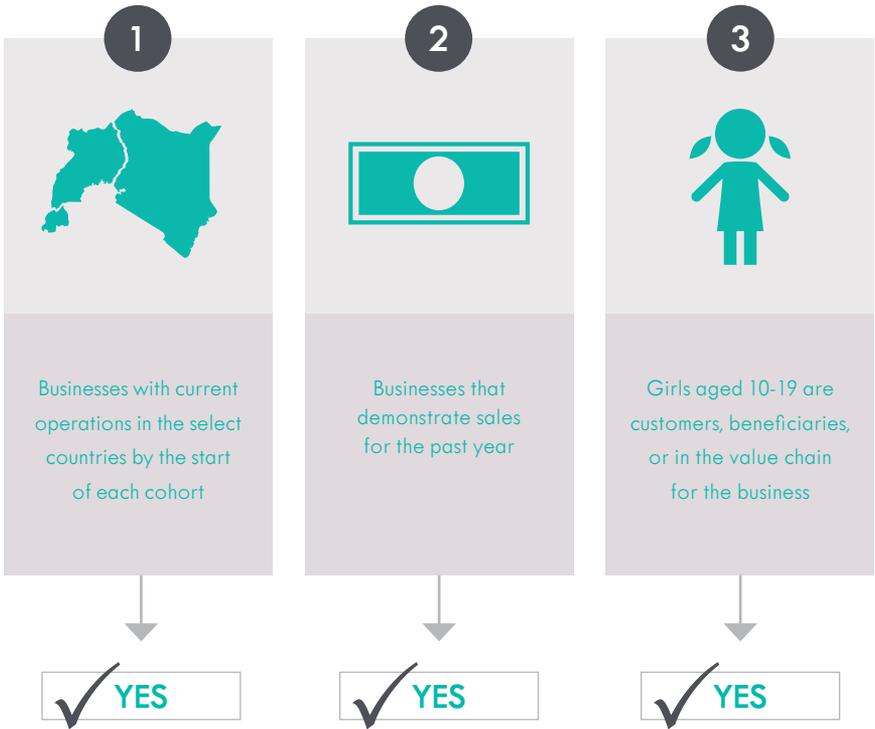
The accelerator provides each cohort access to world-class mentors and leading experts in business creation, design, marketing, legal support and financial expertise to help them drive their sustainable business models forward and create economic empowerment for girls. It also provides entrepreneurs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

# 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.

## APPLICANT CRITERIA

---



# 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

### SELECTION CAMP

**Nairobi, Kampala, Kigali** ⌚ 1 day

50 finalists travel to Nairobi, Kampala, or Kigali to pitch their products to business leaders, potential investors, and expert judges. Our goal: find the top 18.

### PROTOTYPING

**Home** ⌚ 8 weeks

Entrepreneurs get busy building and refining with SPRING support for product design, business model development, operations, and prototyping with girls.

### IMPLEMENTATION

**Home** ⌚ 6 months

Entrepreneurs start transforming their businesses around plans and prototypes created to date; SPRING assists with advice and capital strategy support.

### BOOT CAMP

**Home** ⌚ 2 weeks

18 selected businesses convene in Nairobi for 2 weeks of immersive training and customised coaching to identify challenges, opportunities, and plans for success.

### PITCH CAMP

**Nairobi, Kampala, Kigali** ⌚ 3 days

Entrepreneurs present revised pitches to a consortium panel, getting feedback to maximise growth potential and secure larger pools of capital.

### SPRING FORUM

**Nairobi** ⌚ 1 day

Nine months of work culminate as entrepreneurs pitch investment-ready businesses to investors and business leaders, securing capital for their game-changing solutions.

# 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

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 highgrowth 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.



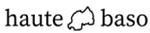
## FINANCE TRUST BANK

Finance Trust Bank is a 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.



## 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 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  
sanitation as a service

## 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.

## 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.



## 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.



## 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.

# 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

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.



## INKOMOKO

Rwanda's leading business incubator for social impact ventures is partnering with SPRING to offer critical advisory services and acceleration support.

# JOIN SPRING

## APPLY TO SPRING

---

SPRING is continuing in Kenya, Rwanda, and Uganda and launching in South Asia in 2016.

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

## INVEST IN AND SUPPORT SPRING

---

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

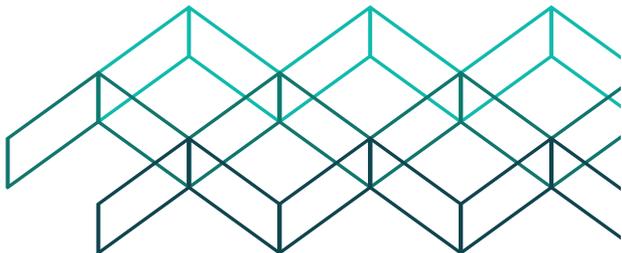
We are actively engaging investors, sponsors, and other organisations interested in supporting individual businesses, the entire portfolio of ventures, and the services SPRING provides as a programme.

### 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:  
[suzanne@biegel.net](mailto:suzanne@biegel.net)

Find out more:  
[WWW.SPRINGACCELERATOR.ORG](http://WWW.SPRINGACCELERATOR.ORG)



LEARN MORE

# SPRING

WWW.SPRINGACCELERATOR.ORG

 LINKEDIN  
[www.linkedin.com/company/spring-accelerator](http://www.linkedin.com/company/spring-accelerator)

 FACEBOOK  
[www.facebook.com/SpringAccel](http://www.facebook.com/SpringAccel)

 TWITTER  
[@SpringAccel](https://twitter.com/SpringAccel)

SPONSORED IN PARTNERSHIP BY:



*Nike Foundation*



**USAID**  
FROM THE AMERICAN PEOPLE

