



Ondernemers voor Ondernemers

Investing in sustainable entrepreneurship in Africa



OVO beliefs Entrepreneurs are the KEY to a more sustainable and socially fair world

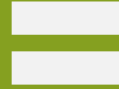
2



Population grows 2.5%
per year, much faster
than employment



Africa is heavily
exposed to the effects
of climate change



Economic and
environmental
migration is rising



Encouraging entrepreneurship
fosters local employment and
prosperity



As entrepreneurs, we don't just sit
around: we invest in sustainable
entrepreneurship in Africa



OVO is AN INDEPENDENT and LEAN ORGANISATION with great impact



Sponsored by 130+ actors from the Belgian private sector

They take on a role as a (core) member of our organization and finance the operational activities, as a sponsor in kind or money

€900,000 donations p.a.

FUNDING NGO-PROJECTS (DONATIONS)

OVO selects projects, managed by 7 officially recognised NGO's, that foster local entrepreneurship.

OVO proposes these projects to Belgian companies for support with gifts and/or expertise

not subsidized



2 FTE
on payroll



Driven by 120+ highly qualified and committed volunteers

They dedicate themselves as a salesman, coach, screener, communication officer, expert ...

€200,000 investments p.a.

FUNDING AFRICAN MSMEs (LOANS/CAPITAL)

OVO selects projects in Africa that have great impact. OVO proposes these projects to impact business angels that want direct impact on entrepreneurs in Africa with loans or capital investments and/or by sharing their expertise





OVO has been testing a new *direct* support of MSMEs since 3 years and is now ready to boost this new approach



Sponsored by 130+ actors from the Belgian private sector

They take on a role as a (core) member of our organization and finance the operational activities, as a sponsor in kind or money

€900,000 donations p.a.



Driven by 120+ highly qualified and committed volunteers

They dedicate themselves as a salesman, coach, screener, communication officer, expert ...

not subsidized



FUNDING NGO-PROJECTS (DONATIONS)

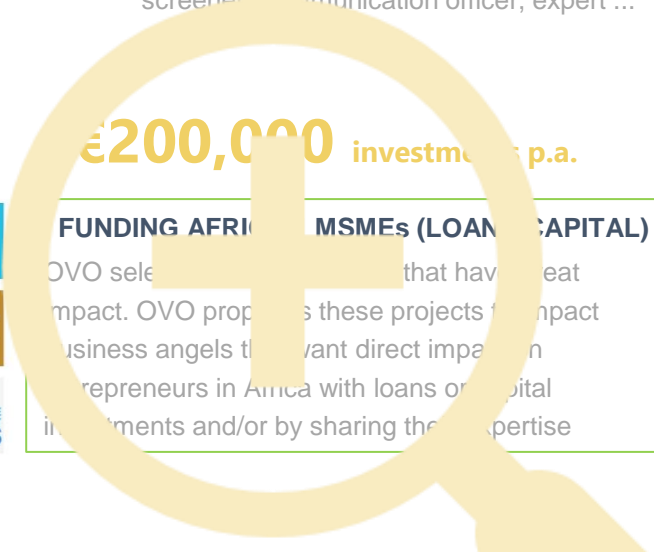
OVO selects projects, managed by 7 officially recognised NGO's, that foster local entrepreneurship.

OVO proposes these projects to Belgian companies for support with gifts and/or expertise



FUNDING AFRICAN MSMEs (LOANS + CAPITAL)

OVO selects projects that have a great impact. OVO proposes these projects to business angels that want direct impact on entrepreneurs in Africa with loans or capital investments and/or by sharing their expertise





OVO supports growth of African MSMEs



INNOVATE

Through local partners, 12 sustainable and promising entrepreneurs are invited to participate in the **SusTech4Africa** boost camp

3 days



COLLABORATE

These entrepreneurs are individually coached by Belgian experts and make a realistic yet ambitious business plan that will be submitted to business angels for funding
(Team Investment)

6 months



GROW

Investment ready companies are offered a tailor-made loan to realize their growth path, with the help of assigned coaches and experts
(Team Investment & Talent4Growth)

1 to 5 years



EXCEL

Successful entrepreneurs outgrowing the OVO support are linked to relevant impact investor organizations

> 5 years



OVO selects sustainable projects

Your company

- Operates in Africa and is primarily African owned
- Has been formally registered for more than 1 year
- Is profitable within 3 years after investment
- Needs an investment of max 50,000 EUR

