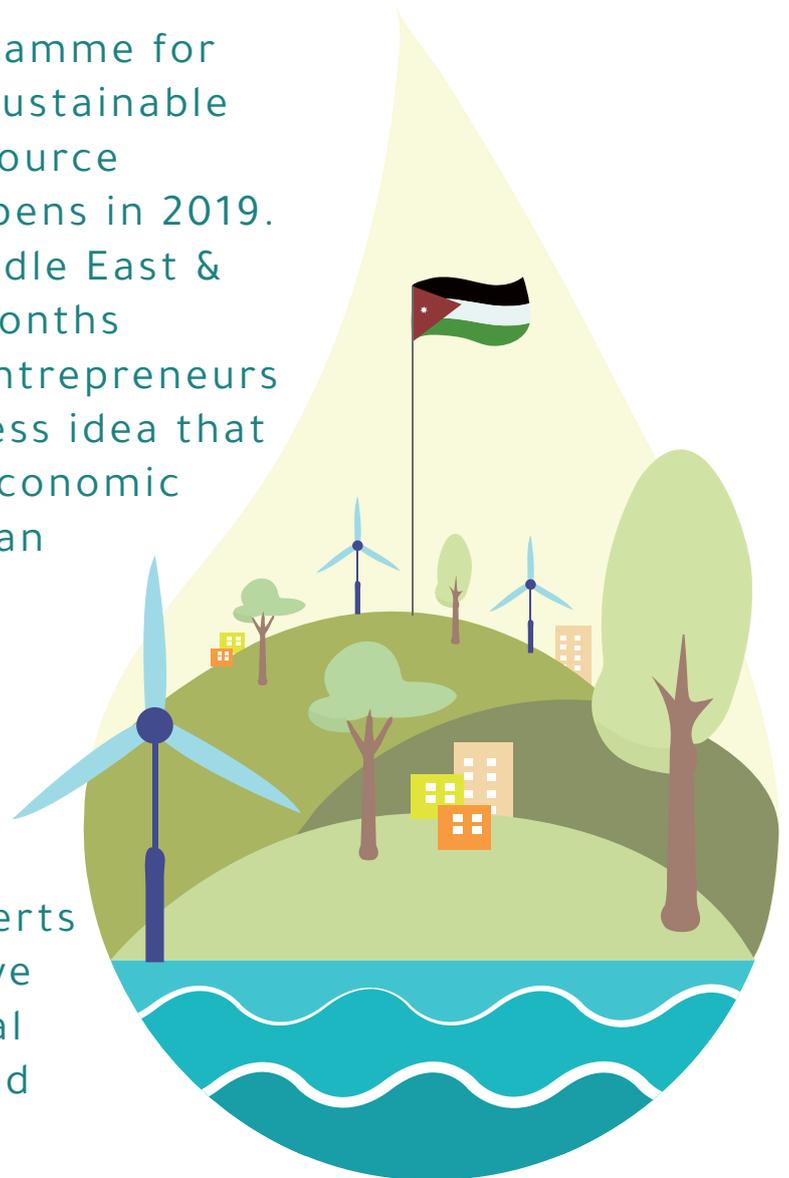


# GREEN INCUBATION PROGRAMME

## Jordan 2019-2020

A green incubation programme for start-ups in the field of sustainable water, sanitation and resource management in Jordan opens in 2019. Joining forces, cewas Middle East & INJAZ are offering a 12-months incubation support for entrepreneurs with an innovative business idea that creates environmental, economic and social impact in Jordan and the region.

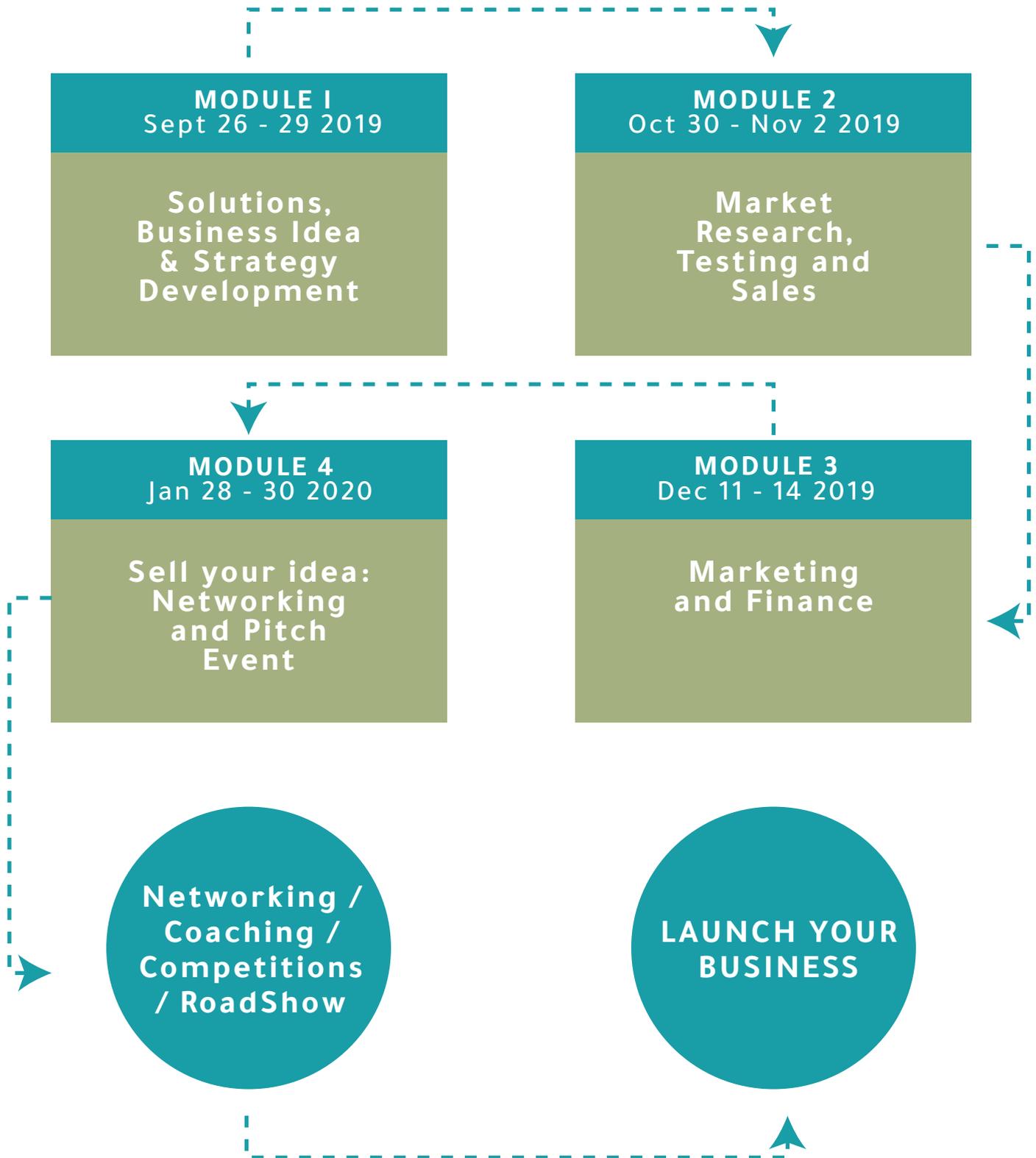
The programme includes advanced training modules, business and operational coaching, consulting by sector experts and access to an extensive regional and international network, seed funding and logistic support.



