



# **CFP 2024 ONBOARDING PROGRAM**

## **Webinar 4 – TA Services**

Wednesday 21st of May



# WELCOME





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# ONBOARDING PROGRAMME

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## Webinar 1

Welcome &  
Collaboration  
Essentials

May 19  
13.00 – 13.45

## Webinar 2

Financial  
Management

May 19  
14.00 – 16.00

## Webinar 3

Milestone  
Reporting

May 20  
14.00 – 16.00

## Webinar 4

TA support

May 21  
14.00 – 15.30

## Webinar 5

International  
industry  
associations

May 22  
15.00 – 16.30



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# AGENDA

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- ⊗ Introduction to EEP Africa TA support
- ⊗ TA paper key messages
- ⊗ TA request process
- ⊗ TA providers presentations
  - OCA
  - Shortlist
  - 60dB
  - GET.Invest
- ⊗ Q&A



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## TA PAPER KEY TAKEAWAYS

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- ☼ TA needs to be aligned to company's growth objectives and capacity to absorb
- ☼ Importance of diagnostics and coordination
- ☼ Company maturity and local context determine what is required when and where
- ☼ Mapping exercise of TA offerings is needed, with a view to expanding availability of local expertise
- ☼ TA needs to be measured through appropriate and flexible KPIs



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# TA REQUEST PROCESS

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- ☼ TA support can be requested/provided:
  - During the proposal stage
  - Ad hoc during project implementation
- ☼ Discuss your TA needs with your PM
  - PM might go through a TA/investor readiness checklist with you
- ☼ Identification of TA provider
- ☼ Scope of Work (SoW)
  - Engagement to be complementary to any prior TA
  - Depending on company maturity, request for co-financing
- ☼ Grantee signing and EEP Africa approval
- ☼ Baseline survey
- ☼ Start of engagement & kick-off call
- ☼ Impact surveys (short-term and long-term)



# OCA





# Open Capital's Technical Assistance under EEP

May 2025



# Open Capital (OCA) is a management consulting and financial advisory firm committed to Africa's growth

## Introducing Open Capital

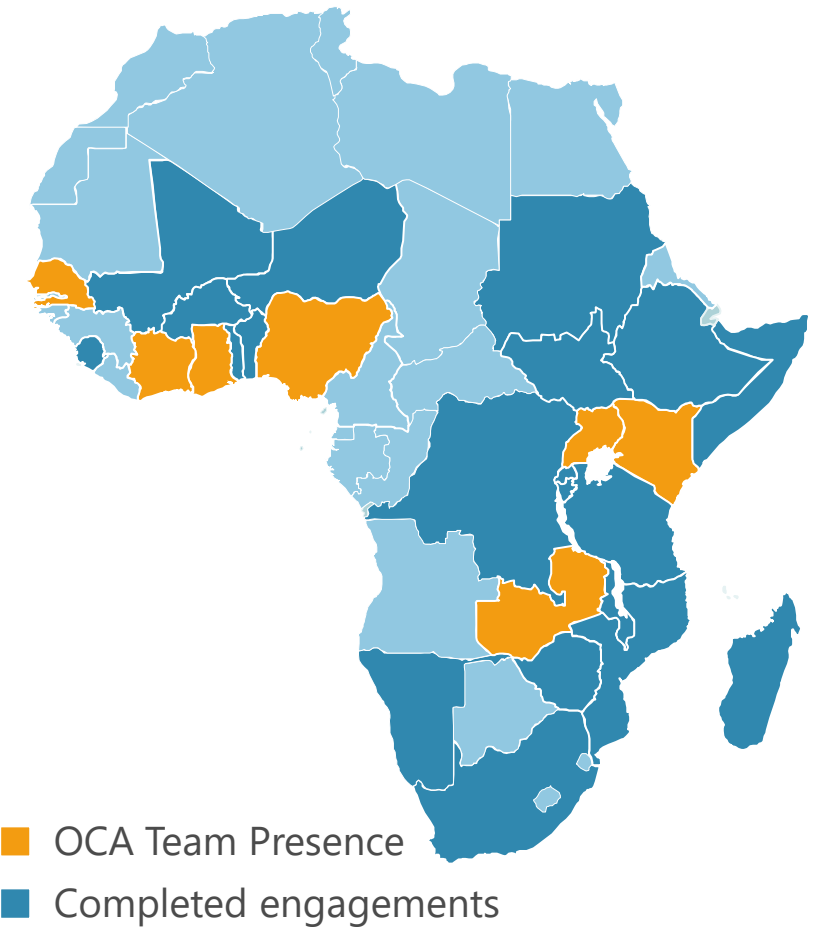
- Founded in 2010 with a mission to advance African economies and build future generations of business leaders
- Work with organizations, companies and investors who seek positive impact throughout Africa
- Blend of investment, finance, and management consulting skills

## Experience

- Team of 170+ across 7 locations in Africa - Kenya, Uganda, Zambia, Nigeria, Ghana, Ivory Coast, and Senegal
- Deep market experience having completed 1,700+ engagements across 35+ SSA countries and raised \$1.7Bn+

