



Organisation of
Eastern Caribbean States



Eastern Caribbean Green Entrepreneurship Initiative

EASTERN CARIBBEAN GREENPRENEURS INCUBATOR PROGRAM

Application Guidelines

Passionate about an environmental and/or social issue? Have a business enterprise or idea that contributes to addressing an existing environmental and/or social problem?
Interested in taking the next step to grow your business, AND your environmental and social impact?

At the Global Green Growth Institute, we believe that green entrepreneurs are uniquely positioned as drivers of innovation, holding the keys to unlocking a transition to a green and sustainable future for our planet. Our program aims to catalyse your business to showcase ***Caribbean solutions to Caribbean problems*** on a national, regional and global scale.

If you are interested in developing and unleashing the potential of your green business or idea and securing a chance to win up to **USD\$10,000.00** in seed funding, then keep reading to learn how you can join the Eastern Caribbean Greenpreneurs Incubator Program!

What do we mean when we say,
“green entrepreneurs” or “green business”?



We are talking about a business or individual that is **purpose-driven** in addressing **social** and/or **environmental** issues through the services and products they deliver.

Our Commitment to Social Inclusion

Beyond our goals to strengthen the capacity and empower green entrepreneurs and their businesses, create opportunities for more sustainable, green jobs in the Eastern Caribbean, and connect entrepreneurs to an ecosystem of business development support, we are equally committed to the prioritization of women entrepreneurs and green job creation for women, youth, and persons with disabilities.

I. What can Eastern Caribbean Greenpreneurs expect?

Our Eastern Caribbean Greenpreneurs Incubator program is a free, carefully curated training and mentoring program designed to support green entrepreneurs to build robust and sustainable business models, and the skills, tools, and confidence to implement them for success. The program will culminate in a business plan competition that will provide seed funds to winning Teams.



Virtual Training



Mentoring



Networking



Pitch Competition

Orientation - As Eastern Caribbean Greenpreneurs, you will begin your journey with a virtual orientation session to meet other program participants from your country and region, while learning the program track, setting expectations, and meeting your mentor.

12-Week Virtual Training - Orientation will be followed by -weekly online training built around the lean startup canvas through participatory webinars and online assignments – each module dedicated to one step of building out your business model.

Mentorship Program - Based on business needs and preferences, each Greenpreneur will be assigned a mentor who will act as a ‘sounding board’ and support to guide them through the process of building out their business models.

Networking - During and beyond the program, Eastern Caribbean Greenpreneurs will have on-going opportunities to engage with like-minded entrepreneurs and supporters of green enterprises in the Eastern Caribbean region and beyond, providing opportunities for professional development, brand-building and awareness, and more.

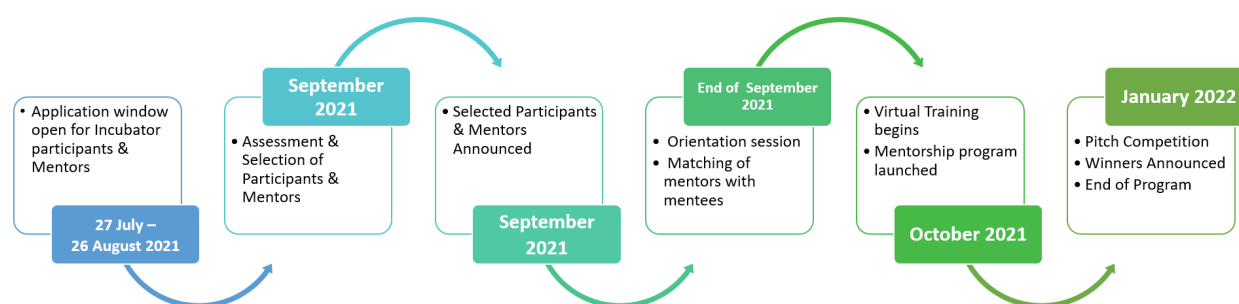
Pitch Competition - The final pitch competition involves requesting the teams to put together their business plans and pitches. This includes three main components:

- The Lean Canvas: This contains all core information about the business model on a single sheet.
- A video pitch and slide deck: This is how the teams communicate their vision, unique value, and feasibility in a compelling way.
- Financial and impact forecasts, including a Theory of Change: This allows teams to provide more detailed information about the sustainability of their model and the impact they want to make.

