



Arab Republic of Egypt
Ministry of Communications
and Information Technology



CALL FOR PARTNERSHIP

دعوة للشراكة

IN

ELECTRONICS STARTUP SUPPORT

في دعم شركات الإلكترونيات الناشئة

July 2019

يوليو ٢٠١٩

Table of Contents

موجز (In Arabic)	3
1. INTRODUCTION	5
2. SCOPE	5
3. ELIGIBILITY	6
4. APPLICATION REQUIREMENTS	8
5. EVALUATION CRITERIA	8
6. TIMELINE	9
7. SUBMISSION	9

موجز (In Arabic)

فوضت وزارة الاتصالات وتكنولوجيا المعلومات هيئة تنمية صناعة تكنولوجيا المعلومات في اتخاذ كافة الإجراءات الضرورية لتنفيذ مبادرة "مصر تصنع الإلكترونيات" بهدف جعل مصر المركز والمصنع الإقليمي للسوق الأوروبية والشرق أوسطية والأفريقية لتصميم وتصنيع الإلكترونيات، وجعل صناعة الإلكترونيات أحد أكبر دعائم الاقتصاد المصري من خلال المساهمة في مضاعفة الصادرات وتقليل الواردات وتوفير مئات الآلاف من فرص العمل.

وفي هذا الإطار تعلن مبادرة "مصر تصنع الإلكترونيات" عن هذه الدعوة للشراكة في دعم وتنمية الشركات المحلية الناشئة التي تبتدع في تصميم الإلكترونيات والجيل الصناعي الرابع ونظم إنترنت الأشياء، وتستهدف هذه الدعوة على وجه الخصوص:

- تعزيز دور القطاع الخاص في تنمية النظام الإيكولوجي للشركات الناشئة.
- تقوية التعاون مع الجهات الفاعلة في القطاع الخاص عن طريق تحديد شركاء في دعم الشركات الناشئة.
- تشجيع رواد الأعمال الجدد على بدء أعمالهم في مجال الإلكترونيات من خلال التوجيه والدعم المالي.

وتتسق هذه الدعوة مع مهام المبادرة لتحفيز الاستثمار الخاص في الشركات المحلية الناشئة العاملة في مجال إبداع الإلكترونيات، وسيتم تقييم المتقدمين كشركاء في دعم الشركات الناشئة Startup Support Partners (SSPs) بناءً على سجل الخبرات والقدرة على الدعم في مجالات مثل:

- التعرف على والاستثمار المشترك في شركات ناشئة مبشرة في مراحل العمل المبكرة.
- إضافة قيمة داعمة إلى الشركات الناشئة المحددة بالمساعدة على التسويق التجاري والتوسع عالمياً من خلال خبرة وشبكات العلاقات الاستراتيجية للشركاء في مجالات مثل تطوير التكنولوجيا وفتح الأسواق.

وستمتد الشراكة لمدة ثلاث سنوات، يتم خلالها إجراء مراجعات أداء سنوية بناءً على جودة الشركات الناشئة المرشحة للدعم وبناءً على نجاحات الشركات الناشئة المدعومة.

وتلتزم المبادرة من خلال هذه الدعوة بتوفير تمويل بقيمة من نصف مليون إلى مليوني جنيه على مدار فترة تتراوح من ستة أشهر إلى عامين على دفعات مرتبطة بخطة العمل، وذلك للشركة الناشئة الواحدة التي تم ترشيحها من قبل شريك الدعم واجتازت بنجاح معايير الاستحقاق والتقييم المحددة فيما بعد في هذه الدعوة، وتحصل المبادرة على ٢-٤% حصة في الشركة الناشئة نظير كل تمويل بقيمة نصف مليون جنيه.