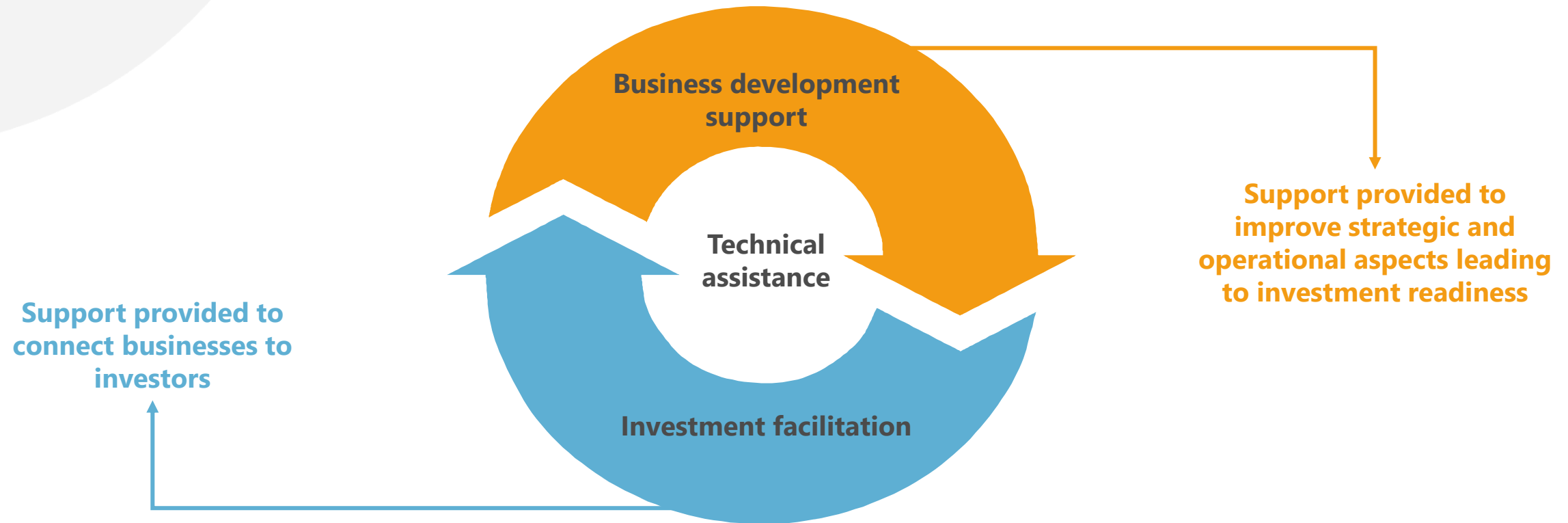
## Unique differentiators

- We have significant experience energy, having completed 400+ engagements in the sector
- We have supported 60+ of the most innovative energy access companies in Africa and pioneered catalytic ecosystem support through multiple energy accelerators such as UOMA, ECAP, Africa E-mobility Accelerator, etc.





# OCA provides technical assistance under EEP through business development support (BDS) and investment facilitation (IF)





# BDS involves a range of services across different stages of growth including strategy development & investment readiness support

Typical support for early-stage  
& commercialization companies

Typical support for scale-  
up & mature companies



## Operational strategies development support

- Developing project feasibility assessments
- Developing pilot test goals / questions
- Fine tuning products and market fit
- Developing go-to-market strategies
- Optimizing the business model

- Developing growth strategies
- Developing distribution strategies
- Conducting talent assessments to identify gaps in roles needed to support growth
- Supporting organizational restructuring



## Investment readiness support

- Develop investor materials e.g., pitch decks, financial models and business plans
- Milestone planning
- Training/ coaching on managing investors
- Identifying relevant investors and programs
- Investor introductions and outreach to early-stage investors

- Update existing investor facing documents
- Training / mentoring on managing investors for follow on investments
- Identifying relevant investors and programs for relevant business stage
- Introductions to additional investors



# Both BDS and IF cover a mix of tailored support to companies...



**Mobility for Africa**, an innovative women-led e-mobility startup based in Zimbabwe, required investment readiness support to advance their expansion initiatives



**Neseltec**, a rapidly growing renewable energy product distribution company based in Rwanda required strategic support to digitize its sales and customer management processes



**MPower**, a fast-growing provider of clean energy infrastructure, is seeking support to raise equity and debt capital to finance its growth in Zambia and other markets

- ✓ Conducted a comprehensive review of investor pitch deck and business plans
- ✓ Curated a targeted list of potential investors aligned with MfA's growth objectives
- ✓ Built management team's capabilities by delivering structured guidance on investor readiness best practices, effective pitching strategies, and navigating the investment process

- ✓ Embedded a consultant within company
- ✓ Conducted needs analysis of the sales process and data collection needs
- ✓ Defined the goals for a new CRM system and undertook demo testing
- ✓ Guided the organization through the vendor selection process and led negotiations to secure optimal terms
- ✓ Supported adoption of a fit-for-purpose CRM system

- We will review the company's investor materials, develop a data room, and refine company's investment strategy
- We will create a targeted list of high potential investors and conduct outreach
- We will provide transaction advisory, including due diligence and deal negotiation support, through coaching sessions with the entrepreneur



