



Pacific Greenpreneurs 2023



Pacific Green Entrepreneurs Network INCUBATOR PROGRAM Application Guidelines

Passionate about an environmental and/or social issue? Have a business enterprise or idea that contributes to addressing an existing environmental and/or social problem? Interested in taking the next step to grow your business, AND your environmental and social impact?

At the Global Green Growth Institute, we believe that green entrepreneurs are uniquely positioned as drivers of innovation, holding the keys to unlocking a transition to a green and sustainable future for our planet. Our program aims to catalyse your business to showcase **Pacific solutions to Pacific problems** on a national, regional, and global scale.

If you are interested in developing and unleashing the potential of your green business or idea and securing a chance to win up to USD\$5,000 in seed grant funding, then keep reading to learn how you can join the Pacific Greenpreneurs Incubator Program!



What do we mean by "green entrepreneurs" or "green business"?



A "green business" is a **purpose-driven enterprise** that is addressing **social and/or environmental issues** while generating income

Our Commitment to Social Inclusion

Beyond our goals to strengthen the capacity and empower green entrepreneurs and their businesses, create opportunities for more sustainable, green jobs in the Pacific, and connect entrepreneurs to an ecosystem of business development support, we are equally committed to the prioritization of women entrepreneurs and green job creation for women, youth, and persons with disabilities.

I. What can Pacific Greenpreneurs expect?

Our Pacific Greenpreneurs Incubator program is a free, carefully curated training and mentoring program designed to support green entrepreneurs to build robust and sustainable business models, and the skills, tools, and confidence to implement them for success. The program will culminate in a business plan competition that will provide seed grant funds to winning enterprises.



ORIENTATION &
KICK-OFF
WORKSHOPS



VIRTUAL
TRAINING



GROUP &
INDIVIDUAL
COACHING &
MENTORING



NETWORKING



BUSINESS PLAN
COMPETITION

Orientation – An initial Orientation session will be held in-person for each country to introduce incubator participants to each other, set expectations and explain how to use the online training platform.

Kick-off Workshop - As Pacific Greenpreneurs, you will begin your journey with an intensive two-day in person kick-off workshop (COVID-19 restrictions permitting) to focus on your business and meet like-minded green entrepreneurs and mentors from your country and the region to focus on your business model. Where an in-person workshop is not possible, you will join a virtual orientation and training sessions with other program participants from your country, while learning the program track, setting expectations, and meeting your mentor.

Virtual Training – The Kick-off workshop will be followed by weekly online training built around the lean start-up canvas through webinars and online assignments – each module dedicated to one step of building out your Sustainable Green Enterprise Plan.

Mentorship Program - Based on business needs and preferences, each Greenpreneur will be assigned a mentor who will act as a 'sounding board' and support to guide them through the process of building out their business models.

Group Coaching – Following each webinar, mandatory weekly group coaching sessions will be facilitated in each country to apply the module learnings to the local context, answer questions related to exercises, facilitate peer learning and more.

Individual Coaching – You will receive individualised coaching from your Country Facilitator who will provide support and feedback on tasks and help you to work through issues and answer questions about weekly modules.

Networking - During and beyond the program, Pacific Greenpreneurs will have on-going opportunities to engage with like-minded entrepreneurs and supporters of green enterprises in the Pacific region and beyond, providing opportunities for professional development, brand-building, and awareness, and more.

Business Plan Competition - The business plan competition involves participants putting together their business plans and pitches:

- **Business Pitch** - A video pitch and accompanying pitch deck communicating the enterprise's vision, unique value, planned impact and plans for the future.
- **Sustainable Green Enterprise Plan** - documenting the various aspects of an enterprise's business plan holistically including a Social Lean Canvas business plan on a page; a financial model and impact model (Theory of Change).

The competition serves to demonstrate Greenpreneurs' growth throughout the program and gives you the opportunity to compete for USD 5,000 in seed grant funding. Please note that to be eligible to participate in the Business Plan Competition, timely submission of weekly assignments, attendance of webinars and participation in coaching and mentoring sessions will be required.

II. Program Timeline (* dates and timelines may be subject to change)

The 2023 Pacific Greenpreneurs Incubator Program is planned to run from May to August, with Graduation and Showcase events in September.



