

P4G Call for Partnerships: Application and Selection Process

Public Webinar: February 6, 2025



WORLD
RESOURCES
INSTITUTE



MINISTRY OF FOREIGN AFFAIRS
OF DENMARK



Ministry of Foreign Affairs of the
Netherlands



Ministry of Foreign Affairs
Republic of Korea

Agenda



Welcome



P4G Overview



Call for Partnerships Criteria and Process



Q&A



P4G Overview



About P4G

P4G helps early-stage climate startups in emerging markets and developing economies become investment ready, while also working with national level public-private platforms to improve the enabling market systems for climate transitions.

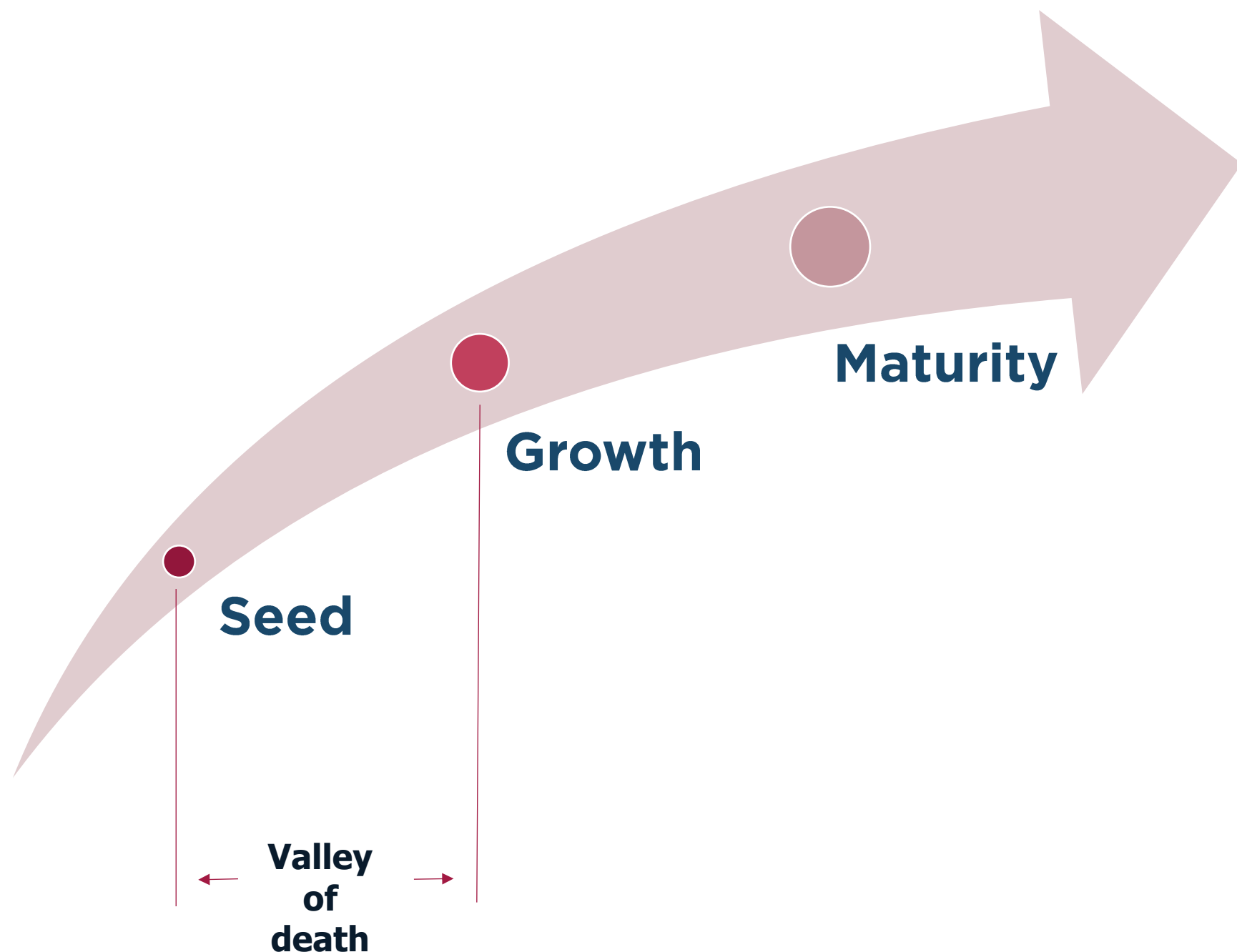
P4G focuses on climate mitigation or adaptation solutions with poverty reduction and gender equity goals in:

- Food loss and waste
- Climate smart agriculture
- Renewable energy
- Zero emissions transportation
- Water resilience



The Opportunity: Investment Ready & Locally-Led Climate Businesses

Start-Up Stages of Development:



Locally-led green businesses can:

- Solve climate needs that are aligned with their community and country
- Provide local jobs
- Scale their solutions to other countries
- Provide leap-frog innovations to climate challenges

Every innovative model starts as a small enterprise:

- SMEs are engines of the economy, responsible for employing about 70-80% of the population.
- SMEs offer the potential for localized workforce efficiencies and insights that enhance project and business outcomes.

P4G's Three Main Areas of Activity



(1) Startup Partnerships

realize financial close of commercial investment

Ensuring sufficient market proofs and data room materials for advancement from pre-seed or seed stage to post-seed or Series A

(3) Knowledge Mobilization trust building

(2) National Platform Engagement

with government, business and civil society, to reduce regulatory, policy and other risks

Designed on the basis of specific P4G startup barriers and challenges as faced during implementation and addressed through funded analysis and dialogue

Local & National Climate Startups

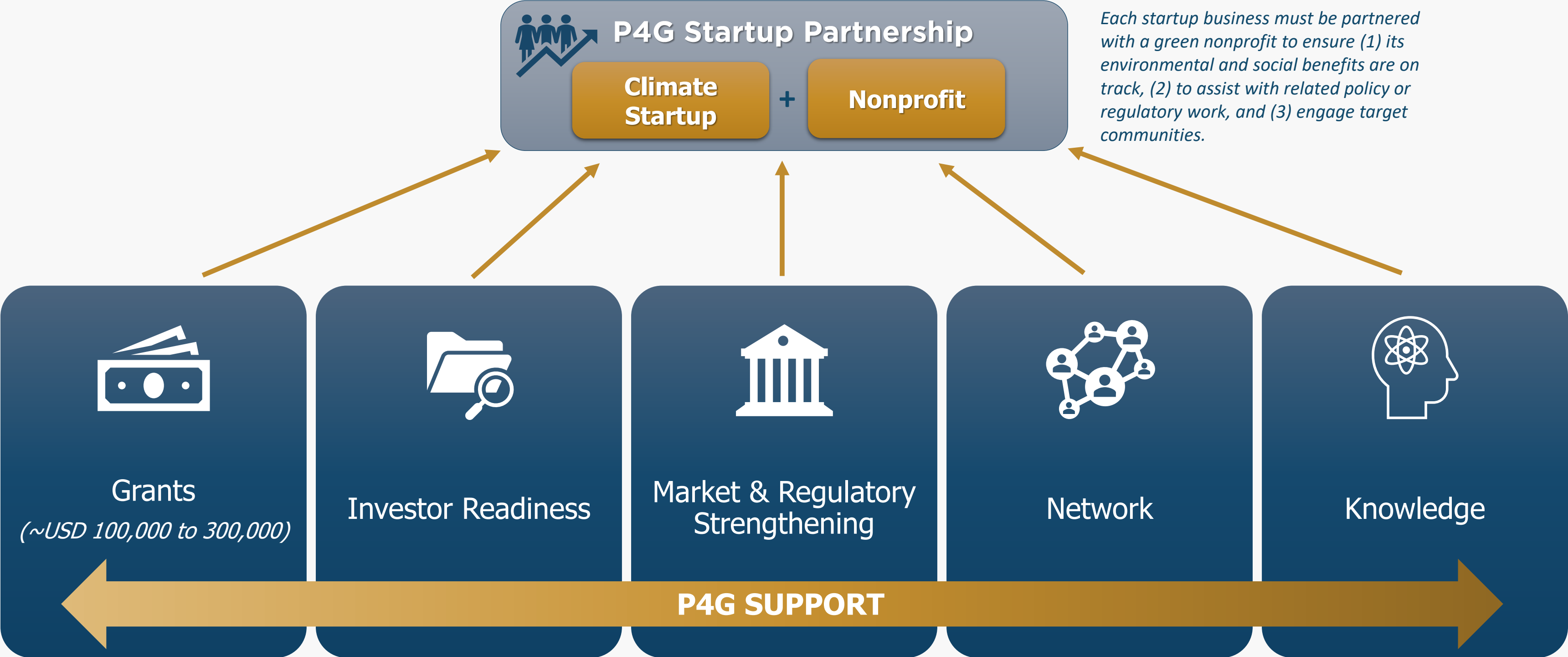
Local & National Innovators & Entrepreneurs