PROFIT

Your business

- Creates **social impact** by generating local jobs and/or by offering basic goods or services to vulnerable or underserved members of society
- Maintains **fair relationships** with employees, customers and suppliers

PEOPLE

Your value chain

- Incorporates principles of the circular economy, or
- Reduces the negative impact on environment and human health when compared to current service or product offerings

PLANET

Your production units

- Use sustainable technologies or
- Are a significant step forward to a more sustainable technology when compared to similar production units

TECHNOLOGY



OVO's target group: the missing middle

African companies

- too big for microfinance or
- too small for impact investing

and

- Not yet able to access mainstream finance because of
 - lack of formality
 - insufficient track record
 - insufficient profitability to pay high interest rates
 - insufficient fixed assets to provide collateral

but

- With a high growth potential and social impact



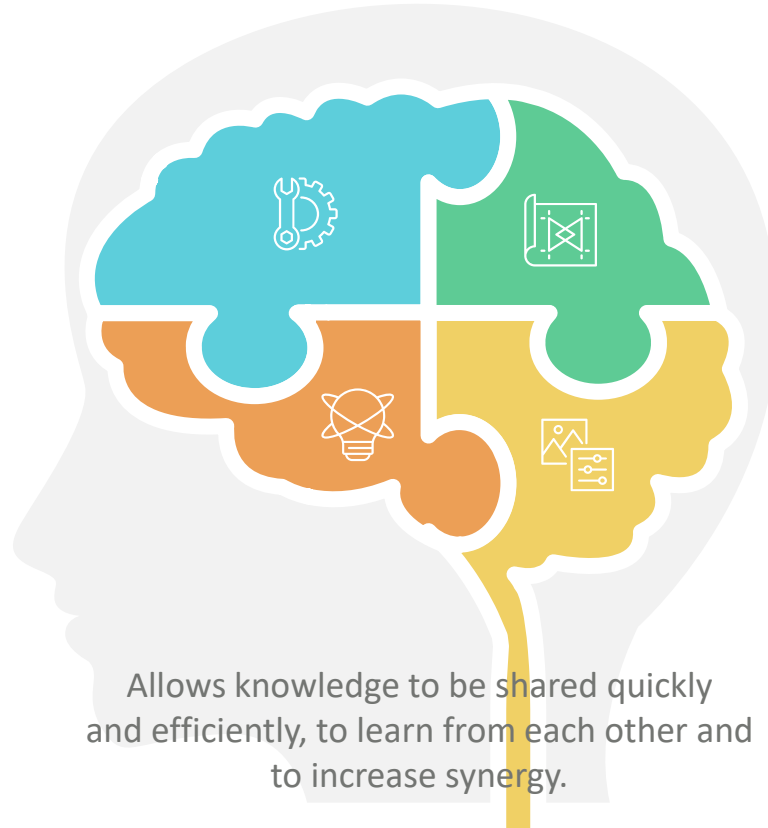
OVO's unique approach: Intergenerational & intercultural cooperation

AFRICAN SUSTAINABLE ENTREPRENEURS

come up with projects that are embedded in the local needs and offer social added value

BELGIAN & AFRICAN STUDENTS

add alternative perspectives, new techniques and dynamism



BELGIAN EXPERTS

bring in business knowledge and technical expertise to strengthen the project and make it investor ready

LOCAL EXPERTS

increase knowledge of the local context and have face to face interactions with the entrepreneur



OVO together with VITO and THOMAS MORE has created a unique learning and selection platform for African Entrepreneurs ST4A (Sustainable Technology for Africa)

