



**SELECTION OF 100 PROJECTS FROM VSES, PES AND
START-UPS TO BENEFIT FROM TECHNICAL AND
FINANCIAL SUPPORT AS PART OF THE OSSP-CMR'S
PRODUCTIVITY ACCELERATION SCHEME (DAP)**

CALL FOR APPLICATIONS

August 2024

A. CONTEXT

As part of the implementation of the National Development Strategy (SND30), the Government is setting up, with the technical support of the UNDP and the financial support of the Arab Bank for Economic Development in Africa (BADEA), the "Cameroonian Private Sector Support Operation" (OSSP-CMR).

This operation, which aims to strengthen the resilience of companies to build sustainable and inclusive growth, is aimed primarily at start-ups in the digital field and very small, small and medium-sized enterprises (SMEs) in the agropastoral and agri-food sectors. It is being implemented primarily in the Littoral, Centre, West and economically devastated regions of the Far North, South-West and North-West.

The OSSP-CMR is structured around 04 axes relating to: (i) the diagnosis and mapping of opportunities, in order to better refine the interventions envisaged; (ii) the preservation of the survival of companies and the improvement of the business climate specific to SMEs; (iii) the empowerment of target companies to improve their productivity, competitiveness and their ability to innovate; and (iv) access to appropriate financial products and services for SMEs.

The report on the baseline situation of the Project, published in 2024 as part of axis 1, identified several vulnerability factors, in particular for very small and small enterprises, as well as start-ups, in terms of access to inputs, equipment and financing.

In response to this situation, the OSSP-CMR Project has set up **the Productivity Acceleration Scheme (DAP)**, the objective of which is to **constitute strategic cohorts of high-potential companies, which receive a full range of non-financial and possibly financial support from the OSSP Project, in order to make them medium-term vectors of inclusive growth in their localities.**

The support granted concerns, and in this order, training, the acquisition of inputs and equipment, and possibly access to financing at subsidized rates on the basis of a new call for applications to which the companies finally selected under the DAP will be eligible. This subsidized financing component will be deployed with the partnership of the Project's partner credit institutions, with access modalities that are presented during the training sessions of the companies finally selected for the DAP.

Thus, it is within the framework of this scheme that **the OSSP-CMR is launching this call for projects for the selection of 100 companies, namely 10 digital start-ups and 90 very small and small formal companies in the agricultural and agri-food processing sectors, spread over all the target regions of the Project.**

B. WHO CAN APPLY FOR THIS CALL?

This call for projects is addressed to:

- **Cameroonian formal very small enterprises (VSEs) and small enterprises (SMEs)** operating in the **agriculture, livestock, fisheries and aquaculture, and agri-food processing sectors** ;
- **start-ups in the digital field**, which (i) on the scale of their development have exceeded the product validation phase, therefore are either at the end of the incubation period (launch) or in the post-incubation period (growth, establishment, expansion); (ii) can prove that they have registered or certified incubators located on the national territory and recognized by the competent authorities; (iii) offer solutions applicable in particular in the fields of FINTECH, agriculture in general and agribusiness.

The main place of production of the target VSEs and PEs must be located in the target regions of the Project, and these companies must exist before January 1, 2022. As for start-ups, they are eligible regardless of their location and year of creation.

C. WHAT ARE THE STEPS IN THE SELECTION PROCESS?

The selection process is done through the following steps:

1. Submitting an application;
2. Pre-selection by a Committee of Experts;
3. Generic training for shortlisted candidates, which allows them to densify their business plan that could be used for other purposes in the event of failure at the final selection;
4. The "pitch" (interview of the pre-selected);
5. The field visit (due diligence) of the pre-selected companies and start-ups;
6. Selection and publication of final results.

D. HOW ARE APPLICATIONS EVALUATED?

For companies eligible under the above indications, the following criteria are used to give a score out of 20. The best will be selected.

- For start-ups:

No.	Criterion	Maximum Points (total/20)	Observation
1	Development phase	2	At this level, it is a question of giving priority to projects that have already been tested so that they can realise their potential in terms of added value creation and employment
2	Scope of the product or solution	2	In line with the target sectors of the OSSP-CMR project, prioritize start-ups with solutions applicable in said sectors
3	Proponent's Commitment and Vision (Letter of Recommendation)	2	Selecting serious promoters to guarantee the sustainability of support
4	Average turnover since launch	2	Supporting high-potential start-ups that demonstrate an internal orientation towards the development of their business.
5	Assessment of the realism of the prospects for the evolution of the turnover and jobs in the medium term (03 years)	2	Prioritise promoters with relatively greater business development potential
6	Knowledge of the environment (supply points, outlets, competitors, niches, etc.)	2	Support developers who can maintain business in a competitive and ever-changing environment
7	Share of equity financing	2	Prioritize support for businesses with limited access to external financing
8	Proportion of women in the business (including the sponsor)	1	Supporting women's entrepreneurship and women's employment
9	Proportion of young people under 35 in the enterprise (including the promoter)	1	Supporting youth entrepreneurship and youth employment
10	Expression of investment needs	2	Prioritize financing of structural transformation and industrialization in line with government policy guidelines.
11	Use of an innovative production/sales process (1 point)	1	Promoting innovation
12	Consideration of environmental aspects in the production process (environmental/climate impact) (1 point)	1	Promote and develop activities that tend to preserve the environment