Local & National Climate Leaders



Communities and Nature

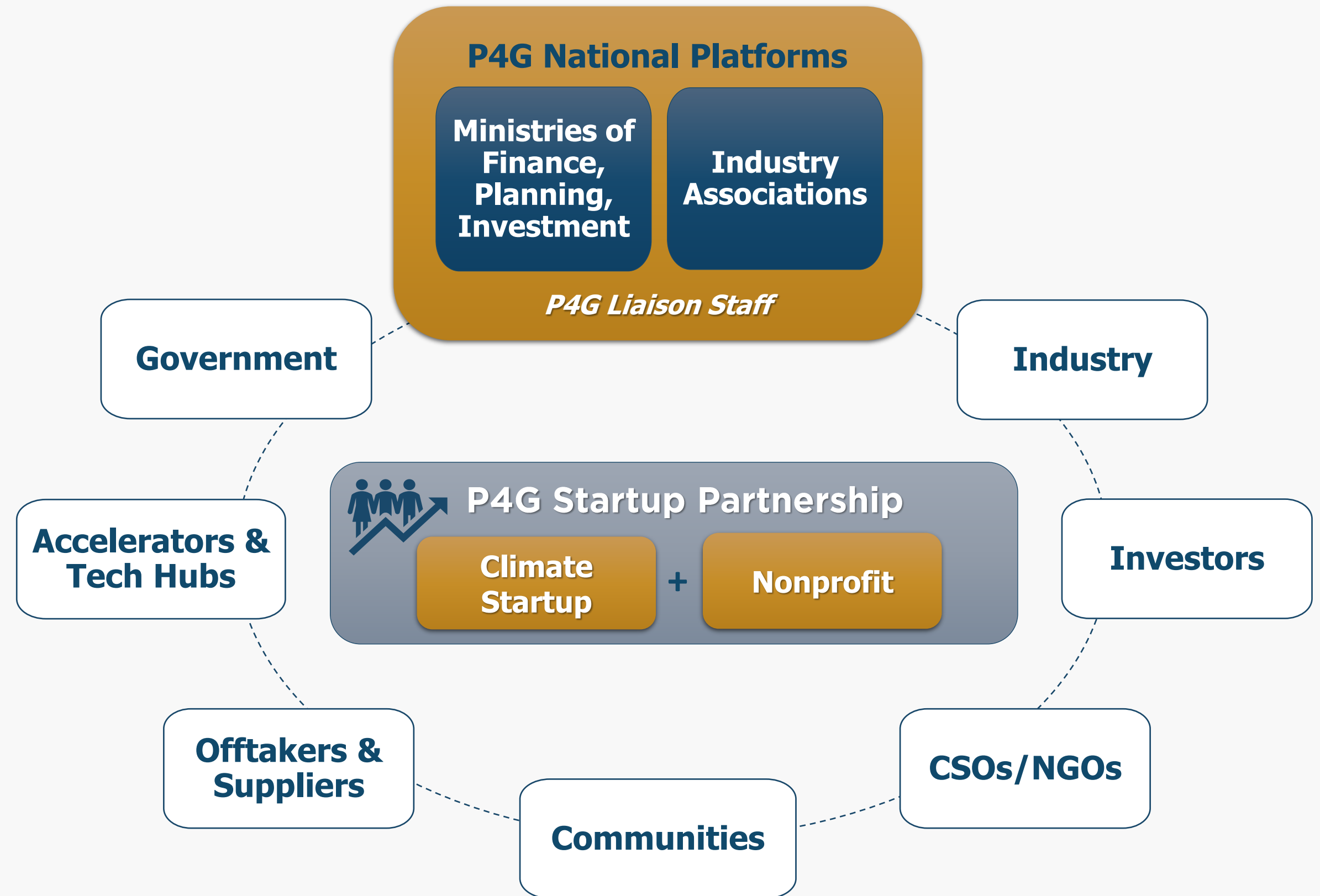
P4G's Support to Startups



Applications accepted continuously. Funding decisions made on a 6 monthly basis.

P4G National Platforms: Creating Networks to Improve the Enabling Marketplace for Climate Solutions

National Platforms are established in both P4G's implementing countries and funder countries – providing strong green trade links for the transfer of climate innovation and entrepreneurship

