

TATARIWOCHU ENTREPRENEURSHIP COMPETITION

Application Selection Criteria

Step 1: Using the minimum eligibility criteria filter out/ remove applicants from the list.

Step 2: Segmentation by region.

Step 3: Use the long list of eligibility criteria following the scoring sheet provided.

Step 4: Use the shortlist selection criteria following the scoring sheet provided.

Step 5: Select a few who will be interviewed for clarification.

Step 6: Listing of applicants that passed and selection of training center.

Minimum Eligibility criteria

These criteria will help remove applicants with a glance and ideas that do not fit the selection.

| Question | Answer | Decision | Note |
|--|------------------------------------|--|---|
| 1. Incomplete personal information | | Remove | |
| 2. Have you or any of your team members participated in a similar competition and received funding for the same business idea? | Yes | Conduct random 1-1 interviews and potential site visits to determine eligibility | Experience applicants will be judged in a stricter manner compared to first-time applicants |
| 3. Is the idea stated clearly? | Unclear or unsatisfactory response | Remove | Lacking any form of description/ explanation in the answer to 2 questions |
| 4. Anything that falls in the exclusion category? | Alcohol, Drugs, Tobacco, etc. | Remove | |

Applicants should be categorized by the region and city they are from to ensure applicants are assigned to each training center.

Long List Application Scoring Sheet (Total 20 points)

| | Score | | | | |
|--|-------|---|---|---|---|
| | 1 | 1 | 1 | 1 | 1 |
| 1. Did the applicant describe the business idea clearly? Clear explanation (5 points) Some additional explanations needed (3 points) | | | | | |
| 2. Did the applicant describe what problem they identified, how they intend to solve the problem, and how it motivated them? Valid market problem identified (max 2 points) Viability of solution proposed (max 2 points) Motivation (max 1 point) | | | | | |
| 3. Does the business idea state the following? Is there a market for the product/ service (max 2 points) Product/ service feature clarity (max 2 points) Capability (max 1 point) | | | | | |
| 4. Is the product/service new to the market? New innovation (5 points) Exists in the market but varies (3-4 points) No difference from the market product/service (1 point) | | | | | |
| 5. Female applicants and applicants with disabilities will receive additional points (3 points) | | | | | |

Note: Innovation does not necessarily refer to the product or service being new in Ethiopia, but rather new to the area.

NB:

- o Applicants at the longlist stage will be evaluated and reduced to 1,500 applicants.
- o The applicants 1,500 with the highest scores will be selected. The following will be put into considerations:
 - o The number of applicants in a region.
 - o The number of female applicants.
- o First Consult will manage the longlist selection.