- For Formal Very Small Enterprises (VSEs) and Small Enterprises (PEs)

No.	Criterion	Maximum Points (total/20)	Observation
1	Sector of Activity (within the meaning of the nomenclature of activities of Cameroon-NACAM)	2	Give priority to companies in the sectors most affected by the recent shocks and those considered as priorities for the SND30

2	Processing/use of local raw materials (% of total value of inputs)	2	In line with the lessons learned from the baseline survey, and the objective of structural transformation of Cameroon's economy, priority will be given to companies that are involved in the transformation and enhancement of local content.
3	Average change in turnover between 2020 and 2023 (turnover 2023/CA2020-1) ^{1/4})	2	Supporting high-potential start-ups that demonstrate an internal orientation towards the development of their business.
4	Assessment of the realism of the prospects for the evolution of the turnover and jobs in the medium term (03 years)	2	Prioritise promoters with relatively greater business development potential
5	Knowledge of the environment (supply points, outlets, competitors, niches, etc.)	1	Support developers who can maintain business in a competitive and ever-changing environment
6	Share of equity financing	2	Prioritize support for businesses with limited access to external financing
7	Proportion of women in the business (including the sponsor)	1	Supporting women's entrepreneurship and women's employment
8	Proportion of young people under 35 in the enterprise (including the promoter)	1	Supporting youth entrepreneurship and youth employment
9	Expression of investment needs	2	Prioritize financing of structural transformation and industrialization in line with government policy guidelines.
10	Use of an innovative production/sales process	1	Promoting innovation
11	Consideration of environmental aspects in the production process (environmental/climate impact)	1	Promote and develop activities that tend to preserve the environment
12	Social security contributions	1	Promoting Corporate Social Responsibility
13	Status of use and maintenance of equipment granted under a similar Government programme	1	Provide more support to businesses that can demonstrate optimal use of previous government support
14	Seniority of the company	1	Supporting younger, more fragile and less resilient companies to develop further and innovate

E. HOW TO PUT TOGETHER YOUR APPLICATION?

The constitution of the application file must be done around the following elements for all the applicant companies, unless otherwise specified:

1. an application form in accordance with the attached format;
2. a cover letter briefly presenting the company/start-up and the project, the expected results, and possibly aspects related to gender sensitivity and respect for the environment;
3. a synthetic business plan, which clearly highlights (i) market knowledge; (ii) statistical and financial elements (achievements since 2019 for VSEs and PEs, and possibly start-ups); (iii) realistic financial projections based on expressed financial and non-financial needs; (iv) the evolution of jobs by gender since 2019, as well as the job ambitions in the future; (v) marketing strategy; (vi) the effects of the project on the environment and gender; (vii) etc. ;
4. the Tax Compliance Certificate (ACF) for VSEs and PEs;
5. the trade register for VSEs and PEs;
6. the income statements for the last three years, if any;
7. the Certificate issued by the approved incubator for Start-ups;
8. a letter of recommendation for start-ups from an incubator approved at national level by the competent authorities;
9. the CVs of the Promoter and a key person in the structure;
10. any other supporting document justifying alignment with the selection criteria mentioned in the tables above.

F. WHERE AND WHEN APPLICATIONS ARE SUBMITTED?

The deadline for applications is **2024**.

Applications must be submitted online using the form available at the following link:

<https://ossip.cm>

Also, applications can be sent by email. In this case, it is recommended to scan the folder into a single PDF file containing several pages with the items listed in the previous section E. , and in the order indicated. They are then deposited at the following address:

ossip.cm@undp.org

The subject of the email is worded as follows:

Application "*Company name of the structure*"_DAP_OSSIP".

