



## REGULATIONS

The “Start Up Imigrante” is an entrepreneurship contest aimed at immigrants residing in the Municipality of Praia who face a situation of socio-economic vulnerability after the COVID-19 pandemic. Promoted by the International Organization for Migration (IOM) together with the Municipality of Praia (CMP) in partnership with the Business Incubation Center (BIC), the contest aims to boost the entrepreneurial ecosystem, strengthening the capacity of the Municipality of Praia to support the economic recovery of immigrant workers affected by the Covid 19 pandemic and enhance their integration in the municipality. Startup aims to strengthen capacities and encourage the creation and growth of business activities, creating employment and self-employment opportunities. In the end, the 10 winning projects will receive financial support to implement their business plan and 20 months of incubation (mentoring).

### CHAPTER I GENERAL PROVISIONS

#### Article 1º (Object and scope)

1. This Regulation establishes the provisions regarding the “Start Up Imigrante” competition.
2. The tender is part of the IOM Cabo Verde project *“Strengthening the capacity of the Municipality of Praia to support the economic recovery of migrant workers affected by the Covid-19 pandemic in Cabo Verde”* which aims to strengthen the municipality of Praia in supporting the economic recovery of migrant workers, particularly migrant women, affected by the COVID-19 pandemic, enabling them to live in the context of the pandemic and restore their self-sustaining capacity.
3. The “Start Up Imigrante” intends to achieve the the following objectives:
  - a. Empower migrant workers to adopt an active role in efforts to recover from the negative impacts of the COVID-19 pandemic and long-term sustainable development in the Municipality of Praia;
  - b. Promote financial literacy and entrepreneurial activities of migrants, fostering their productive engagement and contribution to the local economy and municipal recovery efforts;
  - c. Develop opportunities for migrants to undertake and contribute to addressing challenges associated with their integration.

#### Article 2º (Purpose and functioning of the “Start Up Imigrante” competition)

1. The “Start Up Imigrante” aims to offer immigrants the opportunity to improve their knowledge on how to choose, plan and start a business through a competitive process and mentoring through the Incubation Program.



2. The “Start Up Imigrante” will work in the 5 (five) following phases:
  - a. First phase: Reception and analysis of applications - Candidates can apply online or in person, and those who are able to participate in the training and receive follow-up will be selected.
  - b. Second phase: Top 120 - During this phase, based on the ILO methodology, entrepreneurial skills development actions will be carried out, adapted to the candidates selected. In case of language barrier, entrepreneurs can also alternatively attend the following e-learning training modules available on the HP Life platform, with the option using the digital room of Praia’s Entrepreneurship Centre with access to computer and internet, following the times and days indicated by the contest organizers: 1 - Successful Mentality, 2 - How to start a Small Business, 3 - Strategic Planning.
  - c. Third phase: Top 100 - It will be offered training in financial education and technical assistance for the elaboration of the business plan. In this phase, entrepreneurs can, in case of language barrier, alternatively attend the following e-learning training modules available on the HP Life platform, with the option of using the digital room of Praia’s Entrepreneurship Center with access to computer and internet, following the times and days indicated by the contest organizers: 1 - Your Target Audience, 2 - Unique Value Proposition, 3 - Pricing, 4 - Sales Forecasting, 5 - Financial Basics, 6 - Profit and Loss, 7 - Cash Flows, 8 - Inventory Management, 9 - Getting Financed, 10 - Hiring Staff, 11 - Energy Efficiency: Doing More for Less.
  - d. Fourth phase: Top 30 - Training will be offered in the areas of Prototyping and Pitching. Also in this phase, entrepreneurs can, in case of language barrier, alternatively attend the following e-learning training modules available on the HP Life platform, with the option of making use of the digital room of the Praia’s Entrepreneurship Center with computer and internet access, following the times and days indicated by the contest organizers: 1 - Design Thinking, 2 - Effective Presentations, 3 - The Art of Sales: Sales Fundamentals 4 - Marketing Benefits Versus Features, 5 - Effective Leadership, 6 - Social Media Marketing.
  - e. Fifth phase: Top 10 - Funding will be granted to the selected business plans, in the maximum amount equivalent to 5,000 US dollars, in addition to incubation for the development of the enterprise for a period of 20 months, through the Incubation Program.

