



JOB



LIVELIHOODS



EXPORTS

Funding innovative business ideas that boost revenue, job creation and new investment in Sierra Leone's private sector.

COMPETE Salone is a competitive grant initiative funded by the UK Government. We help businesses test innovative ideas that have the potential to create jobs, improve livelihoods and increase exports. The initiative works by offering a matching grant and guidance to private companies.

RESULTS: 2021 TO DATE

## LEECON POULTRY

Development of commercial poultry feed in Sierra Leone:



Developed a commercial smallholder supply chain of **1,500 farmers** to grow maize (the key ingredient in the poultry feed)



Increase in exported feed of over **£35,000** in value



A total of **240 jobs** established or retained



Company's revenue increased by **£300,000**



RESULTS: 2021 TO DATE

## CAPITOL FOODS

New fruit juice drinks developed in Sierra Leone for the domestic and regional market:



Developed a commercial smallholder supply chain of **2,000 farmers** to grow cocoa, fruits and coconut for fruit juice products



**40% increase in income generated** from these products for the participating farmers



A total of **290 jobs** established or retained across the company and through the company's supply chain



Company's revenue increased by **£1 million**

## WHO CAN APPLY?

- We fund projects led by commercial businesses. Implementation can be supported by other organisations, including non-governmental and other civil society organisations
- Commercial businesses seeking funding from COMPETE Salone must provide matching funds of at least 50% of the total cost of the business idea
- The funding provided is grant money. There is no interest or other charges attached to the grant but businesses must provide a matching amount through a combination of in-kind and cash contributions



## THE APPLICATION PROCESS

COMPETE Salone offers 'funding windows' where companies can submit applications. Each funding window is publicly posted and launched on an issue and needs basis.

**Step 1. Call for Project Concept Notes (PCN)**

**Step 2. Grading PCNs**

**Step 3. Investment Committee selects PCNs**

**Step 4. Selected applicants invited to submit full proposal**

**Step 5. Investment Committee selects winning proposals**

**Step 6. Contracting**

## HOW WE HELP

- We help applicants develop their ideas by offering support and guidance
- We facilitate linkages with financial institutions, smallholder producers/ businesses and other supply chain actors
- We work with applicants to refine their business models and define milestones

Visit the Invest Salone website to find out about past and future grant window opportunities:

[investsalone.com/compete-salone/](https://investsalone.com/compete-salone/)