February
2018

November
2018

September
2019

November
2019

July
2020

First ST4A
DIASPORA

First ST4A
UGANDA

First ST4A
RWANDA

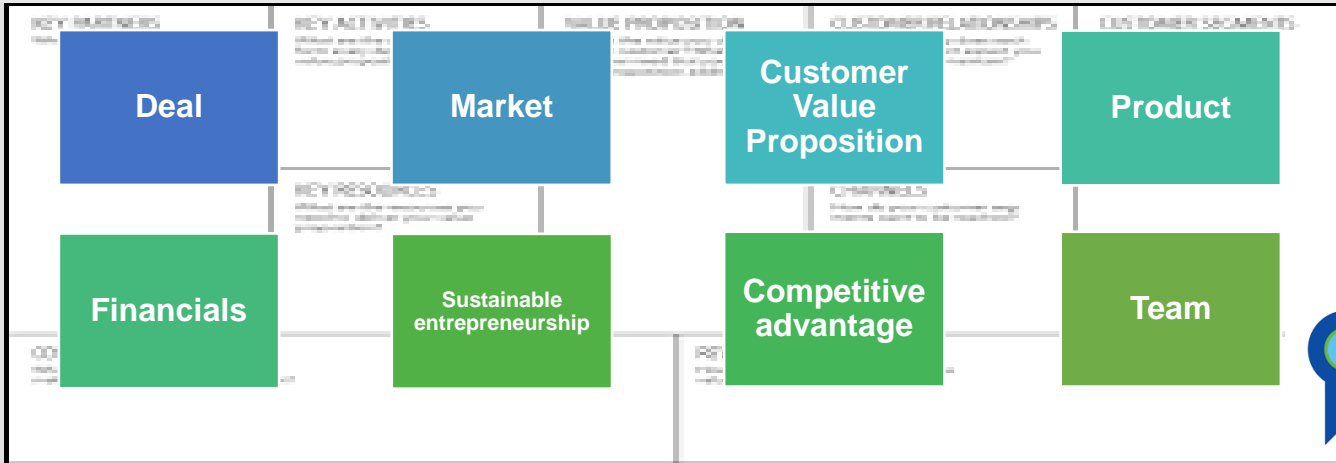
First call for
projects via
selected
partners only

First ST4A
SENEGAL
online



ST4A is a highly interactive 3 day learning journey for African Entrepreneurs (pocket MBA)

BUSINESS MODEL CANVAS







Belgian and local partners have joined the ST4A platform in Uganda, the same approach is intended for other countries

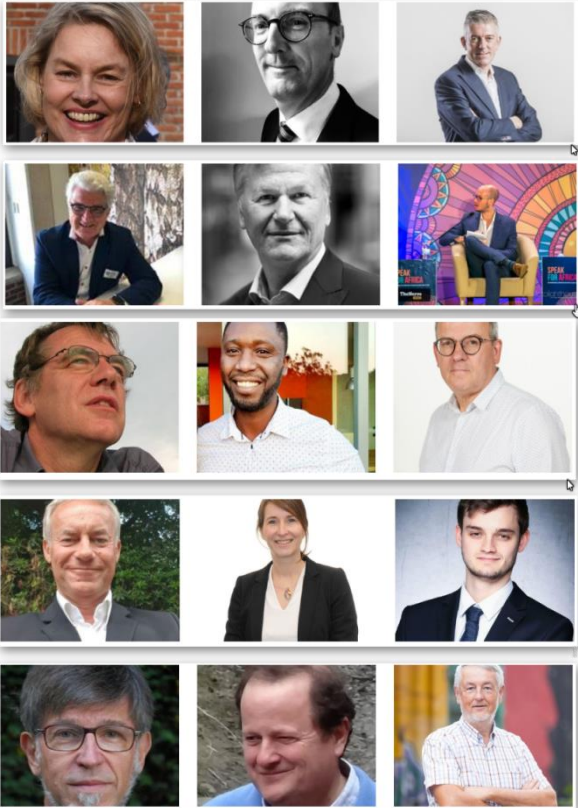
Logos displayed in the grid:

- TRIAS: TURNING DREAMS INTO
- rikolto VECO
- EXCHANGE: THE GLOBAL EXPERTISE NETWORK
- Enabel
- MAKERERE UNIVERSITY BUSINESS SCHOOL: SHARING THE FUTURE
- Ideas to life... The Innovation Village
- UNITED SOCIAL VENTURES
- barefootlaw
- CLOSE THE GAP: BRIDGING THE DIGITAL DIVIDE
- AGRI
- RESPONSE INNOVATION LAB
- GHENT UNIVERSITY





OVO's Investment Teams bring the ST4A-projects to the level they can be presented to business angels



More than 70 Belgian volunteers with a broad professional background bring in their expertise and time to