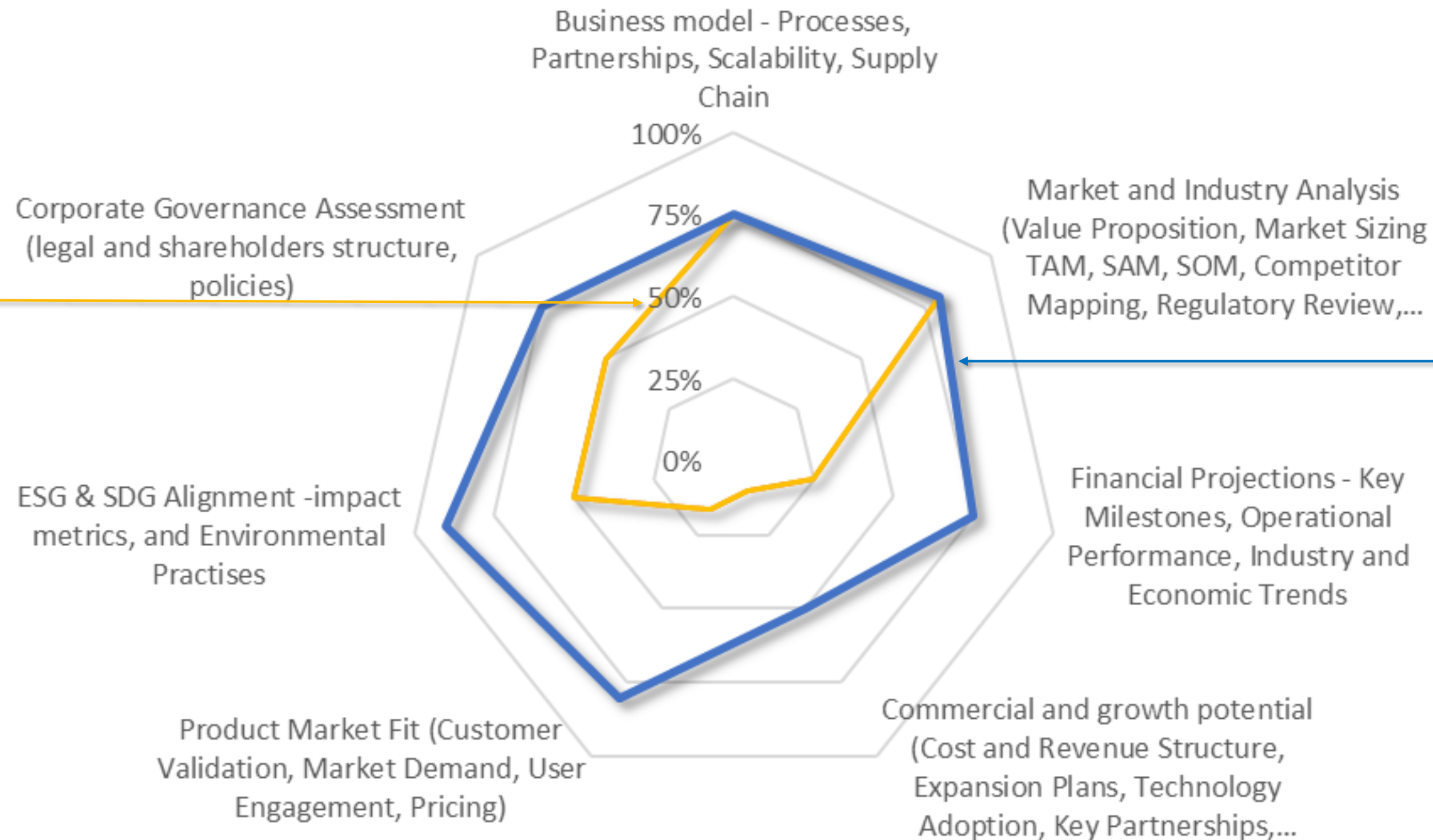


The Investment Readiness Journey



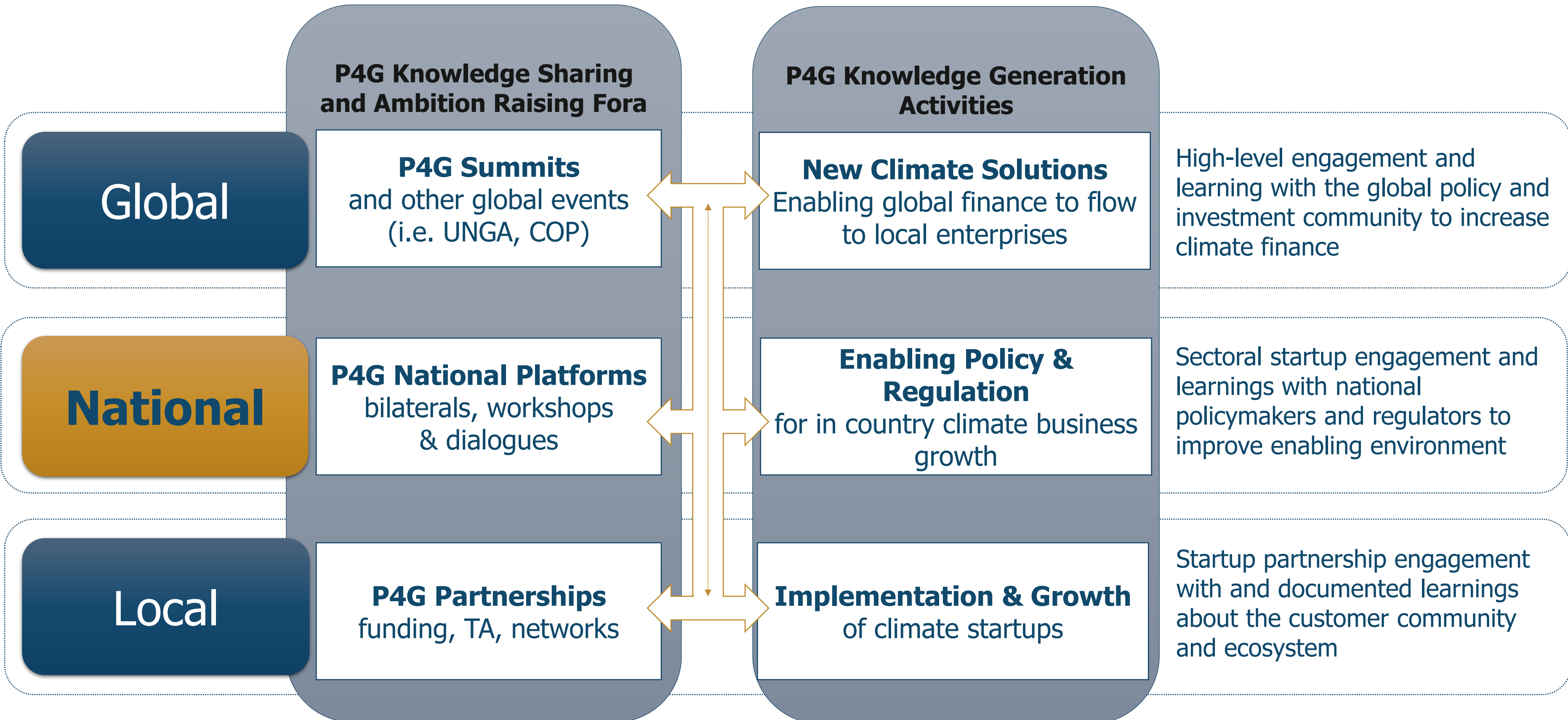
Startup Investment Readiness

Most startups begin with only partial materials and need expert advice, planning and support to achieve full investor readiness.



P4G assesses their investment readiness by conducting a gap analysis, and uses grant funding to help the startup prepare for commercial and impact investor discussions and due diligence

P4G Learning & Ambition Model



Examples of Partnership Successes



SEOS scaled a financing platform to encourage the uptake of residential solar in Colombia and leveraging P4G support raised almost **US \$600K from angel investors**.

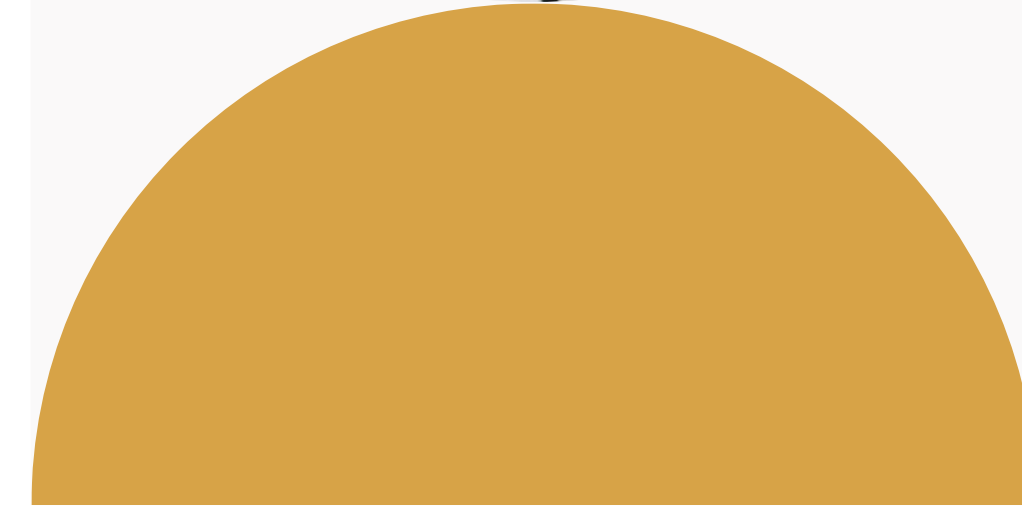
SolShare closed the first **\$2M** of a \$4M fund for their solar tuktuk charging model.