**Article 3º**  
**(Addressees)**

1. The "Startup Imigrante" is aimed at immigrants, men and women of legal age, residing in the municipality of Praia for at least 6 months.
2. The competition is aimed at individual participants or groups willing to start/implement, expand, diversify and formalize the business project in the Municipality of Praia, Santiago, Cabo Verde.
3. The participation of migrant women, cooperatives and migrants with informal



businesses who wish to formalize it is encouraged.

4. The participation of migrants who have partially or fully had the opportunity to complete the training included in this competition in the last four (4) years in national initiatives promoted by other institutions is encouraged, upon prese

**Article 4º**  
**(Application requirements)**

1. To apply for this competition the requirements are:ntation of certificates. These candidates will be subject to knowledge assessment.
  - a. To be an immigrant, of legal age, resident in the Municipality of Praia for at least 6 months;
  - b. To be available and able to participate in the "Startup Imigrante" competition, according to the published schedule;
  - c. To be willing to start, expand/diversify and formalize its own business in the Municipality of Praia within a maximum of 2 months after the end of the competition;
  - d. In projects that include the participation of Cabo Verdean citizens, at least 60% of the share capital must be or become owned by an immigrant;
  - e. To be literate;
  - f. In the case of a tie, the following criteria will be taken into account successively for the purpose of ordering the candidates to be selected in the different phases:
    - Best score obtained;
    - Be female;
    - Lowest age.

**CHAPTER II**  
**APPLICATION**  
**PROCEDURE**

**Article 5º**  
**(Application)**

1. The application process is a voluntary process and can be carried out by any person who meets the requirements set out in Article 4º;
2. At the beginning of the process, the procedures regarding the application submission process are disclosed and all supporting documentation is made available, including the present Regulation, the Application Form and other supporting documents or information
3. The application is formalized by completing the following online form ([FORM LINK](#)) and / or at the following facilities: at the BIC in Palmarejo building Ordem dos Engenheiros - Cave; at the Immigrant Support Office in Vila Nova; at the Praia's Entrepreneur Center in Parque 5 de Julho (Feira); at the High Authority for Immigration (AAI) in Achada Santo António and at the African Communities Platform in Várzea, attaching an identification document, even if expired, and residence certificate issued by the Municipality of Praia;



4. The application form is available in Portuguese, English and French;
5. After applying, the candidate will receive a confirmation email and/or SMS;
6. The application process will run from July 27 to August 27, 2023.

**Article 6º**  
**(Application validation)**

1. To be considered valid, the application must consist of the following elements:
  - a. Complete the application form with a description of the applicant's profile and the business project, if the applicant already has a business idea;
  - b. Identification document, even if expired;
  - c. Acceptance of the conditions of the competition

**Article 7º**  
**(Receipt and review of applications)**

1. The applications received are subject to a sequence of analysis, evaluation and decision procedures, which are carried out in stages according to the evaluation criteria set out in this Regulation.
2. Applications are subject to an initial screening and analysis, which consists of verifying that the application file is complete, i.e. that the applicant has submitted all the required elements, that they contain the required information and that the application submitted for the "Startup Imigrante" contest fits the requirements.

**Article 8º**  
**(Evaluation of applications)**

For applicants to benefit from the support and incentives of the competition, their projects will go through an interconnected sequence of screening, analysis, evaluation procedures carried out by the Technical Council, and will undergo a monitoring and validation process by the Monitoring Committee of the competition, based on the evaluation criteria established in Article 9º. This process is composed of 4 stages:

1. Receipt and Assessment of eligibility of applications and selection of the Top 120;
2. Evaluation of the results and selection of the Top 100, after successful completion of the trainings foreseen in the Top 120;
3. Evaluation of the results and selection of the Top 30, after successful completion of the trainings foreseen in the Top 100;
4. Evaluation of the results and selection of the Top 10, after successful completion of the trainings foreseen in the Top 30.

Applicants who successfully complete all steps, including the development of viable business plans, will be required to submit their plans for evaluation which will be done by the Technical Council, and the competition Monitoring Committee will be responsible for monitoring and validating the evaluations, in accordance with the criteria set out in Article 9º.

