



Catalysing High-Impact Entrepreneurship in Africa

# GROWTH ACCELERATOR GUIDE





# FOREWORD: CEO, Anthony Farr

Allan & Gill Gray Philanthropy (AGGP) in East Africa is convinced that the biggest challenge facing the continent is youth unemployment, and that focused support of entrepreneurship will have the greatest leverage for ensuring meaningful employment. AGGP therefore pursues a long-term strategy of developing exceptional and responsible entrepreneurs.

The Jasiri Growth Accelerator is designed to accelerate the growth and scalability of responsible entrepreneurship driven by Market-Creating Innovations in Africa. We aim to empower the next generation of innovation leaders to help unleash prosperity and well-being in today's emerging economies.

Through all our programs, namely - Jasiri Growth Accelerator, Jasiri Talent Investor and our pipeline building program Wavumbuzi - we aim to systematically identify and remove potential stumbling blocks in the entrepreneurial journey on an individual, team, and business level.

We look forward to witnessing the immense impact of all the ventures that are developed through these programs!

**Mr Anthony Farr, CEO**





# FOREWORD: COUNTRY DIRECTORS



“ In December 2020, we launched the JASIRI Talent Investor Program, a holistic one-year program that guides and funds aspiring entrepreneurs to launch ventures with market creating innovations from idea generation to venture creation. We are excited to launch the JASIRI Growth Accelerator designed to accelerate the growth of existing startups within Rwanda and Kenya ecosystems. We look forward to seeing the growing impact and contribution of these ventures in building the Africa we want!

**Ms Aline Kabanda**  
**Country Lead: Rwanda**



“ We are thrilled to expand our contribution to the growing entrepreneurial ecosystem in Kenya and the African continent at large! Indeed Africa needs more businesses that solve difficult problems through providing goods and services required by many people. We are honoured to be able to support such ventures, and are looking forward to seeing the Accelerator businesses growing in leaps and bounds whilst contributing to social change in the African continent!

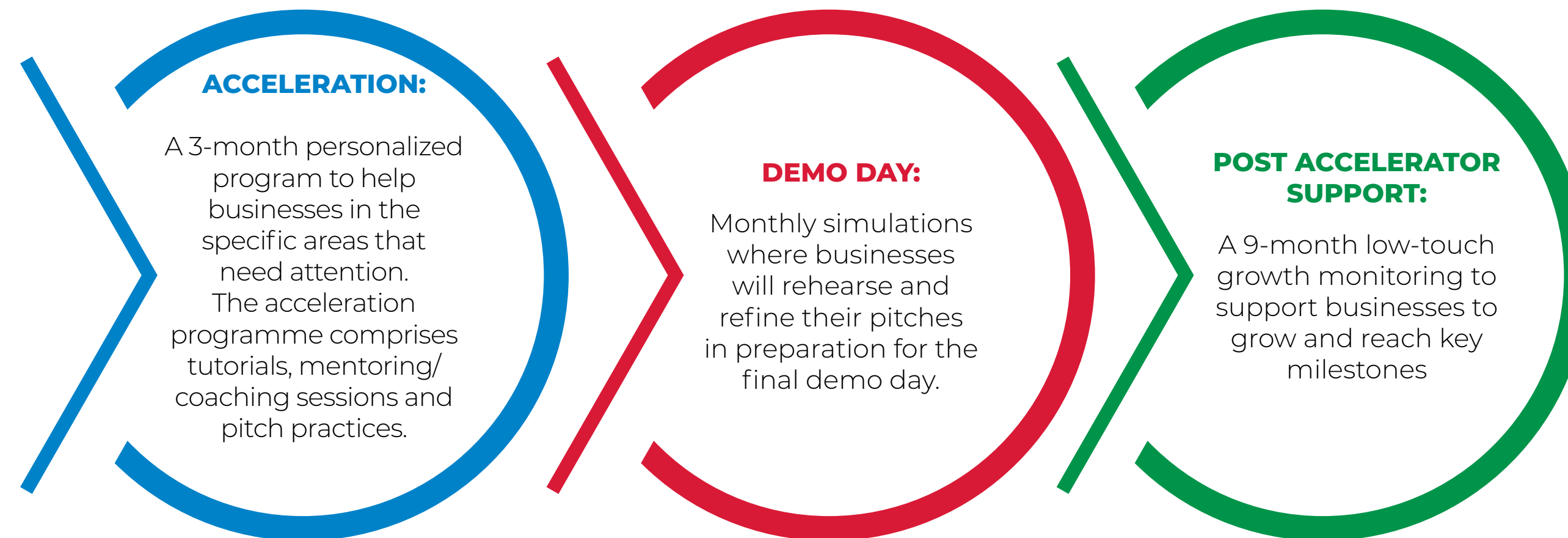
**Dr Roselyn Marandu-Kareithi,**  
**Country Lead: Kenya**