# GREEN INCUBATION PROGRAMME OVERVIEW

Jordan 2019-2020

Entrepreneurs will receive the following specialized business development support provided by cewas Middle East, in addition to the services of the mySTARTUP Incubator by INJAZ.



# INTERESTED IN THE PROGRAMME?

Apply online or contact [middleeast@cewas.org](mailto:middleeast@cewas.org)

## **MODULE 1: SOLUTIONS, BUSINESS IDEA AND STRATEGY DEVELOPMENT**

26-29 September 2019 (4 days)

Objective: Define your winning water, sanitation or waste business model

This module introduces you to the programme and shares insights into sector trends. Through interaction with coaches and fellow participants, you receive a holistic introduction into sustainable water, sanitation, and resource management. Based on this, you will systematically analyze and vet your business idea vis-a-vis specific segments in the market. Identify or improve your value proposition and benefit from tailored support to develop an innovative business strategy. Outline a tangible Minimum Viable Product, ready to be tested and refined in Module 2.

## **MODULE 2: MARKET RESEARCH, TESTING AND SALES**

30 October-2 November 2019 (4 days)

Objective: Ground-truth your business model and test it on your customers

Throughout this hands-on module you test different elements of your business model, including your prototype(s). Analyze specific market segments and generate feedback that allows you to turn your water, sanitation or waste idea into a feasible solution. You will learn how to attract customers, improve your product or services and make your first sales experiences.

## **MODULE 3: MARKETING AND FINANCE**

11-14 December 2019 (4 days)

Objective: Build a compelling story around your products or services and make the numbers work

Drawing on information gathered in Module 1 and 2, you establish a viable marketing mix considering promotion, placement and pricing of your green products and services. In parallel, you will dive deep into cost structures and revenue streams to turn your idea into a financially viable solution. Count with the key elements of a convincing business plan by the end of this module.

## **MODULE 4: PITCHING AND NETWORKING**

28-30 January 2020 (3 days)

Objective: Perfect your pitch and develop your networking strategy

You have a great idea and now it is time to test it with external experts, investors and potential customers. Develop your networking strategy and perfect your pitch. You will have the chance to win prizes by presenting your pitch to a panel of judges.

## **Green Innovation Award**

April/May 2020

Recognising achievements. Demonstrate the positive impact your project can have on those most vulnerable to Jordan's water, sanitation and resource challenges. Win seed funding support to take your business to the next level, network and set the bar for environmental innovations in Jordan

## **Continuous Coaching & Special Topic Workshop Days**

January - August 2020

Expert coaches and mentors are there to help make things happen! In individual coaching sessions, they deliver practical advice, introductions and connections to funding opportunities. Meanwhile, through events with your cewas Middle East community, you will connect to a broad range of sector experts and like-minded green entrepreneurs to collaborate, exchange and develop businesses with.

## GET INVOLVED

To be considered for the Green Incubation Programme, applicants have to submit a complete application online by August 8th 2019. Applications will be jointly reviewed and selected by cewas Middle East and INJAZ. Accepted participants will sign an incubation agreement

**August 1st-8th:** Submission of applications

**September 1st:** Official start of the incubation programme

**September 26th-29th:** Start of the first training modules

## CRITERIA FOR PARTICIPATION

- Well established team (min. 2 members) that complements the required knowledge/skills and experiences needed for the enterprise
- All applicants must be between the age of 18 and 35
- All applicants must be residing or currently living in Jordan
- Interest to engage towards environmental sustainability must be clearly outlined
- Clear and well written problem/challenge statement
- Clear and well written & innovative solution that will contribute substantially to solving water, sanitation or waste management crises in Jordan with particular consideration given to solutions coming from and impacting vulnerable groups including refugees, women and youth
- Sustainable financial model: either has generated profit or has a clear revenue model
- Good command of English (Trainings are held in English)
- Applicants are available to participate in all activities of the programme 2019-2020

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The Green Incubation Programme is supported by



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