

Make-IT Eligibility and Selection Criteria

Guiding principles for selecting tech entrepreneurs and innovation

About Make-IT in Africa

The “Tech-Entrepreneurship Initiative Make-IT in Africa” promotes digital innovation for sustainable and inclusive development in sub-Saharan Africa. Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH implements this project on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ) as part of BMZ’s Digital Africa Initiative.

In close collaboration with more than 20 corporate and financing partners, social enterprises, hubs and networks, ‘Make-IT in Africa’ supports an enabling environment for young entrepreneurs in the digital sector – to enable better access to finance, markets and skills.

Social impact and contribution to the SDGs

Make-IT increases the number of successful tech entrepreneurs and creates an enabling environment for digital solutions for development challenges. The implementation of digital innovations in sectors such as agriculture, health, energy and financial system has a positive impact and contributes to several Sustainable Development Goals (SDG):

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SDG8: Promote sustained, inclusive and sustainable economic growth, full and productive employment
- 
SDG5: Achieve gender equality and empower all women and girls.
- 
SDG1: End poverty in all its forms everywhere
- 
SDG2: End hunger, achieve food security and improved nutrition and promote sustainable agriculture
- 
SDG3: Ensure healthy lives and promote well-being for all at all ages
- 
SDG7: Ensure access to affordable, reliable, sustainable and modern energy for all
- 
SDG17: Strengthen the means of implementation and revitalize the global partnership for sustainable development

Transparent selection process

In all its activities, Make-IT applies the principles of

- *Open access and competitive selection* for activities with limited capacity of implementation (e.g. limited number of participants in roadshows);
- *Gender equality* and promotion of young entrepreneurs;
- *Community-based selection processes* to enable transparency and give stakeholders a decisive role (e.g. in local and international juries);
- *SDG-oriented criteria for eligibility and selection* of tech entrepreneurs and prioritized innovations (e.g. for rating and prioritization).

Step 1 - Eligibility Criteria

Make-IT only considers applications by tech entrepreneurs that are within the framework of following criteria:

- E.1 For profit, registered business with a team of at least two people
- E.2 Registered in an African country
- E.3 In operation for at least one year
- E.4 Already have digital (software or hardware) product or service on the market
- E.5 Evidence of revenue and a clearly demonstrated potential to scale
- E.6 A business model with a „social impact“, i.e. with a solution to a problem as described in the SDG (locally and/or globally)
- E.7 Company Profile available online with appropriate information for business and financing partners
- E.8 Technology (tech) business, operating in the sector of agriculture, energy, health, fintech, mobility/logistics



Step 2 - Selection Criteria

For rating and prioritizing tech entrepreneurs participating in Make-IT activities the following criteria will be applied:

S.1 Innovation

- ✓ originality & novelty of the innovation
- ✓ combines several innovations

S.2 Commercial viability

- ✓ solid understanding of target market, and business addresses a real gap or challenge in the market

S.3 Social impact

- ✓ presents a solution to a social problem within the scope of the SDGs; positive impact on society (locally and/or globally)
- ✓ impact mechanisms are scalable and already used by a fair amount of people

S.4 Functionality

- ✓ easy to use; appropriate interactivity
- ✓ good maintenance and service

S.5 Design

- ✓ visually appealing; design creativity
- ✓ easy navigation (user-centered design)

S.6 Technology

- ✓ use of emerging technologies (IoT, Blockchain, AI, VR, AR)
- ✓ emphasis on data analytics, big data, and data science
- ✓ sustainability of technical solutions

S.7 Business Model and Team

- ✓ presents a transparent and sustainable business model
- ✓ Team supports gender equality and diversity
- ✓ Collaboration and active participation in networks and partnerships



Start-up Pool

creates a pipeline of supported start-ups and is the basis for networking and peer-learning.



Make-IT Matchmaking

promotes the cooperation of tech start-ups with business and financing partners through delegation trips, trade fairs, B2B events, pitches and business partner search.

Make-IT Certificate

All those tech entrepreneurs who have been selected and successfully participated in one of Make-IT's activities receive a certificate. The document states the support and endorsement by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH and serves as a reference letter.



Selected Make-IT activities



Make-IT Accelerator

supports tech entrepreneurs in West and East Africa in a 9-month programme, and connects them to corporates and investors.



Digital Innovation Made in Afrika

promotes the international visibility of digital innovations through publications, web clips, exhibitions and competitions.

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