Energise Africa, a crowdlending platform, raised over **\$44 million** in investment from everyday investors to deliver clean, affordable energy to over **865,000 people**.

Africa GreenCo secured **US \$50 million** in equity funding to develop an initial portfolio of **100 MW renewable energy** saving an estimated **10 MMT CO2**.

BasiGo is among the beneficiaries of **\$307 Million** from Norfund, which will capitalize **1,000 e-buses**.

African Bamboo's secured a **\$94 million guaranteed offtake agreement**; is working with almost 5,000 farmers; and has the potential to create thousands of jobs across the bamboo value chain.



P4G Partnership Results



\$100 million in commercial investment to P4G startups

10 million metric tons avoided CO2 emissions

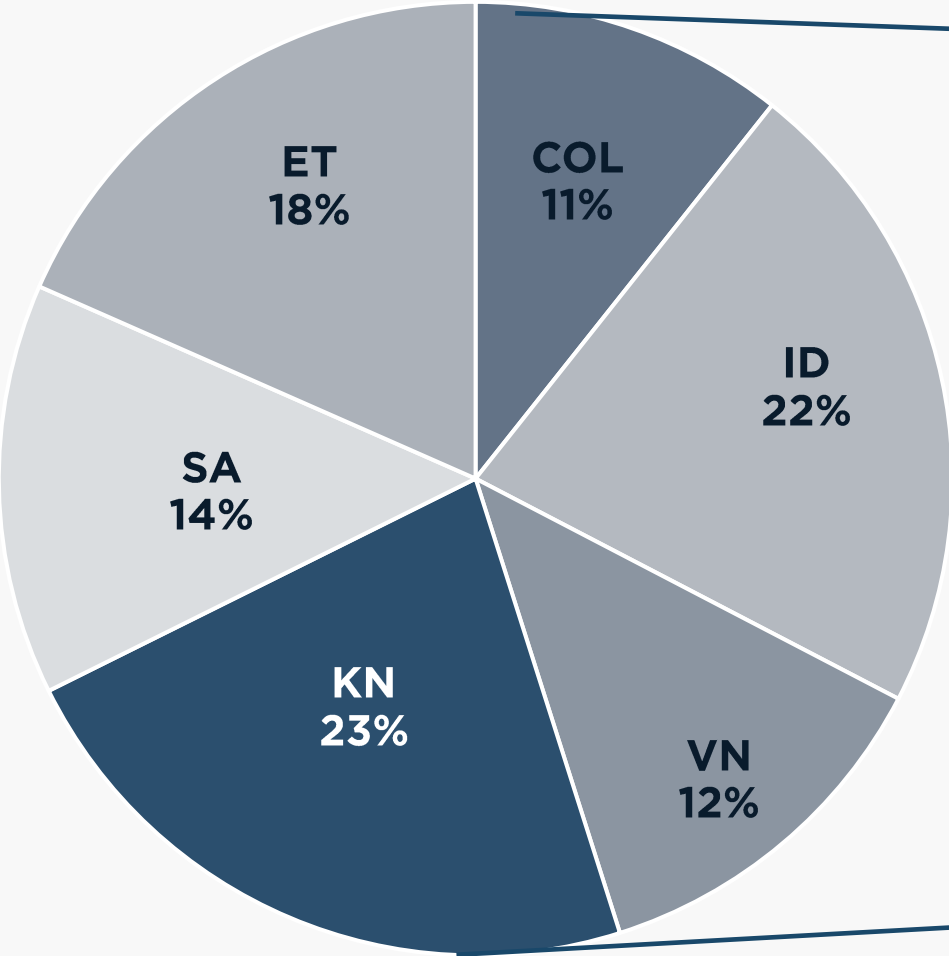
Over 1 million individuals positively affected

Over 1,000 jobs generated

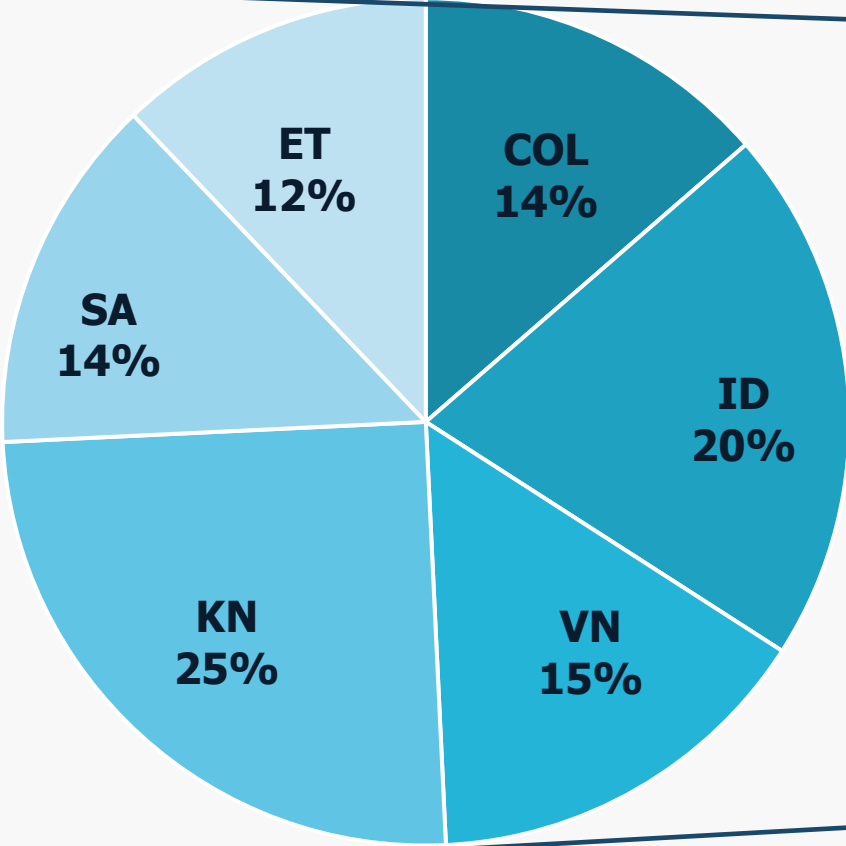
Call for Partnerships Results Across Three Rounds