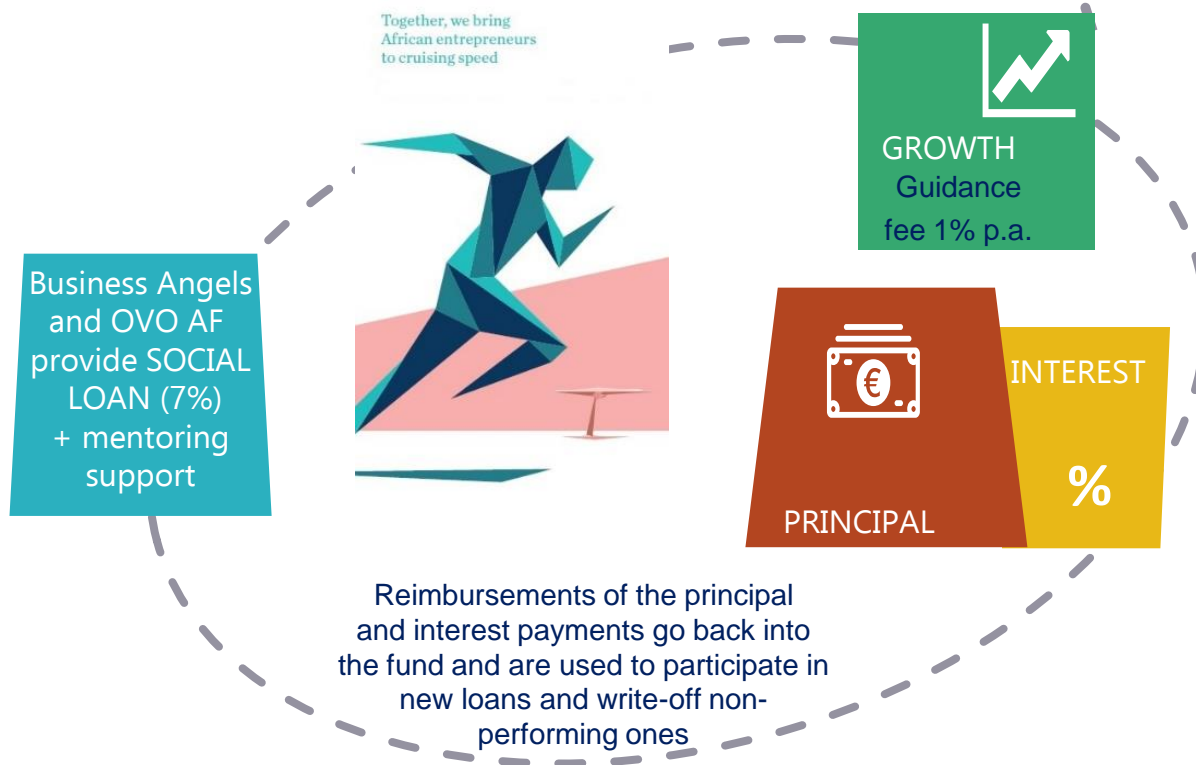
- assist in value chain and business model optimization
- analyze and mitigate risks
- deliver – together with the African entrepreneur - a solid business development plan and financial plan
- follow up the growth path of the invested companies

They are organized in project teams, interact directly with the African entrepreneurs and present their progress and final reports to their Investment Team (Leuven, Gent or Louvain-la-Neuve).

There are monthly meetings (now Coronaproof videocalls).



The OVO Acceleration Fund (powered by KBS) participates in loans with the money raised from fiscal deductible gifts





OVO has partners that help the African Entrepreneur to successfully implement the project that has been funded



Academics for Development is a non-profit organization founded on social entrepreneurship. Through projects and on-campus events, they strive to give students the opportunity to enrich themselves and have durable social impact.



Humasol is a non-profit organization that aims to make renewable energy, water and sustainable technology accessible to everyone. They implement technical projects - such as the design and installation of photovoltaic solar panels - and socio-economic projects - such as setting up local management organizations that maintain and monitor the installations. Their projects are carried out by students and volunteers who, after a thorough preparation in Belgium, spend several weeks or months on project site.



Exchange supports promising African entrepreneurs in their growth and scale-up. Exchange distinguishes itself from other non-profit organizations and NGOs by *not* opting for the traditional model of financial support, but by assisting entrepreneurs with tailor-made expertise. Exchange has made the local screening of the call for ST4A-projects UGANDA 2020.



