



Muni University Agribusiness Innovation Hub

Call for Applications for Agribusiness Enterprises

Round 2, 2022

1 Background

Agribusinesses are one of the lucrative businesses and remain a primary source of livelihood among most families in rural and suburban areas worldwide. Besides low startup costs and operational expenses, agricultural businesses have the potential to achieve high rates of return on investment that would ordinarily not be possible when running a business in other sectors.

Muni University has established an Agribusiness Innovation Hub (AIH) with support from the Regional Universities Forum for Capacity Building in Agriculture (RUFORUM) and Mastercard Foundation. The aim of the AIH is to support development of agribusiness enterprises through entrepreneurial skills development, with a focus on students. Specifically, the AIH will:

- a) Train students and young entrepreneurs on agribusiness enterprise development.
- b) Support incubation and development of innovative agribusiness enterprise startups.

The AIH is expected to contribute to job creation for the youth, value-addition, development of new technologies, increased returns on agribusiness investment, and provide access to markets including affordable farm inputs and services, and provide linkage among academia, government, community, and industry through collaboration and capacity building initiatives.

2 The Call

The AIH is inviting applications from students of Muni University with agribusiness-related enterprises or social innovations with a focus on agribusiness. The support is intended to build existing or startup agribusiness enterprises led by students with a view of creating employment, especially for students and the youth.

3 Focus Areas

Applications MUST be on innovations in any of the focus areas of agribusiness listed below:

- a) Agricultural production, postharvest management, and value addition (agro-processing).
- b) ICT in agriculture or agribusiness.
- c) Aggregation, supply chain management, and distribution.
- d) Social enterprise/innovation focusing on agribusiness enterprise development.
- e) Any other relevant areas.

4 Nature of Support

At least five (5) student-led groups comprising 3 to 5 members with agribusiness or social enterprises will be selected in **Round 2**. Each student-led group will receive financial support of **up to UGX 5,000,000 (Five million shilling only)** as startup funds for development of their respective agribusiness enterprises.

In addition, groups will get support in the form of:

- a) Tailor-made group training sessions on specific topics that enhance skills and knowledge in agribusiness planning and development.
- b) Mentorship on entrepreneurship, communication skills, business plan development, finance management, human resources, and marketing.
- c) Access to a diverse pool of agribusiness role models from the private sector.
- d) Opportunities for the agribusiness enterprises to develop peer networks.

5 Eligibility

Applicants should meet the following eligibility criteria:

- a) All students of Muni University, irrespective of the faculty they are in, are eligible to apply.
- b) The **lead applicant MUST be a current (registered) student** of Muni University.
- c) Students or student-led groups that were successful in **Round 1 [2021]** are not eligible to apply.
- d) Student-led teams/groups should comprise 3 to 5 members each.

6 Evaluation Criteria

Evaluation of applications will be based on the following criteria:

- a) Applications are of agribusiness or social enterprise/innovation in nature.
- b) Innovativeness for the proposed intervention.
- c) Suitability of the business model.
- d) Potential to create employment for the youth and other vulnerable groups.

7 How to Apply

- a) Applications should target one of the focus areas listed in **Section 3** of this call.
- b) Applications **should not exceed 5 pages**, and should address the following questions:
 - i) Name/title of the agribusiness/social enterprise/innovation.
 - ii) Brief description of your team.
 - iii) Brief description of your agribusiness idea.
 - iv) What is the stage of your enterprise? (i.e. ideation; product development; beta testing with small user base; growth stage).
 - v) Is your enterprise a product or service?
 - vi) Has your enterprise team successfully raised funding, if so please let us know how much?
 - vii) What is the unique selling point (USP) or competitive advantage of your enterprise? How do you stand out from your competitors?
 - viii) What are the three key challenges hindering your enterprise's success and/or development? How are you overcoming them or what are your plans to overcome them?
 - ix) In terms of prospective clients, what problem or opportunity are you seeking to address and why is your solution better than what they could find elsewhere?
 - x) In your opinion, why are they willing to pay you for your product or service?
 - xi) What channels will you use to deliver the product or service to your clients?
 - xii) What is your budget? (provide a budget breakdown)
 - xiii) What other resources do you need to deliver your product or service?
 - xiv) How will your enterprise contribute to employment among the youth and other vulnerable groups?
 - xv) How will you sustain the enterprise beyond this funding cycle?

8 Where to Apply

Submit applications **via email** to i.abiriga@muni.ac.ug and iabiriga@gmail.com with a copy to a.alumai@muni.ac.ug with the email subject: **Round 2 AIH Agribusiness Application**. Applications should be submitted **no later than 10 June 2022**. Applications submitted after this deadline will be considered ineligible and will not be reviewed.