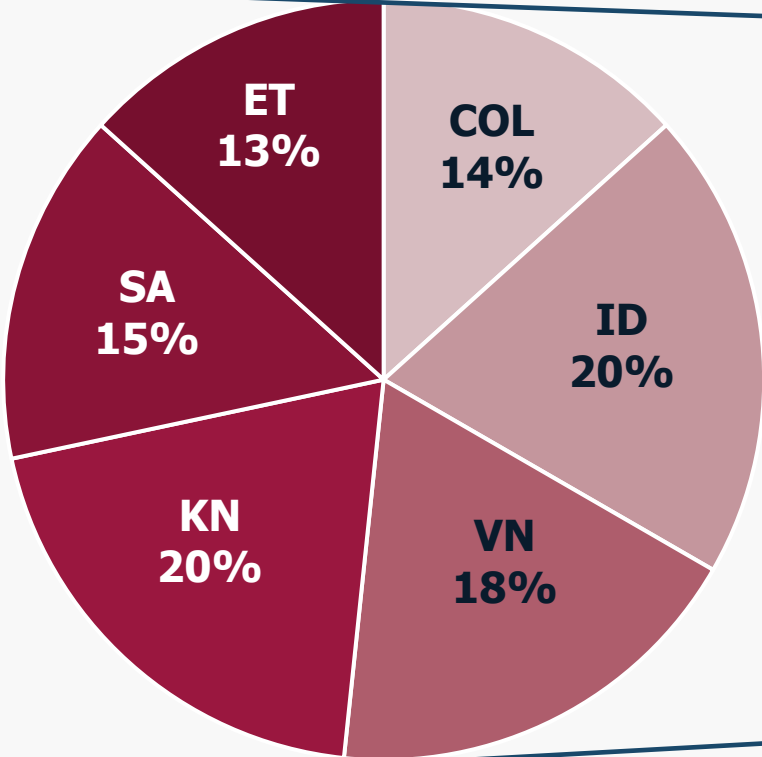
338 Submitted concept notes



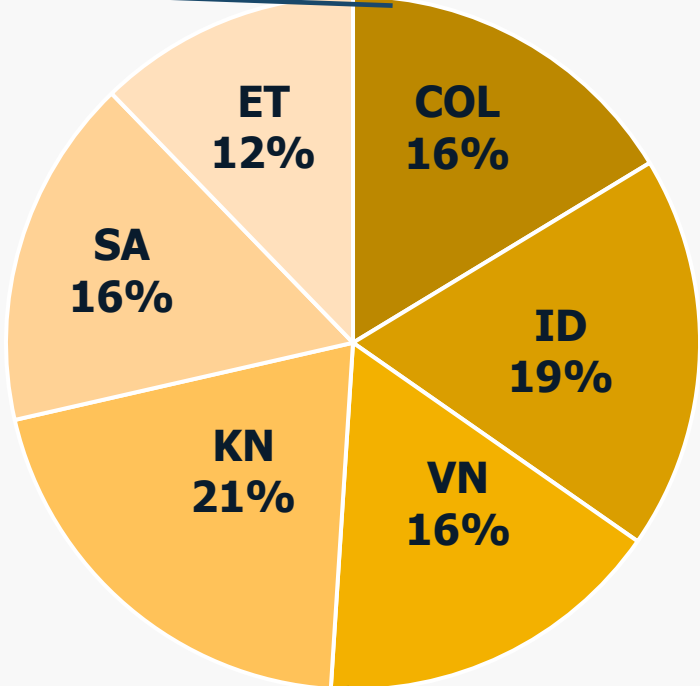
132 Eligible concept notes
39%



60 Shortlisted
18%



49 Awarded
14%



Portfolio Balance

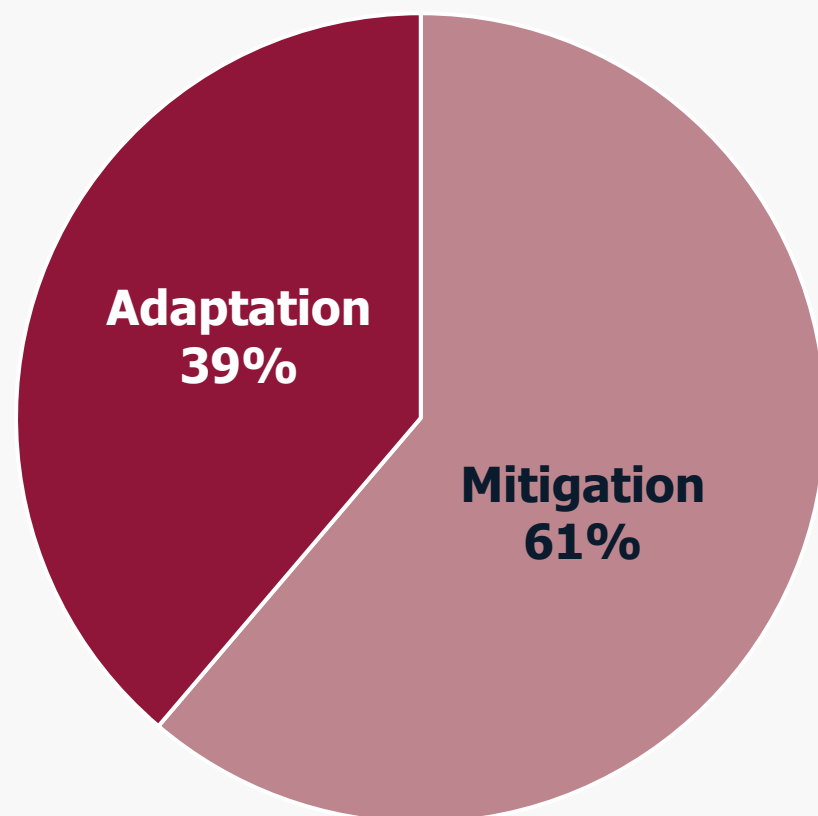


P4G seeks a balanced portfolio across:

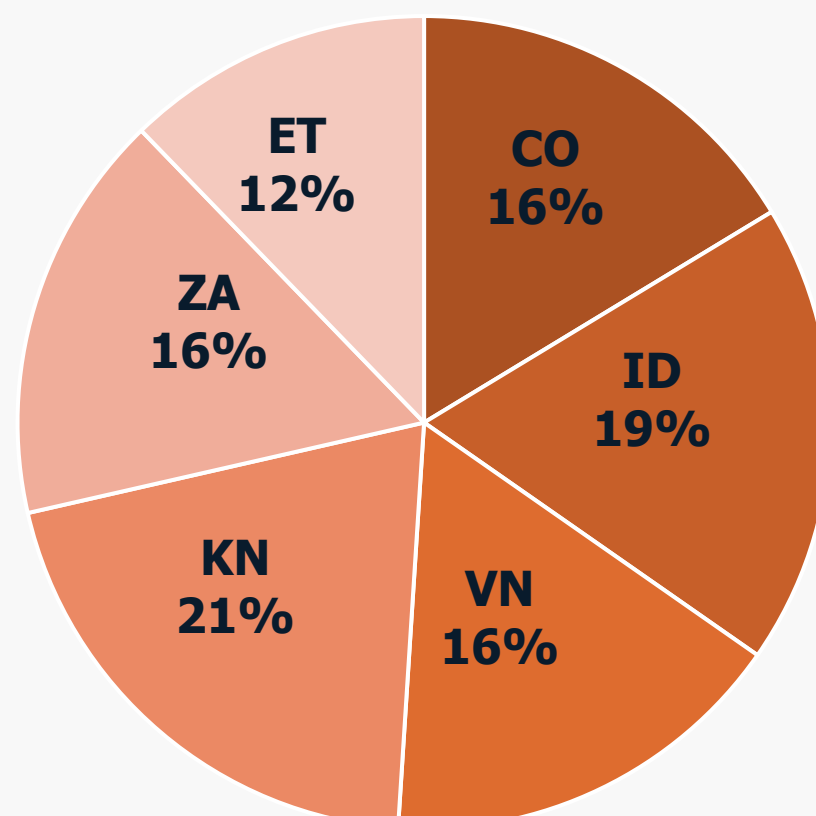
- Our member countries
- 50/50 split between adaptation and mitigation
- Our five subsectors