The competition serves to demonstrate the entrepreneur/teams' growth throughout the program and gives them the opportunity to compete for small-scale seed funding.

II. Program Timeline (* dates and timelines may be subject to change)

The 2021 Eastern Caribbean Greenpreneurs Incubator Program is planned to run from October 2021 to January 2022.



III. Who are we looking for?

- You are part of a team or an individual entrepreneur with a green business idea or leading an early-stage green enterprise.
 - We strongly encourage teams to apply.
 - We strongly encourage women, youth and/or persons with disabilities to apply.

- You aim to create positive environmental and/or social impact in your community or country through your product offerings, operations, or processes, while creating a profit.
- You are dedicated and eager to learn, and passionate about your cause.
- You have sound, technical understanding of your business or idea, but would like to learn more about how to build an effective and sustainable business model for success.
- You are in your early stages: you will typically have already piloted or launched your business and can demonstrate early traction or proof of concept.
- You have typically been in operation for less than two years and your sales revenue to date is less than USD \$100,000.
- Your business is innovative and unique in some way.
- You want to learn, connect, and share with others: you are eager to network with like-minded green entrepreneurs from across the region.
- You have sufficient access to the internet and a computer to enable participation in the online components of the program. You are committed to fully participating in a 12-week online program of training and mentoring, culminating in a pitch competition.

PLEASE NOTE, BY APPLYING TO THIS PROGRAM YOU ARE CONFIRMING THAT YOU CAN COMMIT TO:

- 2.5-hour Orientation Session at the end of September 2021
- 6-8 hours a week to participate in the following:
 - Webinar
 - Weekly assignments
 - 1-on-1 coaching
- A minimum of 3 x 1.5-hour virtual mentoring sessions held between October 2021 and January 2022

IV. Eligibility Criteria

The following criteria must be met for applications to be assessed for the Eastern Caribbean Greenpreneurs Incubator program. Please ensure that you meet the criteria listed below before completing the application form:

- The lead applicant must be a citizen of a participating OECS member country:
 - **Antigua & Barbuda, Dominica, Grenada, Saint Lucia, St. Kitts & Nevis, St. Vincent & the Grenadines.**
 Proof of citizenship will be required.
- The enterprise must operate or be intended to operate as a for-profit business in one of the countries listed above.
- The enterprise or business idea must demonstrate a green focus.
- The minimum age of Lead applicant is 18 years old.

V. Assessment Criteria & Selection

The Eastern Caribbean Greenpreneurs Incubator program is focused on supporting green enterprises to grow, generating positive environmental and social impact. Applicants for this program will be assessed against the following broad criteria as demonstrated through submitted applications. Please keep these criteria in mind as you complete your application.

- Green business focus
- Entrepreneurial mindset
- Business growth potential
- Social inclusion (of women, youth or marginalised groups)

The applications will first be screened against the **Eligibility Criteria**. Successful applications will then be scored and ranked according to the **Assessment Criteria**, from which the top teams will be selected. The goal is to have 80 participants in the program and recognizing that teams may vary from 1 to 5 members, we cannot confirm the number of teams that will ultimately be selected.

The scoring and ranking of applications against the **Assessment Criteria** will be carried out by a Selection Committee of four individuals, including representatives from GGGI, the OECS Commission, and an external regional body.

IV. Things to note before you submit the application

- Please ensure you meet all the Eligibility Criteria before applying.
- Please note that the Google Form application must be completed in one sitting (including attachments). As such, we strongly suggest that you:
 - Download the application form first;
 - Prepare the documents you need; and
 - Prepare your responses to the open-ended questions separately and paste them into the Google Form when ready.
- Please be sure to answer all the questions marked with an asterisk (*) in the application form and submit all required documentation, also marked with an asterisk (*). Partially completed application forms will be disregarded without notification.
- Each entrepreneur/team is only allowed to make 1 application.
- Please honour the submission deadlines. Applications received after the deadline will not be eligible for consideration.

- In case you experience any technical issues in submitting the application, please contact us (see below) before the deadline. Re-submissions will not be accepted after the deadline date.
- Staff and immediate family members of persons working at GGGI are not allowed to participate in this programme.
- In the case that you or your business have ever been involved in legal proceedings, please contact us immediately.
- GGGI reserves the right to end the relationship immediately in the case that false or misleading information was provided by applicants.

IV. Contact Us

For more information, questions, or concerns, please contact a member of the GGGI Caribbean Team:

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