**Article 9º**  
**(Selection criteria per phase)**

The following assessment criteria will be considered at each stage:

- 1. Receipt and Assessment of eligibility of applications and selection of the Top 120:**
  - To have fulfilled the application requirements mentioned in Article 4º;
  - To have correctly completed the application form;
  - Applications accompanied by a business idea will be valued;
  - Applications from informal or formal business promoters, registered within a maximum period of up to 2 years, will also be considered;
  - To have experience in the field the entrepreneur intends to work in.
  
- 2. Evaluation of the results and selection of the Top 100, after successful completion of the trainings foreseen in the Top 120:**
  - A market opportunity has been identified, demonstrating demand from the target audience;
  - Lower level of competition in the market in which the entrepreneur intends to operate;
  - Attendance of the entrepreneur during the trainings.
  
- 3. Evaluation of the results and selection of the Top 30, after successful completion of the trainings foreseen in the Top 100:**
  - To have a business plan drafted and approved;
  - The stage of development of the project/business idea will be taken into account, valuing projects that are more advanced in one of the following stages: 1) market research, 2) prototyping and 3) initial implementation of the company;
  - Lower investment requirements for the implementation/growth of the business.
  
- 4. Evaluation of the results and selection of the Top 10, after successful completion of the trainings foreseen in the Top 30:**
  - Demonstrate increased market potential in relation to target audience demand.
  - Lower level of competition in the intended market;
  - The prototype presented is easy to understand and can be easily transformed into a product;
  - Lower investment requirements for business implementation/growth;
  - The entrepreneur has experience in the field they intend to operate in;
  - The project/business idea creates a new market opportunity.

The criteria set out in points 1 to 4 of Article 9º will be assessed on a scale of 1 to 5 (1=poor; 2=satisfactory; 3=good; 4=very good; 5=excellent).

### **Article 10º**

#### **(Constitution and functioning of the Monitoring Committee and the Technical Council)**

This competition will have a Technical Council that will be responsible for reviewing, evaluating and selecting the applications at all stages and a Monitoring Committee that will be responsible for supervising, reviewing and validating the outcome of the Technical Council's work, in order to ensure compliance with the regulations of this competition. Each of these bodies will meet at each stage of the evaluation and selection process, and will be composed of members identified by the project and competition partners.

1. These bodies shall function as follows:
  - a. The Technical Council and the Monitoring Committee shall elect, at the discretion of their members, a person to chair the work, who shall ensure compliance with the rules relating to this call for proposals and the regularity of the deliberations.
  - b. The Technical Council will rank the applications in descending order of score in order to draw up the final ranking list.
  - c. The Monitoring Committee will review the assessment made by the Technical Council at each stage and validate the ranking at each stage of the competition.
  - d. The Chair of the Council has a casting vote in the case of a tied vote.
  - e. If there is any doubt about compliance with the regulation for any application, the Monitoring Committee may return the result of the assessment to the Technical Council for clarification or revision.
  - f. The Technical Council will have a period of 5 (five) days to evaluate the applications and the selected projects, while the Monitoring Committee will have a period of 3 (three) days to validate the classification made by the Technical Council.

### **Article 11º**

#### **(Communication of the selected and finalists)**

1. Once the applications have been validated, the Top 120 will be announced within a maximum of 7 (seven) days after the closing of applications, via the competition channels.
2. After the validation of the projects and entrepreneurs, the Top 100 will be announced within a maximum of 7 (seven) days, via the competition channels.
3. After validation of the projects and entrepreneurs, the following will be announced Top 30, within a maximum of 7 (seven) days, via the competition channels.
4. After validation of the projects and entrepreneurs, the Top 10 will be announced publicly, during the closing event of the competition and through its channels.



**Article 12º**  
**(Commitments for Participation in the "Startup Imigrante")**

1. The selected candidates undertake to be available to participate in all phases of the competition, according to the schedule published by Startup Imigrante, except for the exceptional situations already provided for in the regulation, namely in Article 3(4).
2. Except in the exceptional situations already provided for in the Regulation, namely in Article 3(4), candidates must have full availability during the competition and commit to participate in the activities defined according to the schedule published upon their selection, namely:
  - a. Capacity building/training actions in person and online, through the HP LIFE platform;
  - b. Work and mentoring sessions;
  - c. Networking activities;
  - d. Incubation program for the 10 winners.

