Call for Innovations Q&A: South and Southeast Asia

October 21, 2021
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Please use this **chat box** for any questions or technical problem.

**The webinar will be recorded** and shared with you after the webinar.
Agenda

- **Overview**
  - Water and Energy for Food
  - South and Southeast Asia Regional Innovation Hub

- **Call for Innovations**
  - Overview
  - Themes and target groups
  - Eligibility
  - Timeline
  - Criteria
  - Application

- **Q&A**
WHAT IS WE4F?

WE4F is a joint international initiative of the German Federal Ministry for Economic Cooperation and Development (BMZ), the European Union, the Ministry of Foreign Affairs of the Government of the Netherlands, Sweden through the Swedish International Development Cooperation Agency (Sida), and the U.S. Agency for International Development (USAID). Announced at World Water Week 2018 and launched at Social Capital Markets 2019 signature event in San Francisco, California.
WE4F Objectives

• Increase *food production* along the value chain through a sustainable and *efficient* usage of water and / or energy

• Increase income for ‘*Base of the Pyramid*’ (BOP) women and men in both rural and urban areas

• Provide the *technical assistance and capital* to potential companies / organizations to meet the challenges in the WE4F nexus

• Promote *climate and environmental resilience* and biodiversity
What does WE4F do?

Scale 40 innovators with WE4F & ESG-driven technologies

Reach 1 million men and women smallholder farmers

Mobilize US$ 20 million in investments
WE4F Areas of Intervention

DIRECT GRANTS
via regional competitions and direct selection to promising innovators

ADVOCACY
for an enabling environment

TECHNICAL ASSISTANCE
for augmenting grant funds with services that enhance business operations

KNOWLEDGE GENERATION AND FACILITATION
for sharing best practices, lessons learned, pivots, failures, and successes

FINANCIAL ASSISTANCE
including Public-Private Partnerships (PPPs) and matchmaking between innovators and investors

CAPACITY DEVELOPMENT
including trainings to enhance stakeholder operations
S/SE Asia Regional Innovation Hub (RIH)

WE4F S/SEA RIH is implemented by a consortium of 3 partners

- **TETRA TECH**: Leading provider of consulting and engineering services worldwide helping clients address their water, environment, infrastructure, resource management, energy, and international development challenges.

- **CROSSBOUNDARY**: Mission-driven investment firm provides transaction and investment advisory services across all sectors in underserved markets globally.

- **DevWorks INTERNATIONAL**: International organization who has deep experience in food-water-energy nexus enterprises and a strong track record in fostering inclusive business and market-based solutions.

- Based in **Bangkok, Thailand**
- Operationalize WE4F objectives in **15 countries in S/SE Asia**
Innovators in WE4F S/SE Asia cohort
Call for Innovations Overview

With this second Call for Innovations, we are aiming to:

- Identify ~20 innovators
- Make ~2 million USD available to innovators
- Deploy a combination of grants, technical assistance and/or investment facilitation depending on needs
- Help innovators improve their ability to scale commercially, attract and secure outside investors, and integrate ESG themes into business models

Each award will be:

- Between 25,000-200,000 USD in value depending on needs
- Have a period of performance of up to two years (TBD at time of award)
- Contracted with Tetra Tech ES, Inc., WE4F Asia contractor
Innovation Themes

1. Innovations in food production to reduce water usage
2. Efficient use of water resources for food production
3. Sustainable use of energy and water on farms
4. Energy innovations for food processing and/or logistics
5. Food production with efficient energy use
6. Leveraging food waste for energy
WE4F works with entrepreneurship and innovation through the following actors:

- Innovators that demonstrated potential for financially sustainable scaling that have previously received support and proved successful in go-to-market phase from previous Grand Challenges
- Private, for-profit companies or nonprofits or universities that maintain their own budget and are responsible for generating revenue
- Others identified on a case-by-case basis

...in order to target the following end-users

- Poor women and men smallholder farmers
- Others working in all parts of the agriculture value chain
Eligibility Criteria

Applicants must meet the following requirements to participate:

