12th edition of OSVP:

Orange Social Venture Prize
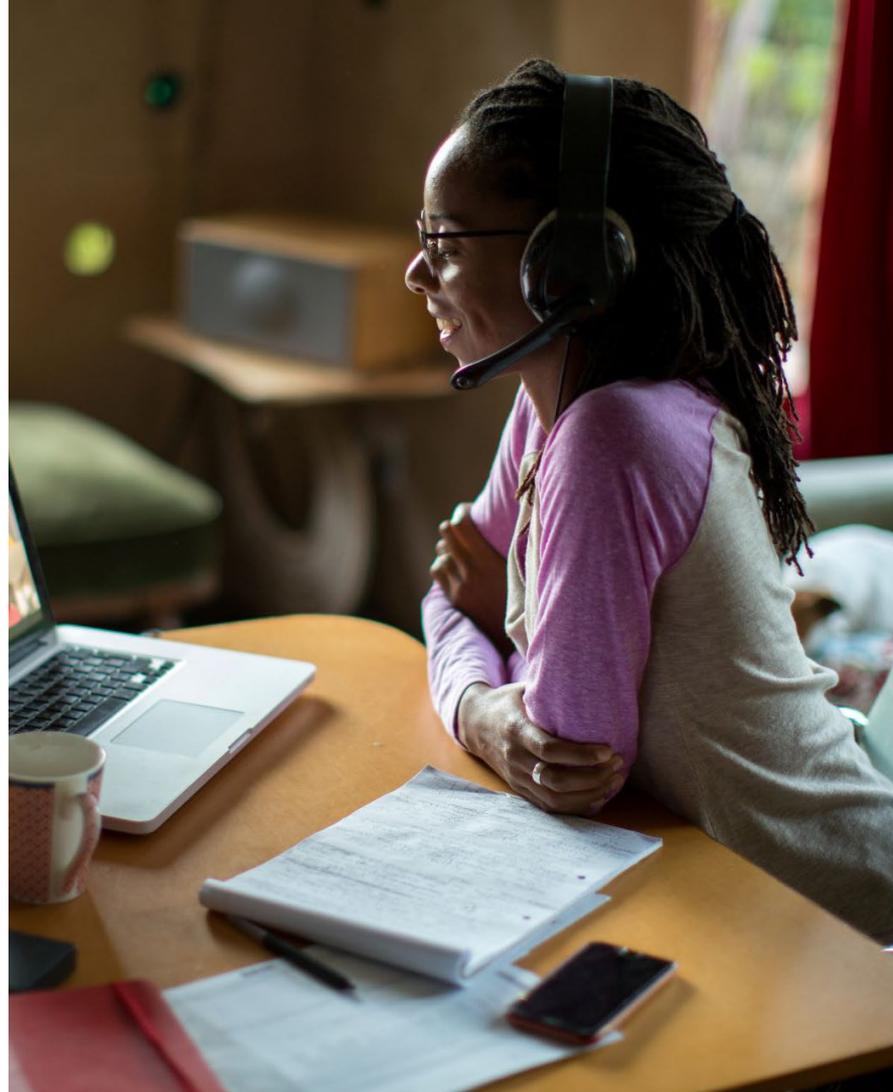## Africa and Middle-East

Application guidebook

Welcome

You decided to participate to the Orange Social Venture Prize 2022?

This guidebook will help you prepare your submission and fill out the form for a successful application.

The file is available in French and English on our website: poesam.orange.com

Good luck!

This guidebook contains the following information

- ✓ Conditions of eligibility for the participation to the Orange Social Venture Prize 2022
- ✓ List of required documents to complete your application
- ✓ Recommendations to maximize your chances of success
- ✓ A presentation of the application form and its various sections

1st step – Make sure you're eligible to participate to #POESAM2022

The Orange Social Venture Prize is …

For who?

☐ **Entrepreneur:** you must be aged over 21 years as of 28 March 2022

or

☐ **Legal entity:** You have exercised the activity for less than 3 years on 28 March

where ?

☐ Your project is implemented in one of the 17 countries where Orange is present in Africa and the Middle-East

Botswana, Burkina-Faso, Cameroon, Côte d'Ivoire, Egypt, Guinea Bissau, Guinea Conakry,Jordan, Liberia, Madagascar, Mali, Maroc, CAR, DRC, Senegal, Sierra Leone, Tunisia.

what project?

☐ Your project offers an innovating solution using ICT (mobile or internet) to answer population or environmental needs.

You satisfy all conditions?

Great!