ويمكن تلخيص دور شركاء دعم الشركات الناشئة (SSPs) فيما يلي:

- قبل قبول تمويل الشركات الناشئة: التعرف على الشركات الناشئة المباشرة وتقييمها للتأكد من اجتيازها معايير المبادرة لقبول التمويل ووضع مؤشرات أداء الشركة المرتبطة بالتمويل المطلوب وأخيراً ترشيح الشركات المتميزة للمبادرة بهدف الحصول على التمويل.
- بعد قبول التمويل: توفير التوجيه و إتاحة الموارد المالية والغير مالية لمدة ٦ أشهر على الأقل وذلك لتحفيز نمو الشركات الناشئة المدعومة من المبادرة.

وتجدر الإشارة إلى أن هذه الدعوة متاحة لجميع الكيانات القانونية المهتمة بالعمل محلياً على دعم الشركات الناشئة من خلال توفير خدمات الاحتضان والتسريع و/أو التوجيه.

1. INTRODUCTION

1.1 The Information Technology Industry Development Agency (ITIDA) through its "Egypt Makes Electronics (EME)" Initiative (ITIDA-EME) is calling for Startup Support Partners (SSPs) to cooperate on strengthening support for startups with innovative businesses in electronics design, Industry 4.0 manufacturing, or IoT systems.

1.2 Specifically the objectives of this Call are:

1.2.1 Leveraging private sector to grow the startup ecosystem.

1.2.2 Tightening collaboration with private sector players by appointing SSPs.

1.2.3 Encouraging first-time entrepreneurs to start their own businesses in electronics through mentorship and financial support.

1.3 Applicants for SSPs will be evaluated based upon their track record and ability to support startups.

1.4 Partnership appointment will be for 3-year duration during which there will be annual performance reviews based upon quality of startups recommended and successes of supported startups.

1.5 In-line with ITIDA-EME's mandate to catalyze private investment into startups working in electronics innovation, ITIDA-EME is seeking partners who can:

1.5.1 Identify and co-invest in local early-stage startups in electronics design, Industry 4.0 manufacturing, and IoT systems.

1.5.2 Value-add to the selected startups, helping startups to commercialize and expand globally through the partners' expertise and strategic networks in areas such as technology development, commercialization, and market expansion.

2. SCOPE

2.1 This Call is within the activities of "Egypt Makes Electronics (EME)" Initiative whose objectives are:

2.1.1 Foster the Egyptian Electronics industry to be one of the main drivers of national economic growth.

2.1.2 Position Egypt as the regional hub for electronics manufacturing and design.

2.2 ITIDA-EME will commit a fund of EGP 0.5-to-2M over a duration of 0.5-to-2 years, tied to business milestones, to startups nominated by SSPs and successfully passed the eligibility and evaluation criteria.

2.3 ITIDA-EME will get 2-to-4% startup equity in return to each fund amount of EGP 0.5M.

2.4 The role of an SSP is as follows:

2.4.1 Before awarding fund to startup: identify and assess startup, set the startup business milestones, and recommend startup to ITIDA-EME.

2.4.2 After awarding ITIDA-EME fund to startup: provide mentorship and resources for at least 6 months to catalyze growth of startup.

2.5 The funding process is depicted in the following figure.



3. ELIGIBILITY

3.1 This Call is open to all legal entities interested to operate locally on supporting Egyptian startups through providing incubation, acceleration, and/or mentorship services.

3.2 For an SSP Startup to receive ITIDA-EME fund, it has to fulfill the eligibility and evaluation criteria given in the below table.

Table I: SSP Startup Eligibility and Evaluation Criteria.