# ... and cohort-level capacity building workshops



## Investor readiness & templates

- ✓ We developed common investor document templates that can be adapted by companies for fundraising
- ✓ Developed templates for operational policies, including HR and financial management
- ✓ Developed financial management tools, including budget and cashflow statements
- ✓ Conducted capacity building workshops with companies on how to use these templates



## Market strategies

- ✓ Developed end-to-end guidance to companies on how to develop marketing and go-to-market strategies
- ✓ Conducted capacity-building workshops to promote understanding of these strategies
- Providing tailored one-on-one support to select companies to either refine their existing marketing strategies or develop new ones

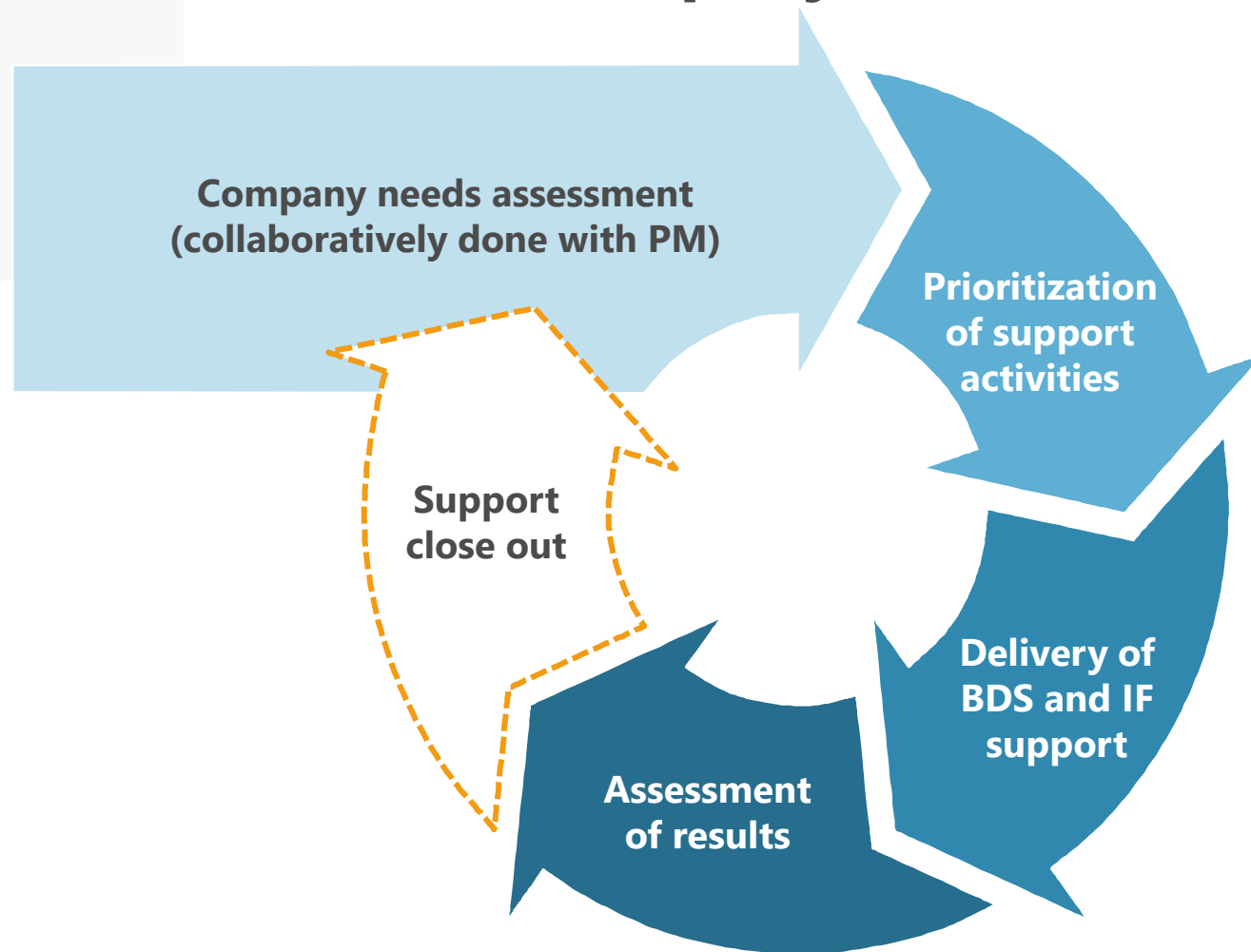


## Business valuation

- Developing content to enhance the understanding of business valuations – valuation methods, considerations, and their appropriateness based on factors such as stage of business, growth prospects, nature of industry, purpose of valuation, etc.
- The capacity building workshops will take place on **26<sup>th</sup>** and **27<sup>th</sup> May**



# We are flexible in providing ongoing support, as needed, based on company's needs



## Our process:

- Is flexible to accommodate changing needs
- Draws learnings on supporting businesses to ensure effectiveness
- Is designed to enable grantees to better achieve milestones



# SHORTLIST



# We Solve Human Capital Challenges in Africa

[Search](#) | [Fractional](#) | [Advisory](#)

 [Shortlist](#) | [Search](#)



# 3 business lines to solve a range of talent challenges

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## SEARCH

We find and place hundreds of transformative leaders into top employers across Africa.