THE NATIONAL COORDINATOR

G. APPENDIX: SUMMARY APPLICATION FORM

Candidate Number: (To be completed by the OSSP-CMR team)										
SECTION I: IDENTIFICATION OF THE PRINCIPAL OFFICER AND THE COMPANY										
A. Information on the main manager of the company/start-up										
A1	Name and surname(s) of the main officer:									
A2	A21: Gender: M: <input type="checkbox"/> F: <input type="checkbox"/>				A22: Age: 					
A3	A31: Telephone number: Tel 1: 				A32: Tel 2: 					
A4	Email: 									
A5	Level of study: 1. No level 2. Primary 3. Secondary 4. Academic								<input type="checkbox"/>	
A6	Is the main manager also the main promoter of the company/start-up? 1=yes 2=no <input type="checkbox"/>									
A7	Nationality of the main promoter of the company/start-up: CMR: <input type="checkbox"/> OTHERS (to be specified): 									
B. Identification and location of the company/start-up										
B1	B11: Name or company name: B12: Acronym									
B2	Taxpayer Number (VIN) (if VSEs or PEs): 									
B3	B31: Employer social registration number (if very small or private, and if available): B32: Are you up to date with your social security contributions? 1=yes; 1=no (if yes, provide supporting documents)									
B4	B41: Tel 1: 				B42: Tel 2: 					
B5	B51: Region of the Main Production Unit: ; B52: City :									
B6	Does the company have a Tax Compliance Certificate dated less than 03 months (if very small or PE) 1=yes 2=no <input type="checkbox"/>									
B7	Does the start-up have an Incubation Certificate (if start-up)? 1=yes 2=no <input type="checkbox"/>									
C. Characteristics of the company/start-up										
C1	Legal form of the company (if very small or medium-sized business):								<input type="checkbox"/>	
	1. Sole proprietorship/ETS (EI) 2. Limited partnership (SCS) 3. Public limited company (SA) 4. Simplified joint stock company (SAS) 5. Limited Liability Company (SARL)				6. Partnership (SNC) 7. Economic Interest Grouping (EIG)					
C2	Company size: 1 = Very Small Enterprise (VSE); 2 = Small Business (SB); 3 = Start-ups								<input type="checkbox"/>	
C3	Start date of your production and marketing activities:									
C4	C41: Main activity: ; C42: Side Activity: 									
	1		Agriculture			7		Oilseed and food industry		
	2		Fisheries and aquaculture			8		Manufacture of cereal-based products		
	3		Breeding			9		Dairy, fruit and vegetable and other food products industry		
	4		Meat and fish industry			10		Beverage Industry		
	5		Grain processing and manufacture of starch products			11		Digital		
	6		Cocoa, Coffee, Sugar and Tea Industry			12		Others to be specified:		
C5	C51: What products do you manufacture? 1. 2. 3. 					C52: If you develop digital solutions as a start-up, in which industries are they most useful? (select the sector(s) number(s) with regard to the nomenclature in question C4) 				
	C53: If you develop digital solutions as a start-up, are they useful for the financial inclusion of SMEs (FINTECH)? 1=yes; 1=no <input type="checkbox"/>					C54: if so, how?				
C6	Revenue evolution and forecasts (in %):									
		C61: 2019	C62: 2020	C63: 2021	C64: 2022	C65: 2023	C66: 2024	C67: 2025	C68: 2026	
	<= 0%									
	10 ; 21%									
	12 ; 41%									
	>4%									
	C69: Turnover in 2023 (in millions of CFA francs): 									
C7	Evolution and forecasts of the number of employees :									

	C71:2019		C72:2020		C73:2021		C74: 2022		C75:2023	
	Man	Wives	Man	Wives	Man	Wives	Man	Wives	Man	Wives
	C76:2024		C77:2025		C78:2026					
	Man	Wives	Man	Wives	Man	Wives				
C8	What is the current proportion of young people under 35 in your total workforce (including the developer)? _____									
C9	C91: Amount of the company/start-up's share capital (equity) in 2023 (in millions of CFA francs): _____ C92: share of Cameroonian shareholders (in %)									
C10	Main source of funding in 2023 (in %): C101: equity ; C102: bank loans ; C103: Others									
C11	What is the share of the value of imported raw materials in the total value of the raw materials you use?:									
	C111:2019		C112:2020		C113:2021		C114: 2022		C115:2023	
C12	Main outlets (in %): C121: Internal Market: ; C122: Central African exports (ECCAS) ; C123: Exports Rest of the World									
D. NEEDS FOR SUPPORT										
D1	What is the share (in %) of the following elements in the total amount of resources requested (apart from the share, please specify some of these main elements)?									
	D11. Equipment (%)			D12. Inputs (%)			D12. Capacity Building (%)		D13. Other(%)	
	1. _____			1. _____			1. _____		1. _____	
	2. _____			2. _____			2. _____		2. _____	
	3. _____			3. _____			3. _____		3. _____	
	4. _____			4. _____			4. _____		4. _____	
E. Other information										
E1	Do you use innovative production techniques compared to what is currently being done on the market? <i>I=yes; I=no</i> If yes, explain:									
E2	Do you use innovative sales techniques compared to what is currently being done on the market? <i>I=yes; I=no</i> If yes, explain:									
E3	Does your activity contribute to the protection of the environment? <i>I=yes; I=no</i> If yes, explain:									
E4	E41: Over the last five years, have you already received equipment support for one or more Project(s)? <i>I=yes; 2=no</i> E42: If so, what Project is it? _____ E43: Can you list these equipments? _____ E44: How long did you use them? (in months) _____									