

LIGHT AWARD CONCEPT NOTE

2nd Edition, May 2019

BACKGROUND

Nurturing a new breed of leaders showcases practical results through immediate action taken by those empowered; and there is no better way to picture this than seeing youth taking entrepreneurial paths.

LIGHT AWARD, an annual youth entrepreneurship competition, is meant to spark the entrepreneurship spirit in youth, putting them in pathways of community problem solving as they initiate activities that, initially, render them autonomous, job creation oriented, and leaders; as well as contributors to the prosperity of the national economy, by rewarding winning ideas/projects financially, coaching/follow-up, free online promotion and referrals/recommendation as to open further doors, having given them a leverage needed to kick off with their ventures.

On April 22nd 2018, we successfully held the first edition on the LIGHT AWARD; three best projects got financial support to take off with their entrepreneurial ventures; together with the additional 5 finalists, they received 2 months coaching with a local partner, an incubator (Burundi Business Incubator). We hosted 4 intense coaching sessions on Business plan writing, Design thinking and strategic communication, empowering over 1.500 youth across Burundi.

OBJECTIVES

- Provide a platform for intense entrepreneurship coaching to empower youth; to comply with **SDG 4 "Quality Education"**
- Create a culture that ignite youth's initiative and service through the Light Award contest to take transformative actions in the community; **SDG 8" Decent work and Economic Growth"**
- Create a platform and a chanel through which promising youth projects shall meet investments and contribute to the regional economic rise; **SDG 8 & SDG 17 "Partnership for achieving SDGs"**

ACTIVITIES & PROCESS

- A. Training & Coaching:** This segment covers entrepreneurship courses, digital marketing courses, Business Plan workshops, Design thinking and Communication coaching.
In addition to the above, some seminar & conferences to raise awareness shall be organized in different institutions around Burundi.
- B. LIGHT AWARD CONTEST,** proceed as follows:

1. **Online application:** a Google form intended for data collection and statistics purposes, where applicants shall fill in their personal details as well as a brief description of their idea/project;
2. **First short listing:** the jury, made of 3 specialists, shall read through the applications and shortlist best applications to go for the next phase. The outcomes shall be emailed to all applicants about the status of their applications.
3. **First pitch (private):** this is meant for the shortlisted applicants to privately pitch their projects/ideas in front of the jury; which jury shall select up to 8 best projects to be pitched in front of the audience for the Finals.
Three (3) projects per category shall be selected thereof to be rewarded the Light Award prize.

4. Prizes

1	Gold	Trophy + Cash	Follow-up/Mentorship/Coaching	Posted on website (ulbu.bi) or light Award's	Additional gifts
2	Silver	Trophy + Cash	Follow-up/Mentorship/Coaching	Posted on website (ulbu.bi) or light Award's	Additional gifts
3	Bronze	Trophy + Cash	Follow-up/Mentorship/Coaching	Posted on website (ulbu.bi) or light Award's	Additional gifts
The rest of finalists contestants		-	Follow-up/Mentorship/Coaching	-	-

The above is for categories 1, 2 and 3

AWARD CATEGORIES

1. **Social Innovation/Entrepreneurship**
2. **Visual & Creative Art:** Photos that tell stories to promote social inclusion and create a new narrative for Africa;
3. **Agribusiness;**
4. **20 Most Influential Women Social Impact Award** (SDG 5 "Gender equality: Women Empowerment");
5. **30 Most Influential youth leading social change:** to promote transformative actions and recognize efforts to contributing in youth empowerment, women empowerment and service beyond self



abroad (foreigners making a difference off home, to promote social integration).

BUDGET

NO	ITEMS	UNITS	UNIT PRICE (in USD)	TOTAL PRICE (in USD)	Commentary
Fixed Cost					<i>Items needed to run the initiative</i>
1	Laptop	2	1000	2000	
2	Office rent	1	1200	1200	<i>12 Months</i>
3	Office furniture			3000	<i>Table, chairs, shelf,...</i>
4	Camera Nikon D610 + lens 18-55mm f/3.5 ED	1	1500	1500	<i>Camera for videos and photos of our activities</i>
Variable costs					<i>Vary according to seasons and size of the Award edition</i>
1	Trophies				<i>Depend on number of categories of awards</i>
2	Event Errands				<i>Pre, during & post event</i>
	Communication	15	50	750	<i>A team of 20 Volunteers</i>
	Transportation	15	100	1500	<i>Both locally and countryside as we shall be tracking Category 4&5 candidates</i>
	Team's stipend	15	50	750	<i>Part of which shall be used for refreshment during meetings</i>
Prizes					
3	Category 1	3	2000 1500 1000	4500	<i>These are provisions for Edition 2 to be held in April 2019</i>
	Category 2	3	1500 1000 700	3200	
	Category 3	3	2000 1500	4500	