CURRENT PORTFOLIO

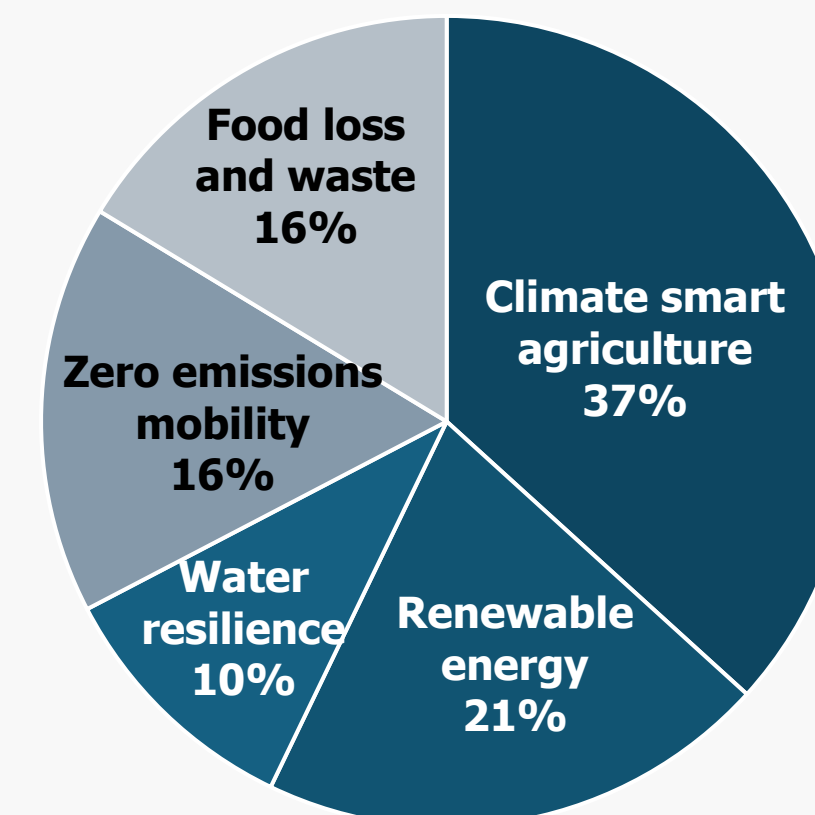
Awarded partnerships by climate focus



Awarded partnerships by country



Awarded partnerships by subsector





Call for Partnerships



P4G Partnership Support



Catalytic grant funding

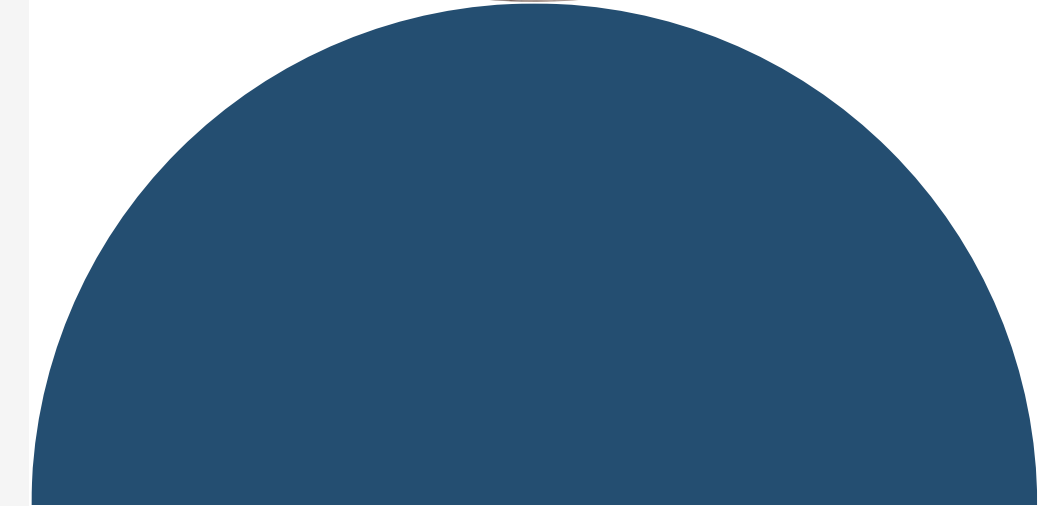
- Non-returnable grants of US \$100,000- \$300,000 for a period of 18 months for new applicants

Technical Assistance

- Investment due diligence and gap analysis of partnership business models
- Political & regulatory engagements with National Platform networks in-country and WRI's global network
- Business matchmaking sessions
- Acceleration and pitch sessions at national and global events
- Introduction to impact investors such as DFIs and others focused on early-stage entrepreneurs

Knowledge Mobilization

- Partnerships' lessons learned and successes on regulatory, business and financial models
 - International exposure through publications and media outreach on learnings and successes
 - National and global events
-



P4G Investment Support



External Due Diligence From an Independent Firm

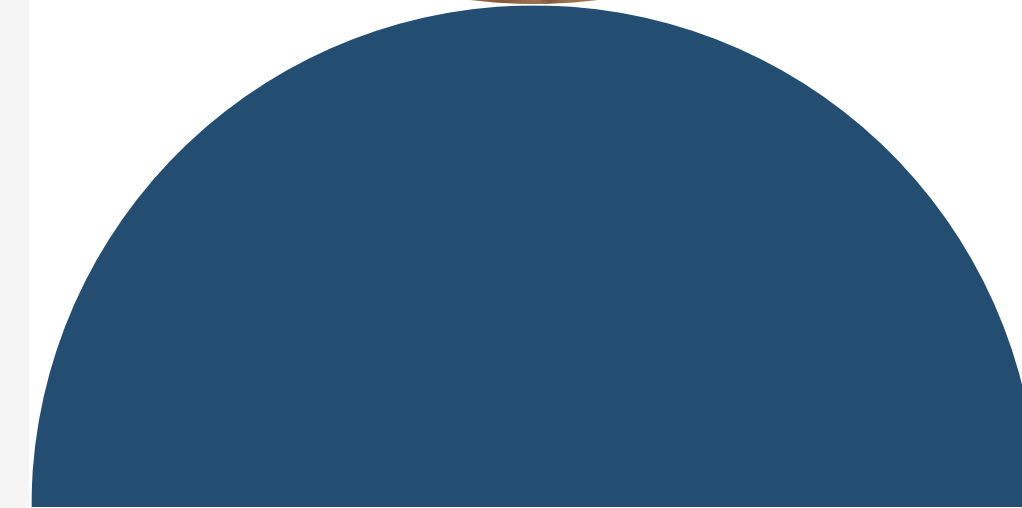
- Analyze and assess investment readiness status
 - Provide recommendations to enhance startup investment readiness
 - Updates to workplan and budget based on due diligence recommendations & implementation timeline
-

P4G Team Investor Support

- Develop a plan for investor engagement
 - Identify specific business milestones in terms of market proofs for review and updates
 - Identify set of investors/funders aligned with startup sector, mission, investment strategy and maturity phase
 - Develop an investor one-pager
 - Organize meetings, business matchmakings and investor pitch sessions
-

Knowledge Product

- Ensure partnerships' investment journey and learnings are documented and shared
-



Application and Selection Process



All applications must be submitted in English.

