



CONCEPT NOTE

“Empowering Innovations:

A Confluence of Capital,
Vision, and Agribusiness
Enterprise ”



The Agriculture Summit Africa (ASA) stands out as an exemplary showcase of agricultural prowess, not just in Africa but across the world. Over the course of five years, the Summit has continuously expanded its reach, promoting advancement, cooperation, and alliances. During its earlier iterations, it offered a forum for innovators and specialists to address obstacles and suggest sustainable remedies for agribusiness. Attendees of these gatherings have been able to connect and enhance their enterprises.

Sterling Bank is an avid supporter of the agricultural sector, and we are proud to be a part of this year's Agriculture Summit Africa.

ASA 2023 is introducing an inventive version of the summit that features a "Deal room." This Deal room will enable investors, pioneers, and agropreneurs to engage directly in a more practical way, promoting new business deals and commitments.

The Deal room will provide Agropreneurs with the chance to secure financing, receive mentorship, and access markets to support their business aspirations.

Furthermore, it will offer a platform for other stakeholders to present their offerings and for government agencies to create a conducive environment for thriving businesses.

AGRICULTURE
SUMMIT AFRICA 2023

AgroPitch

The AgroPitch logo features the word "AgroPitch" in a large, bold, dark green font. The letter "o" in "Agro" is replaced by a stylized green leaf icon. Above the main text, the words "AGRICULTURE SUMMIT AFRICA 2023" are written in a smaller, bold, dark green font.

Key Participants:

- **Agropreneurs:** Visionary individuals transitioning from conceptual ideas to tangible projects.
- **Investors:** On the lookout for businesses primed for significant growth, inclusive of equity stakeholders.
- **Financial Institutions and Beyond:** This includes DMBs, international and national Development Finance Institutions, Venture Capitals, and Philanthropic Agencies.
- **Government Entities:** Enablers of policies and facilitators offering a conducive ecosystem for business.

Agropreneurs will have the chance to present their business ideas by completing a form available on the ASA website. A panel of experts will evaluate and assess the submitted business plans within a specified timeframe. Businesses that meet the criteria for success will be selected to participate in the grand finale, where investors and financial institutions will choose businesses, they wish to support.

ASA 2023 is poised to provide visionary and innovative Agropreneurs with opportunities to turn their dreams into reality. This will be achieved by granting them access to the necessary platforms, individuals and information required to expedite the growth and development of their businesses.

Agric Finance & Solid Minerals Division
Sterling Bank Ltd



Summary of ASA 2023

1. Introduction:

Agricultural Summit Africa (ASA) is one of the leading privately sponsored agribusiness conferences in Sub-Saharan Africa. Organized by Sterling Bank Limited, a foremost commercial bank in Nigeria, in partnership with key stakeholders, the ASA brings together practitioners, policymakers, financiers, and experts in renewable energy, and technology, in focused discussions to increase the participation, talent, competence, production and total value of agribusiness in Nigeria and Sub-Saharan Africa. With a growing reputation, the ASA also attracts interest and attendance from a global audience.

2. ASA 2023 – Agribusiness Pitch:

This is an event that aims to empower agricultural innovation, entrepreneurship, and agribusiness development. It provides a platform for individuals, startups, or teams to present their agricultural business ideas or projects to a panel of judges, potential investors, or experts in the field.

Objectives:

- **Spotlighting Innovation:** ASA 2023 is not just an event; it's an ecosystem where innovation thrives. We intend to bring to spotlight groundbreaking projects that promise to reshape the future of agriculture in Nigeria.
- **Fostering Business Networking:** Beyond competition, ASA 2023 aims to foster connections, encourage collaborations, and create a network of agropreneurs dedicated to sustainable progress.

3. Pitch Requirements:

Applicants are invited to pitch their transformative agricultural projects for a chance to win grants and loans. Here's what we're looking for:

Tangible Projects: Your venture should have moved beyond just the idea phase. We're interested in projects that have shown demonstrable progress and have the potential for further growth.

Innovative Solutions: Breakthrough projects that address pressing agricultural challenges or create new opportunities in the sector.

Sustainable Impact: Projects should be environmentally friendly and have the potential for long-term impact on communities and the broader agricultural industry



4. Application Process:

To ensure inclusivity and a structured process, all applications will be received through the ASA website. The application process will include:

- Applicants click the ASA website link to access the registration portal
- **Register your business application:** Applicant will be required to input details about self and business including; age, gender, location, type of business, amount requested etc. See the attached proposal form.
- **Online Submission of a Business Proposal:** Applicant will be required to submit a detailed business proposal capturing current business activities and plans. See the attached template business proposal.
- **Review & Shortlisting:** A consulting entity shall be engaged to sort all applications to:
 - Determine eligibility based on defined parameters.
 - Shortlist 100 agropreneurs to be contacted for the pitch.
- All assessments must be concluded by the 31st of October 2023
- Shortlisted candidates will be contacted via email for a scheduled virtual Pitch Panel session with selected experts within the industry to pitch their proposals.
- Applicants will be advised to share their pitch stories on social media to garner points.
- A virtual pitch assessment will be conducted daily for 20 shortlisted applicants for the next 5 days.

Upon conclusion,

- The 10 exceptional business projects will be given a grant award of N1,000,000 each and a provisional offer of loan approval.
- The next top 40 best business proposals will be given a provisional offer of loan approval.
- The last 50 shortlisted businesses will be awarded free business advisory services including free business registration, training and mentorship programs.



5. Benefits for applying

- **Awards (Grants and Loans):** Shortlisted applicants will have access to various bank offers such as grants, provisional loan offers and advisory services.
- **Networking:** Enable applicants to connect with potential investors, other financials and fellow innovators in the industry.
- **Expert Feedback:** Receive valuable feedback and insights to refine and improve your business.
- **Visibility:** Have access to a platform to showcase your innovation to a larger audience, including media and industry stakeholders.

6. Conclusion:

Sterling Bank believes in the transformative power of agriculture and its potential to drive economic growth. Through ASA 2023, we aim to spotlight and support the next wave of agricultural innovators. If you believe your project has what it takes, we invite you to be part of this incredible journey. Let's cultivate progress together!





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