Driven by:

- > Deep knowledge of local talent pools and referral sources.
- > World class team of researchers, project managers and partners.

## FRACTIONAL

We provide part time leaders to fast growing SMEs to help them de-risk and grow.

Driven by:

- > Executive search talent pools and processes.
- > Innovative partnerships with TA Facilities and Foundations.

## ADVISORY

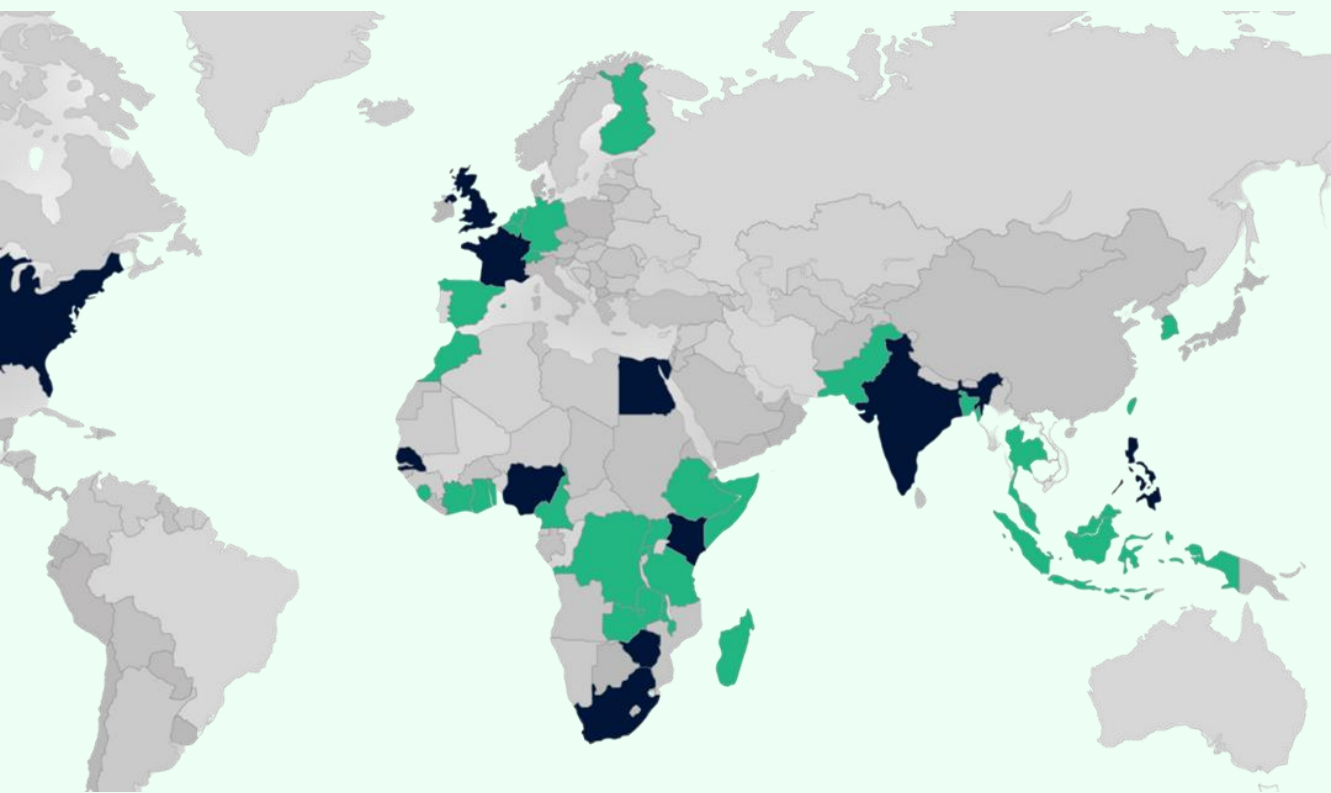
We provide strategic HR support including compensation benchmarking, HR process design, and leadership coaching.

Driven by:

- > Decades of experience building and investing in SMEs across Africa.
- > Solving these problems for ourselves, as operators.



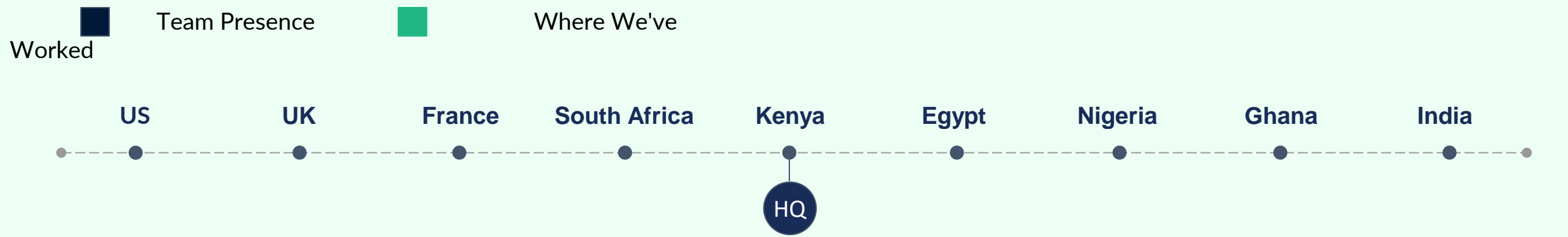
# Local Team. Local Knowledge. Global Networks.