			1000		
	Category 4	10	100	1000	<i>This shall be for certificates of recognition + pins/ribbons "#SheInspires"</i>
	Category 5	30	-	-	<i>These will receive recognitions through media and a magazine</i>
Visibility & Marketing					
4	Radio programs		1000	1000	<i>A rough estimation on what we are willing to spend on this section to engage</i>
5	Internet & Digital Marketing		1000	1000	
6	Stationeries			<u>2.325</u>	
	1. Design		500	500	
	2. Printing				
	- Badges	15	5	75	
	- 3*5 Banner	1	300	300	
	- Pull-Ups	2	200	400	
	- 2*4 Banner	1	250	250	
	- T-shirts	15	20	300	
	- Documents(letters + envelopes)	-		500	
7	Venue charges	1	500	500	<i>Venue +Sound system</i>
8	Operational Activities	2	1000	2000	<i>For 9 months working on the project + Training volunteers + running the back office operations for 3 people</i>
9	Consultancy Fees	2	1000	2000	
10	Miscellaneous		500	500	<i>Some unforeseen expenses</i>
TOTAL				<u>33.225</u>	<i>Can be provided either in in-kind or cash</i>

We say Thirty Three Thousands Two Hundred Twenty Five (33.225 USD)

Covered: 4000 USD By The Embassy of the United States of America in Burundi

Net Budget: 29.225 USD

Official Rate: 1\$ = 1812 FBu

CRITERIA

[These criteria apply for categories 1 to 3]



- Being a student enrolled in one of Universities/High-school in Burundi
- Have an original idea or a running initiative/business not older than 1 year
- Willing to register the business within the 2 following months (If applicable)

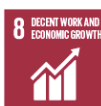
Beyond the above criteria, the jury shall base its judgment on the following critical points:

IDENTITY: Describe your business in one sentence. What do you do and who do you do it for? For example, a bike shop's identity might be: "we offer high- good quality biking gear for families and regular people, not just gear heads." Your identity is what sets you apart from the competition. It's how you define who are as a business.	
PROBLEM WORTH SOLVING: Describe the problem that your potential customers have, why do they need your products or services?	OUR SOLUTION: What is your product or service? Describe it here and how it solves your customer's problem.
TARGET MARKET: Who are your customers? Describe your ideal customer her and if you know, how many of them they are.	THE COMPETITION: What other products or services do your potential customers use today to solve their problems? How are you better than the competition?
SALES CHANNELS: Describe how you will sell to your customers. Will you sell directly to them at them at a storefront or with a website? Will you use a sales team or distributors? Describe your sales process here.	MARKETING ACTIVITIES: What are the primary ways you will reach your customers? If you will be advertising or using PR, describe those activities here.
REVENUE: What are your primary revenues streams? Don't worry about listing specific revenue goals when you are early in the process. Instead, describe how you will make money and what products or services will generate that revenue.	EXPENSES: List your expenses here. There's no need to go into lot of details in the early stages. Just list the areas that you expect to spend the most money on
MILESTONES: List then your primary goals and objects that you hope to achieve over the next few months, what do you need to get done to take your business from idea to reality?	



TEAM AND KEY ROLES: <i>If you have business partners or need to hire key people to help you launch the business, list those people and positions here,</i>	PARTNER AND RESOURCES: <i>Some business need key partners in order to launch. Other business may have intellectual property or resources that will help them get up and running. List those partners and resources here</i>
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LIGHT AWARD ROAD MAP			
DATE	ACTIVITIES	RESPONSIBLE	STATUS
15 Feb	Launch of Light Award Video		
18 Feb	Workshop Makamba (Université Sagesse d'Afrique)		
20 Feb	PM : Workshop Gitega		
21 Feb	Workshop at Gitega International Academy		
22 Feb	Workshop in Ngozi		
01-March	Launching of Light Award's application form		
1 – 2 March	Workshop in Bujumbura (Université Lumière de Bujumbura)		
15-March	Closing Light Award's Application Form		
01-April	Announcement of shortlisted candidates to semi-finals		
27-April	Light Award's Semi finals		
28-April	1 day workshop with finalists on "Pitching for the finals"		
1 - 10 May	Online votes for the 5 categories of the Light Award		
23 May	Light Leaders convention, student leaders conference		
24-May	Light Award Finals		



PARTNERS

Executive partners

1. **Université Lumière de Bujumbura** (Light University of Bujumbura) :
Convener
2. **Spears Connect** : Designing & Implementing

Media Partner

3. **JIMBERE MAGAZINE**

Operational Partners

4. **United States Embassy in Burundi**
5. **KrysBel Design**
6. **Burundi Business Incubator**

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