SUSTECH4AFRICA

Results of the first 3 years

Number of **coaches** that participated in one of the 6 Boost Camps (2018 – 2020)

184

Number of Boost Camp participants declared **investment ready** after an intense period of collaboration with OVO Experts of 6 months on average

64

Number of African MSMEs that **participated** in one of the 6 Boost Camps

16

25% of Boost Camp alumni

Number of Boost Camp participants that **fully reimbursed** their loan

13

20% of Boost Camp alumni

Number of Boost Camp participants in which OVO facilitated an **investment**

not yet applicable



Projects funded by OVO Acceleration Fund together with Social Business Angels

€ 168.500

INVESTMENTS 2020

IMANI ACADEMY / Uganda

25k EUR loan; 3 years at 7%

Offers high quality education to pupils from disadvantaged communities. With a "pay-as-you-learn" programme parents get all the flexibility they need to pay their tuition fees. Approximately 10% receive education free of charge.

TUKOLE Ltd / Uganda

Approved but on hold due to COVID-19

Set up an intermediate platform to connect reliable and certified blue-collar professionals to jobs, matching the requests of young urban corporate households.

RENA BEVERAGES Ltd / Uganda

20k EUR loan; 3 years at 7%

Produces and sells hibiscus drinks. By diversifying its packaging, Rena wants to reach new market segments. It buys the raw materials from local farmers, giving them a stable income all year round. The products stimulate the health of consumers.

AKABOXI Ltd / Uganda

21k EUR loan; 5 years at 7%

Offers through savings groups a digital solution for financial inclusion of local farming communities. It also supports these associations in the area of management.

CREATIVE FARMERS Ltd / Uganda

13,5k EUR loan; 3 years at 7%

Enhances sustainable agriculture through its "integrated farming" for the development of small holder farmers. By setting up a chicken egg hatchery it will improve the quality of life for the poor community in the project area, by improving nutrition and generating additional income.

TTI Ltd / Tanzania

50k EUR loan; 3 years at 7%

Produces "pre-cooked" beans which retain their full nutritional value and bring convenience to the urban customer. TTI envisages a sustainable cooperation with the "small holder farmers" (via Rikolto).

CROPTECH Ltd / Rwanda

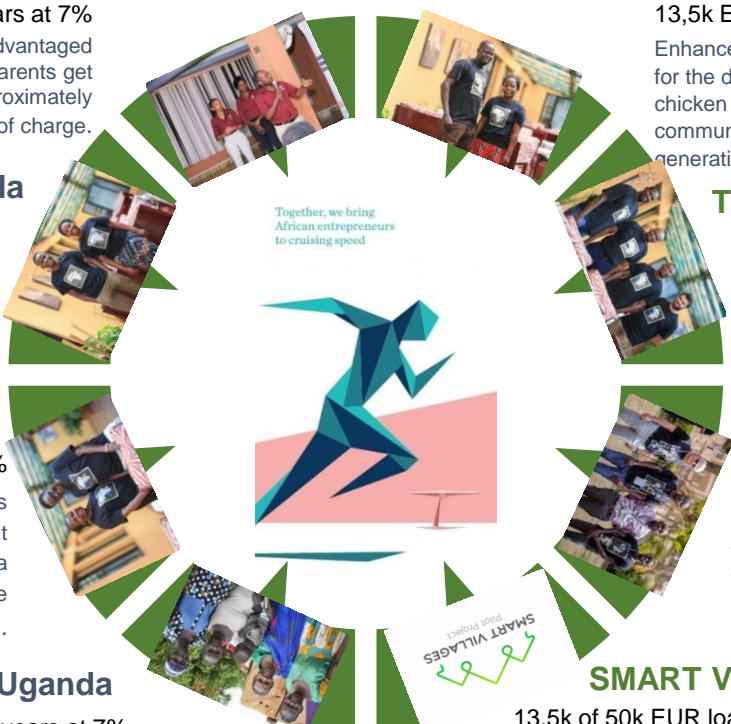
12k EUR loan; 4 years at 7%

Offers solar-powered drying services in the vicinity of local agricultural organisations. Due to the faster drying capacity there is less loss of corn. In addition, the contamination by the cancerous aflatoxin is avoided.

SMART VILLAGE / Senegal

13,5k of 50k EUR loan; 5 years at 6%

This (OVO) concept focuses on the implementation of a solar energy installation with a capacity of 5kW peak. The aim is twofold: to boost local economic activity and to provide basic social services.