We know how to build great teams because we have built one for ourselves, and many others.

Headquartered in Africa, with a 40+ person team based across 6 Countries on the continent, and beyond.

Our team has 8 decades of combined experience funding, operating, and hiring for talent forward employers around the world.





# 1,000+ leading global brands trust Shortlist

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# Leadership that's passionate about people

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**PAUL BRELOFF**

*CEO & Co-Founder*  
Founder of global fintech VC  
Accion Venture Lab; former  
fintech exec; active angel  
investor and startup advisor.



**UDAY BROCA**

*Managing Partner, Search*  
12+ years in Executive  
Search at Egon Zehnder,  
Korn Ferry and Hunt  
Partners.



**SIMON DESJARDINS**

*Partner, Search & Co-Founder*  
8 years at Shell Foundation  
Investing in leading energy &  
financial services companies.



**AUSTEN STRANAHAN**

*Chief Operating Officer*  
8+ years in East Africa  
working across Product,  
Operations and Recruitment.



**CIARA REMERSCHIED**

*Director, Futures*  
8+ years scaling public-private  
partnerships across SSA in  
energy, climate and gender.



**ASHBIRA SINGH**

*Associate Partner, Search*  
Decade plus supporting  
global non-profits in  
recruitment.



**ANKITA GUHATHAKURTA**

*Associate Partner, Search*  
10+ years in Executive search  
in Real Estate, Construction  
and Environmental Services



**MICHAEL PIERSON**

*Associate Partner, Search*  
7 years working in Africa  
across the public, private and  
nonprofit sectors.



**NATASHA BALE-ROBERT**

*Associate Partner, Search*  
15+ years working globally  
across NGOs, government,  
and international  
organisations.



# With a strong team of consultants to execute

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**DINA EL ZAHED**  
Principal Consultant



**NANCY MCKINSTRY**  
Principal Consultant



**WANJIRU AKINYI**  
Principal Consultant



**OLOLADE ODUNSI**  
Principal Consultant



**DEESHA DUTTA**  
Sr. Talent Consultant



**ESBON KYALO**  
Talent Consultant



**ALISHA COELHO**  
Talent Consultant



**SAMKE MAKHANYA**  
Talent Consultant



**DANIEL ACHEAMPONG**  
Talent Analyst



**EMELINAH TSHELANE**  
Talent Analyst



**JOSHUA ODUWU**  
Talent Analyst



# A decade-long journey solving challenges for talent and impact

**2015**

Shortlist founded in Palo Alto, CA, with initial office opened in Mumbai, India.

**2018**

Launched Shortlist Search in Nairobi, Kenya with the ambition to become the best executive search firm in Africa.

**2020**

Launch Shortlist Futures as a workforce innovation lab, supported our 500<sup>th</sup> company, and made our 2,000<sup>th</sup> placement.

**2021**

Expanded work to include youth and female employment in the digital and green economy across all of Africa and piloted fractional leadership hiring.

**2022**

Supported our 900<sup>th</sup> company, made our 4,000<sup>th</sup> placement, and expanded team from Kenya and India into Nigeria and UK.

**2023**

Shortlist recognised as one of the leading talent organisations in Africa, expanded team to Egypt, Senegal, US, and UK.

**2025**

Implementing \$20M+ large scale talent programs across the HR spectrum with global partners across, and introduced Fractional.