Prior partnerships must reapply.

Eligibility Criteria



1. Partnership composition

Must have one early-stage climate business and one nonprofit administrative partner, plus additional partners as needed.

2. Experience and track record

Key staff must have appropriate skills and expertise in areas relevant to the partnership, including i.e.: country, sectoral, policy & regulatory, business & financial, social & environmental, and grant management.

3. Sector and countries

Activities must be implemented in P4G's ODA-eligible partner countries and focus sub-sectors including climate smart agriculture, food loss and waste, water resilience, zero emissions mobility and renewable energy.

4. Investability

Be at the seed or post-seed financing stage with a robust business plan and a defined path to commercialization or capital raise.

5. Enabling market environment

Possess a clear understanding of policy, legal/regulatory frameworks in the country of implementation.

6. Additionality

Climate business solution is innovative and substantially improved when compared to the state of the art in that industry and in the relevant country of operation.

7. Impact

Show climate, economic growth, poverty reduction, gender and development impact.

8. Activities and budget

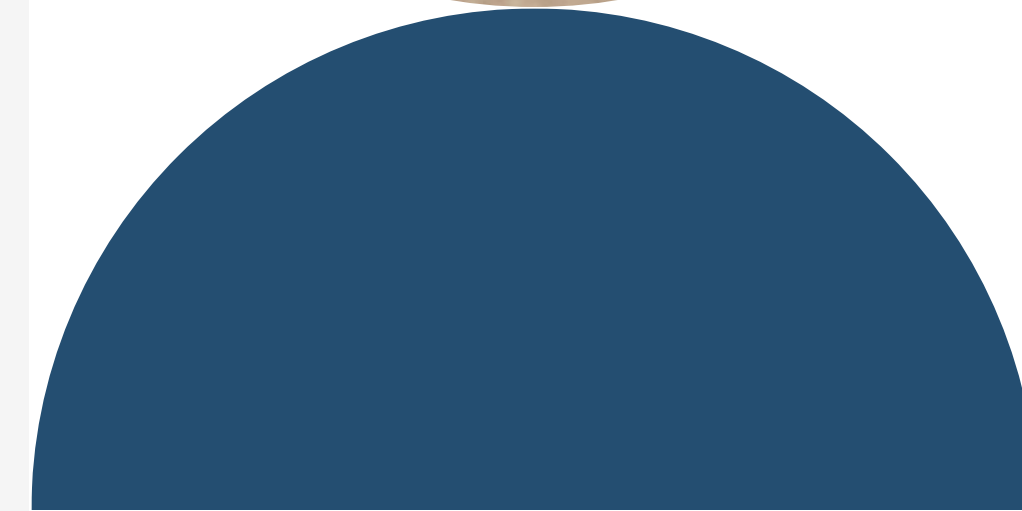
Theory of change overview, aligned and mandatory activities, and budget line items.

9. Responsible business conduct

Not have activities that are in P4G's exclusion list and must either demonstrate their ESG plan or include a plan to develop one.

10. Organizational assessment

The two lead institutions demonstrate the ability to meet organizational requirements.



Business Partner Requirements



Early-stage climate businesses are the focus of P4G partnerships and must:

Be either a **micro or small enterprise (MSEs)**, with small enterprises employing fewer than 50 persons, and micro enterprises employing fewer than 10 persons.

Not be subsidiaries, or spin-offs still under control by mother corporations that do not match the MSEs definition. These are **not eligible**.

Be in the **seed or early post-seed stage** of their commercial growth. They have a **proven technology** and are beyond the concept stage and are well on their journey to raise capital.

Be **registered** in a P4G country of implementation or **have the intention to register** and working in an eligible sector with related climate and poverty reduction goals.

Have a pre-existing and clear **business plan** and **financial pro forma**, and an **executive team** with relevant expertise. Partnerships should have been formed for the purpose of launching the climate business, and *should not be created for the sole purpose of securing P4G funding.*

Be **innovative and additional with products**, services or processes which are new or substantially improved compared to the state of the art in its industry and in the relevant country of operation based primarily on the business, financial and IOT/API innovations.



Lead Administrative Partner Requirements



Requirements:

- Registered in-country¹ and/or partnered with a nonprofit who is registered in-country.
- Grants management experience: Administrative partner will be the primary recipient of grant funding² to all other budgeted partners who will be sub-recipients.

Roles: *Multiple nonprofits can partner together based on needs.*

- **Capacity building** of early-stage businesses such as **Accelerators** and **Incubators** to assist the business partner in becoming investment ready, including business strengthening and training and other related services.
- **Enabling systems support** for the business partner's investment readiness work, particularly as related to needed shifts in the relevant policy/regulatory/permitting schemes.
- **Monitoring, evaluation and learning (MEL)**, including the responsibility to measure impact.
- **In-country relationships** including:
 - **Community** relationships and the associated understanding of the social, economic and environmental conditions of the target beneficiaries;
 - Network relationships in-country with **government** and/or **private sector**³
- **Knowledge Product** to capture and share learnings related to the partnership and sector



1. Including subsidiary offices; 2. The World Resources Institute will be the grantor; 3. P4G National Platforms also provide this through the in-country NPL

Additional Partners

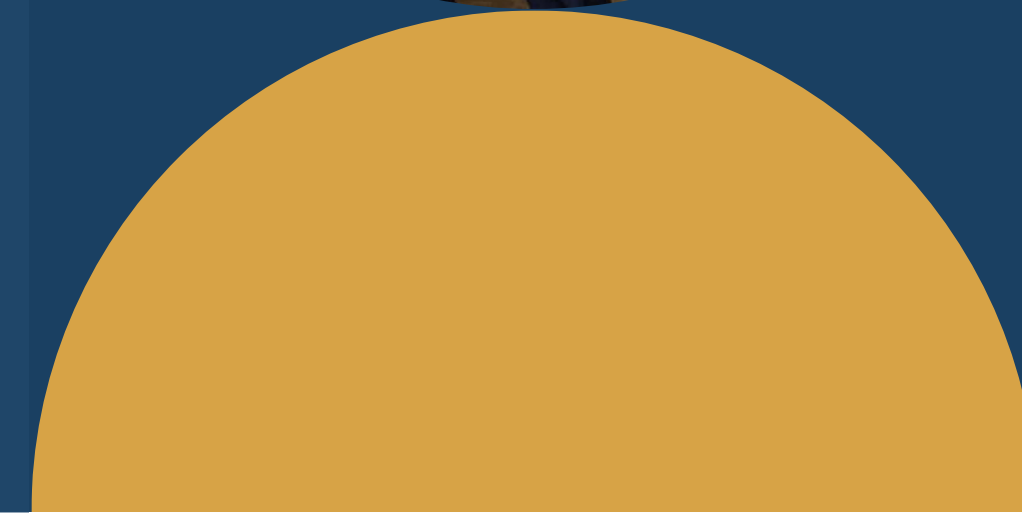
Different early-stage businesses require different partnership skillsets based on their specific needs and must explain this in the full proposal, these can include for example:

Nonprofit – i.e., additional specialty needs for communities, policy, academia, accelerators/incubators, etc.

