Innovative Business Partnerships for SMEs in the Water and Sanitation Sector in Southern Africa

Business Development & Business Matchmaking Services

Stockholm, 30. August 2016
1. Continuation of a Success Story

3rd PPP

Business Development in SSWM
2015 - 2018: Namibia, South Africa & Zambia

2nd PPP

Sustainable Sanitation & Water Management (SSWM)
2009 - 2011: India, Nepal & Philippines

1st PPP

Sustainable Sanitation
2007 - 2009: India
2. cewas’ Business Development Programmes

A global network
2. cewas’ Business Development Programmes

Overview on international programmes

- Lusaka, Zambia (April/May 2013)
- Lusaka, Zambia (August/October 2014)
- Bignona, Senegal (Oct./Nov. 2014)
- Lima, Peru (Oct./Nov. 2014)
- Iringa, Tanzania (Oct. 2014/January 2015)
- Kampala, Uganda (November 2014)
- Hanoi, Vietnam (December 2014)
- Bangalore, India (January 2014)
- Ramallah, Palestine (January 2015)
- Lusaka, Zambia (May/June 2015)
2. cewas’ Business Development Programmes

Overview on international programmes (contd.)

- Kampala, Uganda (February/March 2016)
- Kampala, Uganda (April/June 2016)
- Windhoek, Namibia (June/August 2016)
- Joburg, South Africa (March/April 2016)
- Lusaka, Zambia (March/April 2016)
- Joburg, South Africa (Sept./Oct. 2016)
- Lusaka, Zambia (Sept./Oct. 2016)
2. cewas’ Business Development Programmes

Water/sanitation challenges

YOUR idea

Ateliers
Learn all about business models and how to design your own business model in sanitation, water and resource management in these information workshops.

Coaching
Benefit from one-on-one coaching from business development experts in sanitation, water and resource management.

Smart Start-Up Programmes
Acquire necessary skills and get training in bringing your sanitation, water and resource management business model to life.

Business Matchmaking
Participate in individual business matchmaking and innovation-brokering processes with European companies.

YOUR Start-Up!
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3. GIZ-develoPPP.de Partnership

Federal Ministry for Economic Cooperation and Development

A project of develoPPP.de

Implemented by giz seecon gmbh society - economy - ecology - consulting

In cooperation with ICRDGROUP Namibia University of Science and Technology NBII WASAZA cewas
3. GIZ-develoPPP.de Partnership

Goal

Empowerment of the private and public sector in Southern African countries by training and coaching entrepreneurs in the translation of water, sanitation and resource management business models into actual businesses.
3. GIZ-develoPPP.de Partnership

**Ateliers**
Learn all about business models and how to design your own business model in sanitation, water and resource management in these information workshops.

**Smart Start-Up Programmes**
Acquire necessary skills and get training in bringing your sanitation, water and resource management business model to life.

**Coaching**
Benefit from one-on-one coaching from business development experts in sanitation, water and resource management.

**Business Matchmaking**
Participate in individual business matchmaking and innovation-brokering processes with European companies.
4. Smart Start-Up Programmes

Learn and apply to:

... minimise failure by analysing the external business environment,

... describe your customer segments,

... design, test, and build value propositions in a structured and thoughtful way,

... consolidate your business model,

... tell persuasive business stories,

... develop a Minimum Viable Prod. (MVP),

... receive peer-to-peer and expert feedback
4. Smart Start-Up Programmes

Learn and apply to …
… fine-tune your business model,
… use strategic management tools,
… define costs and pricing strategies,
… write a memorable positioning statement,
… use key financial management tools,
… identify and mitigate business risks,
… write an excellent and convincing business plan

Module B
(4 days)
4. Smart Start-Up Programmes

... present your start-up/company to a broader public

... discuss and exchange with entrepreneurs and key stakeholders from the public and private sector
5. Business Matchmaking Services

Our services

- Matchmaking Platform for businesses, start-ups and entrepreneurs
  [http://cewas.org/matchmaking/](http://cewas.org/matchmaking/)

- Business matchmaking in a structured and facilitated process

- Coaching and mentoring new business tie-ups in realising business opportunities
5. Business Matchmaking Services

Motivation

• To link up start-ups from all over the world with complementary know-how or resources through cewas as a international matchmaking platform.

• South-North collaborations (While local business for instance in Southern Africa often lack important know-how or financial resources, European businesses often hesitate to venture into doing business in developing countries due to high risk associated for instance with the geographical distance, cultural differences, a lacking business network and high financial, time, and human resources requirements.)
5. Business Matchmaking Services

Benefits to participants

- Companies enjoy risk mitigation support for market entry risks
- Companies gain access to cewas’ business network
- Sustainable technology and know how transfer between European and Southern African companies
- Demand-oriented training, coaching and mentoring for new business partnerships by highly experienced experts
- Companies can recognise and realise the strategic potential of their partnership as stepping-stone for market entries in other European and SADC (Southern African Development Community) countries
5. Business Matchmaking Services

How it works

Step 1: Tell us about yourself and your business
enter information about technologies, products, processes
and services you are looking for and which you are offering
to our new business matchmaking platform

Step 2: We find you the perfect match
we analyse the affinity between companies’ characteristics
and find you potential business partners

Step 3: We make the introduction
we connect you with potential business partners that best fit
your interests and criteria
5. Business Matchmaking Services

How it works (contd.)

Step 4: Develop your Business Model
we facilitate and help you through the process of developing a joint, inclusive and comprehensive business model that allows growing through the power of collaboration

Step 5: We support you
we provide demand-oriented coaching and mentoring in realising business opportunities
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