**And, we're just getting started.**



# Shortlist Fractional

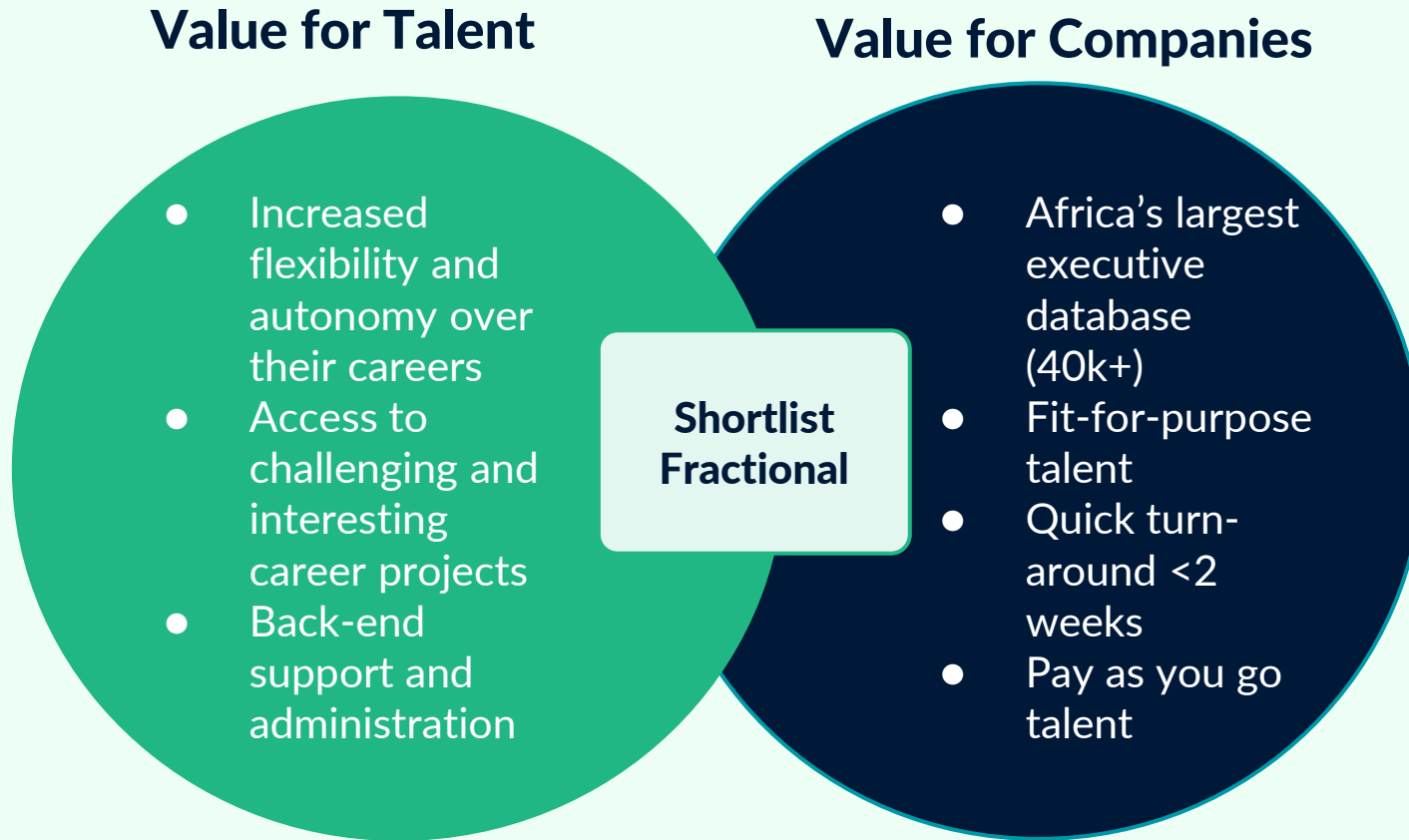
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A new offering linking Africa-based ventures with senior, experienced executives for part-time or project-based work



# Shortlist Fractional:

## Unlocking accessible CXO-talent for companies



To meet this need, we aim to build the **Africa's first fractional executive platform** helping entrepreneurs across Africa access the right expert talent “just in time” and in the best format.

This combines our strengths in executive search and talent program management, and would **include access to project-based or part-time experts and executives across areas like finance, operations, marketing, HR, product/tech, and more over time.**



# Spotlight: EEP Technical Assistance

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## ► Context

EEP portfolio companies are led by passionate founders and have high impact potential. Yet despite their strengths, these companies face considerable human capital challenges to their pursuit of long-term growth and viability.

## ► Approach

We are applying our executive search practices and standards to provide demand-led TA to EEP portfolio companies on a fractional basis to de-risk and support investment readiness. Portfolio companies receive a world-class leader to address their biggest challenge.

## ► Outcomes

Strong results to-date. Successful pilot of fractional leadership support of two portfolio companies and growing.



# Fractional Leadership for EEP Portfolio Companies

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## ► Help Solve your most pressing problem, with an expert

- No-cost Search and Placement of a fractional leader.
- Subsidised cost of the fractional leader (we look for some level of meaningful cash and in-kind support from your side)



## ► Employer of Record

- We hire the fractional leader as an independent contractor on behalf of the portfolio company.

## ► Project Management

- We help develop scopes of work and monitor progress of your fractional leader.







# Thank you

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Paul Breloff, CEO & Co-Founder