Item	Description
Applicant	Name, National ID, Email, Mobile, Address
Startup Name and Address	Startup Legal Name. Address if any.
Startup Eligibility (select "Yes" or "No", whereas selecting "Yes" for all indicates eligibility)	<p>[Yes/No]: Applicant is an Egyptian citizen who holds $\geq 30\%$ startup equity.</p> <p>[Yes/No]: Applicant is a committed full-time employee of the startup.</p> <p>[Yes/No]: Startup shareholding is 50%+ Egyptian.</p> <p>[Yes/No]: Startup has been established less than one year ago.</p> <p>[Yes/No]: Startup has core R&D activities conducted in Egypt.</p> <p>[Yes/No]: Startup core business is in electronics design, Industry 4.0 manufacturing, or IoT systems.</p> <p>[Yes/No]: Startup has not received before any funding from a governmental organization.</p>
Business Idea and Nature	In less than 250 words, outline the services and/or products that startup business will be offering and the unique selling point.
Differentiated Business	<ul style="list-style-type: none"> • How does the startup differentiate itself from competition? • How novel is the business idea compared to what is available in the market? • Who are top 3 competitors? • How is startup better and why would it succeed where others fail?
Business Model Feasibility	<ul style="list-style-type: none"> • What is the startup business model? • How is the revenue model sustainable? • How does the startup manage its cashflow? • Does the business have potential to be scalable?
Potential Market Opportunity	<ul style="list-style-type: none"> • What market(s) is the business idea targeting? • How big is this targeted market(s)? • How does the company reach out to its targeted market(s)? • What would it cost and how long would it take to capture the market(s)?
Business Milestones	List main business milestones to which fund installments will be tied.
Management Team	<ul style="list-style-type: none"> • What role does each member of the management team play? • What relevant expertise does each member bring to the business?

4. APPLICATION REQUIREMENTS

Startup Support Partner's Application has to be composed of six sections/parts:

1. Cover Letter, max one (1) page.
2. Executive Summary, max two (2) pages.
3. Organization and Management Team, max six (6) pages.
4. Experience and Track Record, max six (6) pages.
5. Programme comprehensiveness, max six (6) pages.
6. Appendices containing evidence, justification, and reference documents, no page limitation.

Relevant requirements are detailed in what follows.

Organization and Management Team

- Organization structure.
- Core (full-time) management team.
- Resumes are given in table format partitioned into three parts: Education, Relevant Skills, and Relevant Experience.
- Key sources of dealflow, including formal tie-ups with industry, universities, and research entities.

Experience and Track Record

- Track record amongst key members of the management.
- Experience in the Electronics industry amongst key management.
- Successful startups.

Programme Comprehensiveness

- Incubation/acceleration programme and strategy
- Local and overseas business networks and know-how to facilitate market leads/links.
- Capacity to value-add to startups in terms of financing.
- Support for startups in technical and business areas (quality mentors, expert advisors, lab facilities etc.).

5. EVALUATION CRITERIA

- The Application's evaluation is point-based as per the following table:

#	Item	Point
1	Organization and Management Team	35
2	Experience and Track Record	30
3	Programme Comprehensiveness	35

- Some Applicants may be invited to present to the evaluation panel.
- The Applicant needs an evaluation of 70 mark or more to be successful.

6. TIMELINE

Call Issuing	July 22, 2019
Questions Due	Aug 19, 2019, 12:00 PM
Q&A Session	Aug 19, 2019, 12:00 PM
Application Submission	Sep 5, 2019, 12:00 PM
Oral Presentations	Sep 10-11, 2019
Partners Selection	Sep 16, 2019
Agreement Start	Oct 1, 2019

7. SUBMISSION

- Proposals need to be submitted to:
Attention: Dr. Hossam Osman
ITIDA “Egypt Makes Electronics Initiative”
Call for Partnership in Startup Support
TIEC Building B5, Smart Village
Giza, Egypt 12577
- Application must also be submitted via email to Eng. Yasser AbdelBary, yabdelbary@itida.gov.eg, by 12:00 PM on Sep 5, 2019 (Cairo Local Time). The email should bear the following subject heading, "Call for SSPs – Egypt Makes Electronics Initiative - <insert Startup Support Partner name>".
- For enquiries, please email Eng. Yasser AbdelBary, yabdelbary@itida.gov.eg, with the subject "Call for SSPs – Egypt Makes Electronics Initiative - Enquiry".
- The Applicant is responsible for ensuring the Application is complete, accurate, and submitted before closing time. ITIDA-EME may request from the Applicant for clarification additional information that does not alter the substance of an Application.