<table>
<thead>
<tr>
<th>Eligibility Criterion</th>
<th>Description</th>
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<tbody>
<tr>
<td><strong>Type</strong></td>
<td>Legally incorporated/registered for-profit businesses and not-for-profit organizations or academic institutions which are responsible for generating revenue and maintaining a self-sustaining operational budget</td>
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<tr>
<td><strong>Size</strong></td>
<td>No restrictions on organization size</td>
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<td><strong>Location</strong></td>
<td>Applicants must be legally registered in one of 15 target countries</td>
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<td><strong>Matching funds</strong></td>
<td>Grant awardees must demonstrate matching funds</td>
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<td><strong>Impact</strong></td>
<td>WE4F nexus-relevant products and services must have a direct, tangible linkage between water, energy and/or food value chains. Innovations must directly or indirectly benefit the poor, contribute to gender equality and strive to avoid negative environmental impacts</td>
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A successful WE4F innovator should

- Have a **financially sustainable business model** (private companies and non-profit or academic organizations)
- Address water-energy-food **nexus challenges**
- Have a well-defined plan for **expansion**
- Build **sustainability** into the fabric of intended expansion
- Understand the **local enabling environment** for technology and business innovations
- Promote **user-center design**, not technology for the “sake” of technology
- Demonstrate direct or strong indirect **benefits for the poor**
- Show how their innovation **benefits women**
- Have a basic understanding of **ESG issues** and showcase strong commitment to integration
- Have a **gender-balanced team** that can scale up innovation in a sustainable manner
We are NOT looking to select innovators that

- Fail to demonstrate a proven tracked record of sustainable sales and service delivery
- Fail to demonstrate how they can eventually ensure sustainable benefits in line with WE4F goals
- Fail to demonstrate positive impact on the poor and women
- Fail to demonstrate positive impact on the environment (or at least that they cause no negative effects)
- Focus on research and development for a product without a clearly defined market or proven market demand
- Have not reached a minimum customer base of 5,000 customers/end user base per product or service that costs < $100
- Have not reached a minimum customer base of 1,000 customers/end user base per product or service that costs > $100
We are NOT looking to select innovators that

- Do not operate as a legally registered entity in at least one target country
- Focus on sustainable water supply and energy access without explicit benefit to the food sector
- Focus on agricultural products and services without a significant and sustainable water or energy efficiency component
- Develop large dam projects for water capture and storage
- Develop solar PV projects that lack an explicit benefit to food value chains
- Develop wastewater treatment projects that lack an explicit benefit to food value chains
- Develop large infrastructure projects
- Are large corporations for which the sale of WE4F nexus-relevant products or services do not represent a significant portion of revenue or is not a priority
- Are government entities or individuals
- Use fossil fuels as a key component of their business model
- Use inorganic pesticides and fertilizers as key component of their business model
Timeline

Oct 4 – Nov 12 2021
Concept Note Intake (6 weeks)

Nov 2021
Concept Note Review (2 weeks)

Dec 2021
Up to 50 shortlisted applicants to submit Full proposal (5 weeks)

Jan 2022
Full proposal review (3 weeks)

Feb 2022
Video teleconference interview (3 weeks)

Mar 2022
Pre-award bootcamp (3 days)

Apr 2022
Acceleration workplan development & Required documents completion (4 weeks)

Apr 2022
Award announcement & Grant agreement signed
## Concept note criteria

<table>
<thead>
<tr>
<th>Criterion</th>
<th>Criterion</th>
<th>Weight</th>
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| Innovation Viability | - Innovation description  
- How does innovation provide value to end-users, and differ from existing products?  
- Relation to water-energy-food nexus  
- Customer segments | 35%    |
| Business/Financial Viability | - Revenue and plans for expansion  
- Total addressable and potential market shares  
- Product or service costs | 30%    |
| Application and Sustainability/ESG in Developing Countries | - Intended geographies  
- Local partnerships  
- Relation to ESG topics: gender, environment, Base of Pyramid | 35%    |
• Access application portal at [we4f.org/apply-ssea](http://we4f.org/apply-ssea)
• View full call for innovations solicitation document
• Create SMApply account
• Submit concept note by November 12, 2021 at 5 PM GMT+7
• Submit questions to [WE4FAsiaBids@tetratech.com](mailto:WE4FAsiaBids@tetratech.com)
Questions
Thank you

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WE4FAsiaBids@tetratech.com