Commercial – i.e., sub-consultants for business, financial, legal needs

Corporate – i.e., suppliers or off-takers

Government, Associations or others – i.e., for market testing phase, for regulatory or permitting requirements/TA, etc.



Evaluation Criteria and Weightage

Each criteria will be scored
between 0 – 10

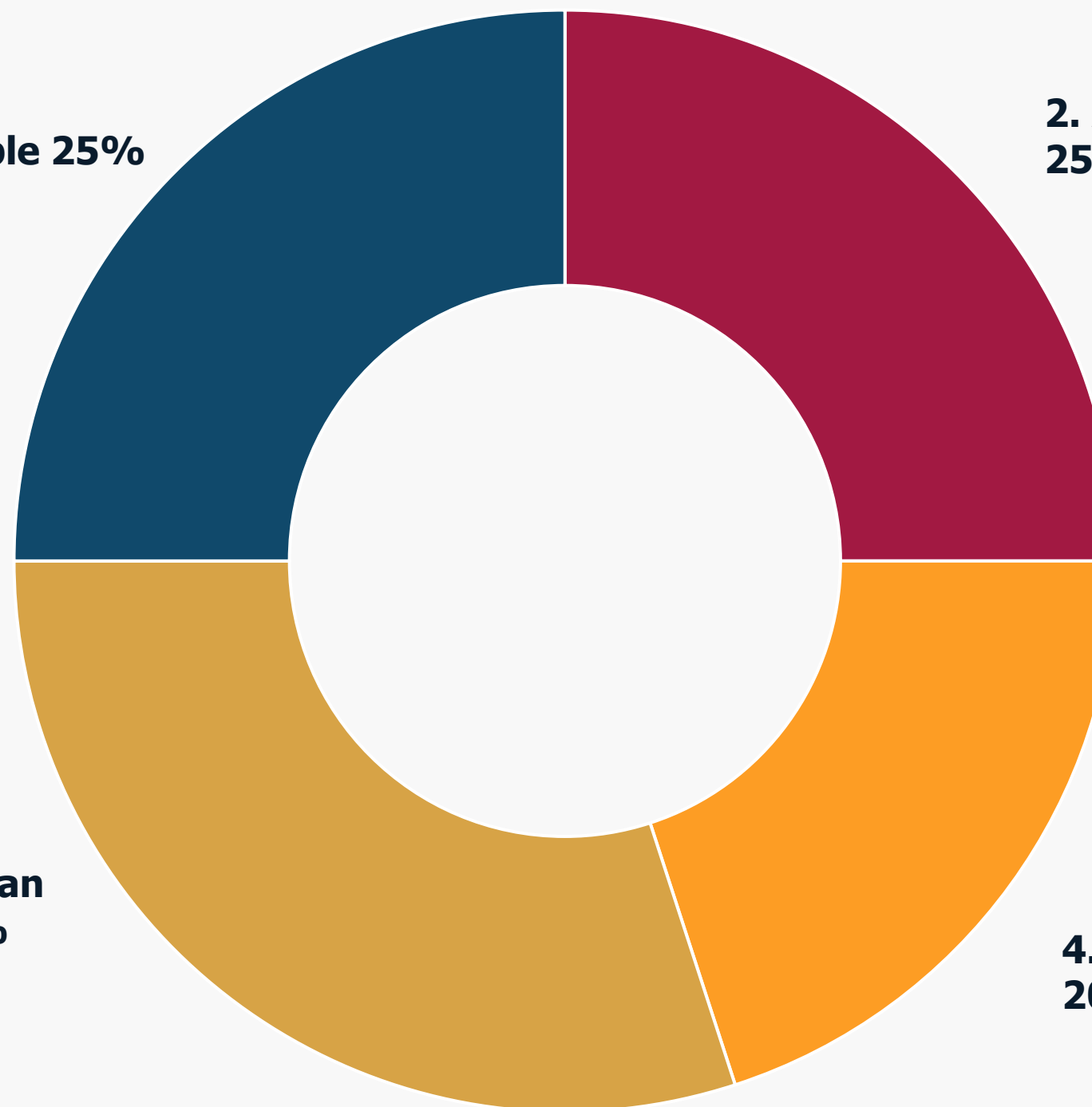
Only applications with an overall
grade of 7 will move to the full
proposal including pitch

**1. Potential to be
financially investable 25%**

**2. Ability to deliver
25%**

**3. Impact plan
& scale 30%**

**4. Legal & regulatory
20%**



Round 4: Timeline



March 7, 2025

Deadline for applications to be considered

Early April

Shortlisted applicants will be invited to submit a full proposal

May

- Shortlisted applicants submit full proposal
- Pitch meetings with shortlisted partnerships

June

- P4G Hub submits investment analysis to Independent Grants Committee
- Independent Grants Committee makes funding decision
- Selected partnerships notified, and grant negotiations begin

September

Final signatures and public announcement

October

Partnership implementation begins

Required Materials



Online concept note form with details on how the partnership meets each of the 10 criteria and following attachments:

- Commitment letter
- Draft partnership charter (or equivalent)
- Full business plan
- 5-year financial model
- Pitch deck
- Equity Partners Capitalization table
- Budget summary and other financial information (template provided)

All shortlisted finalists will receive a request for a full proposal that will include:

- Detailed workplan and budget (template provided)
- Theory of Change and Results Framework
- Final charter
- Organizational assessment including documentation requests, calls and on-site visits.
- Additional documentation as needed.

All shortlisted finalists will have the opportunity to pitch their partnership

- Virtual pitch presentation
- Q&A session
- Hub and National Platform attend

- Final workplan and budget
- Final WRI organizational assessment
- Final contract language

Budget and Workplan Requirements



Cost share

- ✓ At least **30% cost share** of the total P4G project budget in the form of either grants, operating capital or another monetary match that is **not in-kind**.
-

Budget

- ✓ Outline **activities** and line items that will **enhance the investment readiness** of the early-stage climate business model, **improve the financial case**, and **facilitate smooth business operations**.

- ✓ **Non-eligible** expenses include large-scale equipment, vehicles, buildings and infrastructure.

- ✓ Salaries and operational cost for both partners should not exceed 40% of the total P4G Budget.

- ✓ G&A percentage should not exceed 7%.

Mandatory activities with tied outputs and budget line items

- ✓ **Enabling system work:** Policy or regulatory work associated with the businesses model to reduce entry barriers and improve market efficiencies.

- ✓ **2 mandatory knowledge products:** 1. product on policy/regulatory engagement; 2. case study on the success of the business model and learnings on the journey to investment readiness

- ✓ **ESG:** If required, set aside budget to develop a partnership ESG strategy or improve one during the implementation of the project.

Activities procured and funded by P4G

- ✓ Mandatory activities for every partnership with services separately procured from a third party by P4G.

- ✓ **Investor due diligence and gap assessment Contingencies:** This analysis could generate changes in the activities considered in the budget but will not modify the P4G awarded amount.

- ✓ **Audit** for the full implementation of the project using a P4G-selected independent auditor.



Questions? Contact Us!

**If you have questions, please email our
Partnerships Manager Patricia Mijares directly at**

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Q&A





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