OVO's MSME support in a nutshell

- Long-term support, focus on sustainability and impact
- Access to finance AND business growth support through coaching
- Aimed at the missing middle
- By and for entrepreneurial talents
- Working together and learning from each other
- Entrepreneurial approach
- Motivation is key





OVO's MSME support



European Business
Awards for the
Environment

WINNER

The Developing
Country Cooperation
Award

2020-2021



**ondernemers
voor ondernemers**
Duurzame samenwerking met het Zuiden





Join us



Björn Macauter
General Manager

bjorn@ovo.be

www.ovo.be



BACK-UP SLIDES



EA FRUITS Ltd (1)

AN EXAMPLE



- Goal: transforming transforming the farm-to-market value chain — reducing the waste by removing layers of middlemen and delivering more control, transparency and efficiency to small-scale farmers and informal vendors
- Integrating sellers with buyers of fresh fruits, vegetables and grains. Supporting smallholder farmers on crop planning in alignment with marketplaces, upgrading farm-side infrastructure and transitioning to sustainable practice
- EAF full service distribution



- EAF increases small farmers income (x4)



Agronomy services

- Increase productivity

Guaranteed market and price

- More growing cycles
- Reduce risk

Credit history

- Micro credit loans
- Expand farms



EA FRUITS Ltd (2)

Founding of the company

EA Fruits is founded and registered by Elia Timotheo who began by producing and selling pineapples to customers. Soon he expanded to producing other crops like tomatoes and green peppers along with aggregating produce from smallholder farmers in Tanzania for supply to the markets.

2011

Award winner

EA Fruits receives the Environment Award at the 2015 African Entrepreneurship Awards in Marrakech and a matching grant of USD 250k.

2015



2020

Ideation

EA Fruits' idea started in 2011 after conducting a number of researches and studies which all point out that eliminating food waste in Africa, is the key turn-out to economic growth and benefiting farmers. In Tanzania, roughly half of what farmers produce never reaches the market.

2013

Social investment

Two Belgian social Business Angels from the OVO network invest together USD 65k in equity and join the board of directors.

Additional investment of USD 400k (loan) by AgDevCo.

2015

Equity funding

EAF closes a Series A equity funding totalling USD 2.05 million. The fundraising round was led by Goodwell. It will help EAF to scale up operations. Over the next three years, the company plans to serve over 10,000 farmers and 6,000 SME vendors.



OVO projects per industry sector

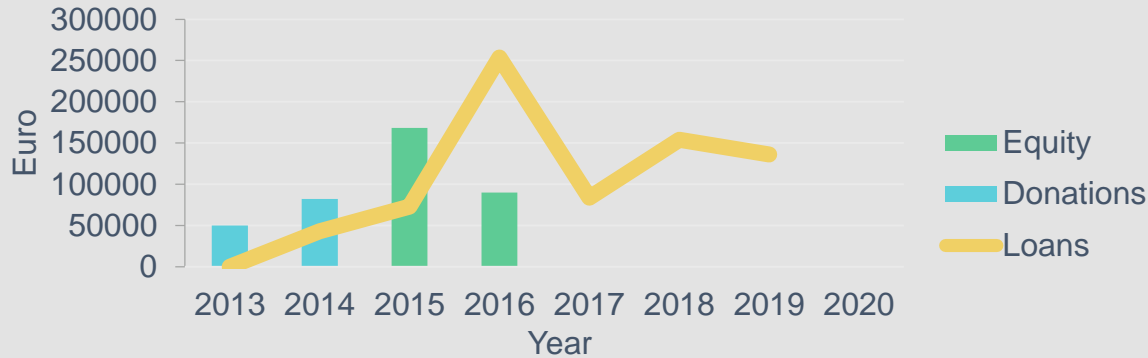
Sector	Share of investments (Nov 4, 2020)
Agriculture & Food Industry	38%
Education & Training	3%
Energy	18%
Financing services	3%
Manufacturing	6%
Recycling & Circular Economy	4%
Services & Information Technology	26%
Water	2%



OVO KEY FIGURES

25

INVESTMENT TYPE PER YEAR



AMOUNTS INVESTED

€29.500 avg/loan

€1.130.000 total

PERFORMANCE

Including impact COVID-19

22,1% overdue LOAN repayments



5,3% default



PEOPLE

30+ investees

60+ investors

70+ coaches

SECTORS

(number of projects)