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# 60 DECIBELS



# 60 Decibels

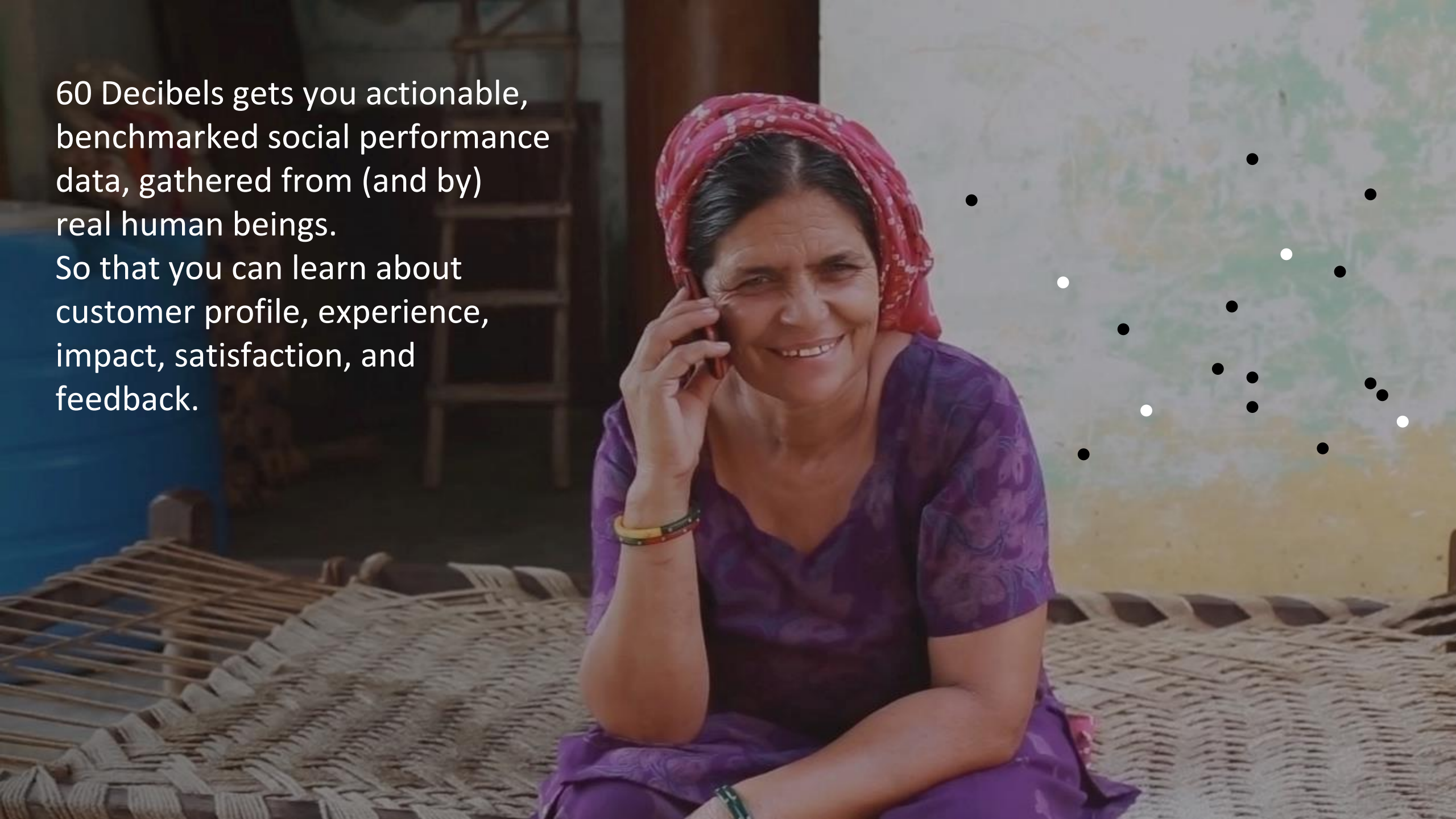
Supporting the EEP Africa grantees to access customer insights and impact measurement services.

May 2025





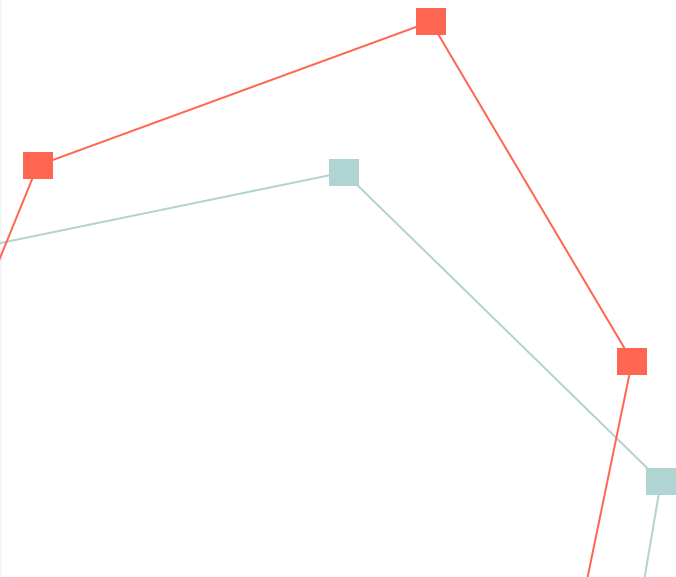
60 Decibels gets you actionable, benchmarked social performance data, gathered from (and by) real human beings. So that you can learn about customer profile, experience, impact, satisfaction, and feedback.










# About 60 Decibels

A low-cost, high speed, end-to-end, customer insights and impact data collection service helping investors deploy their capital more effectively and investees to grow their impact and their bottom line.



We help you to grow your business and improve your impact performance. Here's what makes us different...

-  **Data you actually want**  
Our first priority is to provide data and reporting that is useful to the running of your business.
-  **Exceptionally low burden**  
We get how busy you are, we just need two hours of your time.
-  **Quick turnaround time, to fit around your decision making**  
Targeting <12 weeks for this engagement duration.
-  **We work in your language**  
1000+ trained Lean Data enumerators in 70+ countries.
-  **Benchmark your impact performance**  
We provide anonymised benchmarking, letting you know how you compare to peers.



# Introduction

EEP Africa is partnering with 60 Decibels to provide impact insights from customers of selected grantees as part of the Technical Assistance support offered.



**EEP Africa's Objective:** Enhance understanding of the impact of grantee companies and identify ways to maximise their future impact through 60dB's Lean Data methodology.