Let's start your application ☺

2nd step – Create your account on poesam.orange.com

To apply, you must create an account by entering your first name, your address, your email address, your company's email address and your telephone number (optional). You will then receive a first password by email. This password can then be changed on your personal space. Please note that it will no longer be possible to modify the name, first name and email once the account has been created.

⚠️ To be noted :

- You have the possibility to complete your application in several times. To do this, at the bottom of the form being completed, click on the "save" button to save your file so that you can complete it later. If you disconnect, when you reconnect, you will find your application file at the stage where you left it when you last connected. To submit your application definitively, click on the "send my application" button.

- Once you have submitted your application, you will only see the summary of your application. The only way to modify your application is to delete it (by clicking on the delete button). Please note that this action deletes the entire application, which will have to be redone.

3rd step – Prepare the necessary documents to complete your application form

1. Your project logo

- This is the graphical representation of your project or company
- It allows you to be easily identified and to stand out from other projects
- It is not a mandatory field to submit in your application form, but if it exists, we recommend you to upload it
- The required format is:
  - ✓ jpg, png, gif
  - ✓ 150x150px
  - ✓ 200 Ko max

2. Presentation of your project

- This allows assessors and jury members a view on project quality, its maturity and how advanced it is. It also gives indication about the owner of the project, his or her determination and skills.
- Required format:
  - ✓ PDF
  - ✓ 10 Mo max
- The name of the file must be strictly identical to the name of the project in the first field of the application form
- Your presentation of your technology project must include:
  - ✓ Short presentation of the project of 1,000 to 2,000 characters: social or environmental issue that you are trying to solve with new technologies.
  - ✓ Market analysis: Segmentation, SWOT, Competition, Partners (financial,strategic etc.) ;
  - ✓ Market opportunity ;
  - ✓ Product / service ;
  - ✓ The team ;
  - ✓ 3 year business plan ;
- Evaluation of social impact

Don't hesitate to include a link to video if you have one to complete your presentation!

All you need to know about... the application form

- ✓ It consists of:
    - ▪ A « Submit your candidature » form available on our website poesam.orange.com

- ✓ Until 5 june, the closing date for applications, you have the possibility to modify the information shared on your application as well as and your application file.

- ✓ In the case you submit your application again, you must use the same identification: Last name– First name / email.

- ✓ By participating, you agree to fill all mandatory fields with correct information in order to validate your participation and so you can be contacted in case you are selected.

- ✓ If your application contains any text or image that is judged inappropriate, then it will not be validated; it will also not be a valid candidature for the contest.

⚠ No incomplete, erroneous, false, counterfeit or fraudulent entry may be considered and will be sanctioned by formal and definitive prohibition from participating in the Competition.

4th step – Fill out the application form

The form has:
- ✓ 2 pages: 'Personal information' (page1) et 'Project information' (page 2)
- ✓ Mandatory fields are marked by *
- ✓ Drop-down menu for: 'Country of deployment for the project' and 'Sector'

Below is some advice to complete your project information some of which will be published on our website.

What problem does your company want to solve ?

Present here the social and / or environmental issue that you are trying to solve with new technologies. You have 200 characters maximum.

What solution does your company provide?

Describe her your proposed solution. You have 200 characters maximum. Capture the readers' attention and stand out from competition.

Describe your project

This is a decisive input. You need to convince the reader of your project's relevance. You have 1000 to 1500 characters maximum. Show your firm grasp of the topic.

My project aims to improve living conditions for women?

Since 2020, there is an international women award in additional to the other awards in the Grand Prix. If your project is beneficial for women (women empowerment, creating or preserving jobs, gender data collection, digital or financial inclusion…), please answer 'Yes' to the question in order to attempt to win €20,000.

The Orange Social Venture Prize 2022 is…

Since 2011, the Orange Social Venture Prize in Africa and the Middle East has been part of **an approach to detect and support start-ups.** The competition starts with a national phase during which each of the 17 Orange subsidiaries taking part will examine the projects submitted in its country and nominate three winners maximum. Then there will be a second international phase in which the winners from each country, up to 54 winners in total, will compete before an international panel which will award the OSVP grand prize.

Furthermore, the 10 international finalists will have the opportunity to receive personalized support from experts in founding and financing new companies.

11 years of support to technological start-ups with a positive impact! One additional prize: The International Women's Prize.

So this year a total of 4 Prizes will be awarded

More information here: **https://poesam.orange.com**

Thank you !

Any question ?
contact.poesam@orange.com

Keep up with our news on :

https://twitter.com/orangeafrica