III. Who are we looking for?

- You are part of a team or an individual entrepreneur with a green business idea or leading an early-stage green enterprise.
 - We strongly encourage teams (maximum 5 people) to apply.
 - We strongly encourage women, youth and persons with disabilities to apply.
- You aim to create positive environmental and/or social impact in your community or country through your product offerings, operations, or processes, while creating a profit.
- You are dedicated and eager to learn, and passionate about your cause.
- You have sound, technical understanding of your business or idea, but would like to learn more about how to build an effective and sustainable business model for success.
- You are in your early stages: you will typically have already piloted or launched your business and can demonstrate early traction or proof of concept.
- You have typically been in operation for less than two years and your sales revenue to date is less than USD 100,000.
- Your business is innovative and unique in some way.

- You want to learn, connect, and share with others: you are eager to network with like-minded green entrepreneurs from across the region.
- You have sufficient access to internet and a computer to enable participation in the online components of the program.
- You are committed to completing a 4-month program of training, coaching, mentoring & networking from May - August 2023 culminating in a business plan competition.
- You are comfortable with written & spoken English language.



PLEASE NOTE, BY APPLYING YOU ARE CONFIRMING THAT YOU CAN COMMIT TO:

- A 2-day in person kick-off workshop (COVID-19 restrictions permitting) in May 2023
- An average of 8 hours a week to participate in webinars (2 hrs in length), group coaching sessions, complete weekly assignment tasks and attend 1-on-1 coaching
- A minimum of 3 x 1.5-hour mentoring sessions held between May and August 2023
- Timely submission of weekly assignments online.
- Please note that for teams, participation is expected from all team members wherever possible.

IV. Eligibility Criteria

The following criteria must be met for applications to be assessed for the Pacific Greenpreneurs Incubator program. Please ensure that you meet the criteria listed below before completing the application form:

- The lead applicant must be a citizen of one of the following countries:
 - **Fiji, Kiribati, Papua New Guinea Samoa, Tonga, or Vanuatu.**
Proof of citizenship will be required.
- The enterprise must operate or be intended to operate as a for-profit business in one of the countries listed above.
- The enterprise or business idea must demonstrate a green focus.
- The minimum age of the lead applicant is 18 years old.

V. Assessment Criteria & Selection

The Pacific Greenpreneurs Incubator program is focused on supporting green enterprises to grow, generating positive environmental and social impact. Applicants for this program will be assessed against the following broad criteria as demonstrated through submitted applications. Please keep these criteria in mind as you complete your application.



Green business focus



Business growth potential



Entrepreneurial mindset



Social inclusion (of women, youth or marginalised groups)

The applications will first be screened against the *Eligibility Criteria*. Successful applications will then be scored and ranked according to the *Assessment Criteria*, from which the top enterprises will be selected.

VI. Things to note before applying

- Ensure you meet all the *Eligibility Criteria* before applying.
- Note that all applications must be submitted by Google Forms online.
- We strongly recommend that the full Google Form application is completed at one time (including attachments). As such, we strongly suggest that you:
 - Review the downloadable version of the application form ahead of time;
 - Prepare the documents you need; and
 - Prepare your responses to the open-ended questions separately and paste them into the Google Form online when ready.
- Each entrepreneur is only allowed to make 1 application per enterprise. Enterprises that participated in previous Pacific Greenpreneurs Incubator cohorts are **not** eligible to reapply.
- Please honour the submission deadlines. Applications received after the deadline will **not** be eligible for consideration.
- In case you experience any technical issues in submitting the application, please contact us (see below) **before the deadline**. Re-submissions will not be accepted after the deadline date.
- In accordance with GGGI's [Rules on Protection of Personal Data](#), your application will be processed with due regard for the confidentiality of your business idea and personal details.
- Staff and immediate family members of persons working at GGGI, Emstret, Samoa Business Hub and Vanuatu Chamber of Commerce are **not** eligible to participate in this programme.
- GGGI reserves the right to end the relationship immediately in the case that false or misleading information was provided by applicants.

VII. Contact Us

For more information, please refer to the [Pacific Greenpreneurs webpage](#).

If you have questions or concerns that have not been answered, you can contact us at pacificgreenpreneurs@gggi.org.