# WHAT IS THE JASIRI GROWTH ACCELERATOR

The Growth Accelerator focuses on existing startups from Rwanda or Kenya with market-creating innovations i.e. businesses solving difficult problems and providing goods or services to a large number of people.

Qualifying businesses will pitch for a USD75,000 investment from JASIRI and access further investment from angel investors and venture capitalists. The Growth Accelerator will offer qualifying ventures with investor readiness and scaling support to help them hit key metrics required for funding.

The structure of the Growth Accelerator is as follows:



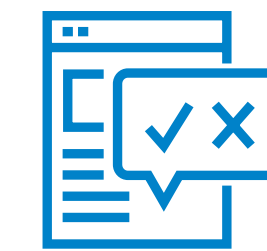
# GROWTH ACCELERATOR RECRUITMENT & SELECTION

## ELIGIBILITY CRITERIA

To be accepted into the Growth Accelerator program, the Startups must exhibit the following:

- ▶ Large potential market
- ▶ Market-Creating Innovation - potential to address non consumption ie trying to solve difficult problems and providing goods or services that were previously not accessible or affordable to a large number of people.
- ▶ Existing user base
- ▶ Generating revenue
- ▶ Consistent growth in revenue or user acquisition
- ▶ Proof of legal Registration and tax compliance in Rwanda or Kenya

## SELECTION STAGES



**STEP 1**  
**COMPLETE**  
**QUIZ**



**STEP 2**  
**COMPLETE AND SUBMIT**  
**APPLICATION FORM**



**STEP 3**  
**ATTEND APPLICATION**  
**INTERVIEW**



**STEP 4**  
**ANNOUNCEMENT OF THE**  
**SELECTED BUSINESSES**

The Recruitment Committee hosts bi-weekly information sessions for interested businesses who would like to get detailed information about the Growth Accelerator, how to apply and any other relevant information.



# ACCELERATOR KEY FOCUS AREAS

## ACCELERATION

The Growth Accelerator will assess and support businesses in 11 key areas which impact scaling and investor readiness. The areas are:

- Market Sizing
- Product & Value
- Growth Strategy
- Market Creating Innovations
- Growth Tools
- Creating a High-Performing Team
- Strategy & Execution
- Marketing & Sales
- Revenue Models
- Fundraising
- Problem- Solution

## DEMO DAYS

Demo day is a live virtual event where businesses will pitch for investment funding.

Businesses that meet JASIRI's investment criteria will receive \$75 000 funding and will also have the opportunity to receive additional investment from JASIRI's network of Co-investors.

## POST ACCELERATOR

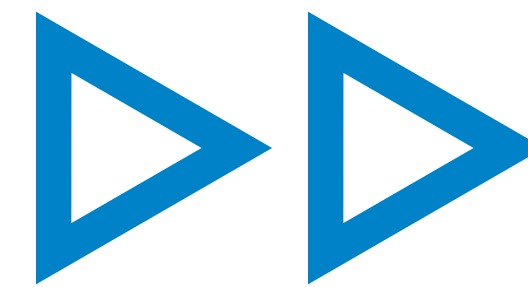
After successful completion of the accelerator, businesses will receive 9 additional months of growth monitoring and support. This will be in the form of coaching and mentoring sessions.

Graduates of the Growth Accelerator will also have the privilege of joining the powerful and supportive JASIRI alumni network.



# INVESTMENT STRUCTURE

JASIRI intends to remain a minor shareholder. Businesses will be incentivised by ensuring they remain the major shareholders of their ventures. The opportunity for additional shareholding will be presented in further investment rounds. If the required investment exceeds the offered funds, the additional investment can be in the form of debt.



**INVESTMENT AMOUNT  
PER BUSINESS**

**\$75,000**



**INVESTMENT VEHICLE**

**EQUITY**



**INVESTMENT TIMING**

**END OF  
ACCELERATOR**

**(based on achievement of  
milestones)**

## TO LEARN ABOUT US



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