CHAPTER III  
BENEFIT AND FINANCING

**Article 13º**  
**(Types of Support)**

1. The benefits to candidates under the competition are:
  - a. Capacity building and business training tools, in person and online, through the HP LIFE platform;
  - b. Technical assistance in the technical, economic and financial planning of the project, including the preparation of the business plan;
  - c. Incubation services and technical assistance in the implementation and development phase of the projects;
  - d. Financing of approved projects in the form of equipment, materials and services (the latter to be analyzed more carefully) in the non-refundable modality and in the maximum amount equivalent to USD 5,000, according to the exchange rate applied at the United Nations on the date of settlement of the expenditure, not exceeding the two and a half months foreseen after the closure of the call for proposals.

**Article 14º**  
**(Eligibility of projects for funding and conditions)**

1. The funding goes to the Top 10 projects that have successfully completed all the commitments foreseen in the different phases of the competition.
2. The funding is for the purchase of equipment and materials and services (the latter to be examined more carefully).



3. The purchases mentioned in the previous point will be made by IOM Cabo Verde directly from suppliers, after endorsement by the BIC.
4. In exceptional cases, IOM Cabo Verde may consider reimbursements to selected applicants for the purchase of equipment, materials and services (the latter to be analyzed more carefully) that necessarily have to be purchased outside Cape Verdean territory, upon presentation of updated proof of purchase.
5. Projects will be funded up to a maximum of USD 5,000 per project, according to the exchange rate applied at the United Nations on the date of settlement of the expenditure.
6. If the value of a proforma invoice exceeds the equivalent value of USD 2,000 according to the exchange rate applied at the United Nations at the time of submission, two additional proforma invoices from different suppliers must be submitted for comparison and selection.
7. For the entrepreneur to be eligible for funding, it is necessary that he/she participates assiduously and actively throughout the incubation program. In addition, it is essential that he/she has drawn up the needs assessment list together with the Incubation Program team. This list is essential to ensure that the needs presented are considered for payment by IOM Cabo Verde.
8. Funding will be disbursed after two and a half months of attendance at the Incubation Programme, and the organizers of the competition reserve the right to disqualify applicants if they demonstrate an intention not to implement the project.
9. Projects that meet the following requirements will be eligible for funding:
  - a. Projects that present economic and financial viability;
  - b. Projects that are technically, economically and financially coherent.
  - c. Projects that present, in a perceptible way, the grounds for the existence of a current and potential market for the goods and services resulting from the investment;
  - d. Projects that comply with the laws applicable in the national territory and in the business area presented;
  - e. Have good performance during the incubation program through the evaluation to be done by the Incubation Program team;
  - f. Projects to be implemented in the Municipality of Praia.

## **CHAPTER IV FINAL PROVISIONS**

### **Article 15º (Disqualification)**

1. The candidate will be disqualified from this competition at any time in the event of proven fraud, participation by obtaining an illegal benefit/advantage or failure to comply with any of the conditions and/or commitments of these regulations.





2. The organization of the competition may also, at its sole discretion, suspend or disqualify the candidate in the event of suspicion or evidence that he/she has made use of irregular or unfair practices or that violate the objectives of this competition.
3. The candidate will be disqualified from this competition if, on his/her own initiative, he/she withdraws from participation or for continuous non-attendance or non-compliance and/or non-completion of the commitments foreseen in any of the phases of the competition.

**Article 16º**  
**(Authorization for image use)**

4. The participant hereby authorizes, without any compensation being due, the recording, storage, reproduction, transmission, broadcasting and use of his/her image in communication or dissemination actions of the "Startup Imigrante" contest, IOM Cabo Verde, Municipality of Praia and BIC or in programs produced with partners, and may be used on audiovisual platforms, with or without commercial purpose.

**Article 17º**  
**(Confidentiality)**

1. The organization of "Startup Imigrante" guarantees total confidentiality in relation to the projects submitted for the competition, and all initiatives related to their development will only be initiated with the prior authorization of the respective candidates.

**Article 18º**  
**(Amendments to the Regulation)**

1. The organization of "Startup Imigrante" reserves the right to introduce changes and corrections, from a technical point of view, to the present regulation, when, from the application of the regulation, it proves important and necessary to make changes / improvements.
2. Any amendment to the regulation will be formally communicated to all parties participating in the program and the updated version will be made available to take effect.

**Article 19º**  
**(Acceptance of the regulation)**

1. Participants, when applying for the "Startup Immigrant" declare to have taken note of and fully accept all articles of this Regulation.