**Benefits for Grantee Companies:** Access to high-quality customer insights and impact analysis, including benchmarks, to support fundraising, marketing, and strategy development.



**Outputs:** Personalised impact insights report for your company with key actionable findings.



# Low Burden, High Value

By speaking directly and respectfully to your customers, we provide actionable insights that will help you understand your impact and grow your business.

## ● Value to you

- > Learn about your value proposition from the perspective of your customers,
- > The impact of your products/services on your customers' lives
- > Your customers' profile
- > How your performance compares to similar companies

## ● What you will receive

- > Report synthesizing impact findings
- > Raw data, allowing for extra analysis & review

## ● How we do it

- > Our trained, locally-based researchers will conduct a short survey with a sample of your customers.
- > Our survey gathers quantitative and qualitative data through tried and tested questions. We aim for it to feel like a conversation.



# Sampling & Data Collection

Here's information on how we will conduct the studies to get the highest quality results at the least effort for you.

## Sampling

- > Random sampling from company-provided contacts.
- > Aim for 275 respondents per company
- > Statistical significance: 90% confidence level, 5% margin of error

## Survey Tool

- > We will use the same survey tool across all participating companies.
- > The survey includes a mix of open-ended (qualitative data) and closed-ended (quantitative data) questions.
- > Interviews are optimised to be completed within 15 minutes.

## Data Collection

- > Surveys will be conducted remotely via phone in local languages (up to 2 languages per company), using 60 Decibels trained and managed Research Assistants.
- > 60dB will conduct ongoing data quality assurance throughout the data collection phase.
- > We will ask to speak to the named customer/contact for the interview.



# Indicators of Focus

We will be focusing on the following indicators:

## Profile

- > First Access
- > Access to Alternatives
- > Demographics: Age, Education Level, Location (Rural/Urban), Household Size, Disability

## Experience

- > Customer Challenge Rate + Reasons
- > Issue Resolution Rate
- > Customer Effort Score (Customer Service)
- > Affordability/over-indebtedness

## Impact

- > Quality of Life + Reasons
- > Productive Use + Change in Income
- > Change in Spending
- > Climate Resilience Score + Vulnerability

## Satisfaction

- > Net Promoter Score® + Reasons

## Sub-Sector Impact

- > Impact qs customized to each sub-sector



# Case Studies

A case study to showcase the outcomes and impact of 60 Decibels projects





# Sistema.bio India increases their customer satisfaction by ~40%



South Asia



Agriculture



Off-Grid Energy

## Overview

Sistema.bio installs biodigesters that convert farm waste into clean cooking energy and organic fertilizer, promoting sustainable agriculture across 22 Indian states. Two Lean Data studies by 60 Decibels (2021 & 2023) show that product and service improvements significantly boosted both impact and business performance.

Explore the 60dB blog about Sistema.bio

See more

“

Efficient work with relevant, reliable and accurate outcomes in a beautifully designed report.

Esther Altorfer, CSO at Sistema.bio

## Key Survey Insights

Sistema.bio partnered with 60 Decibels to capture how biodigesters are improving farmers' lives. The data gathered enabled refining their operations and aligning services to real user needs. In the 2021 study, 97% of respondents said they could not find a good alternative, and 81% reported accessing biogas technology for the first time.

83%

report their quality of life 'very much improved'



TOP 20% - 60dB Benchmark

60

Net Promoter Score®; Promoters highlighted benefits such as fertilizer generation, lower costs, and better crop yields.



TOP 40% - 60dB Benchmark

34%

Customer Challenge Rate; % of customer experiencing challenges using the product/service



BOTTOM 40% - 60dB Benchmark

## How Sistema.bio Used the Data

- ✓ The Sistema.bio team launched a centralised customer care system with local-language support, hired regional technicians, and introduced post-installation quality checks. To empower farmers, they developed QR code manuals, troubleshooting videos, and carried out proactive follow-ups to build trust.
- ✓ On the product side, the team adopted the Failure Mode Effect Analysis (FMEA) framework to anticipate and prevent technical failures.
- ✓ Inspired by 60dB insights, Sistema.bio also began tracking Net Promoter Score® (NPS) and customer issues internally, with satisfaction KPIs now shared across all teams to drive accountability.

## Improved Outcomes

After the 2021 study, Sistema.bio made key improvements to its product and services. In 2023, a follow up study funded by Sistema.bio showed that after actions taken by the Sistema.bio team, the NPS rose from 60 to 86, and the Customer Challenge Rate dropped from 34% to 19%, placing the company in the top 20% of 60dB's Energy Benchmark.



# What We Need From Companies

To facilitate the survey, companies will be asked to:



## Complete Short Onboarding Form

- ✓ Includes agreement to 60 Decibels [Data Transparency Agreement](#)
- ✓ Outlines 60dB's commitment to strict data protection and privacy practices.
- ✓ Gathers permission for the company's results to appear on 60dB Signal, our proprietary data-sharing platform.



## Share Customer Contact Details

- ✓ Share all available customer contact details (excluding personally identifiable information (PII) like names, phone numbers, gender, age, region, etc.)
- ✓ 60dB will randomly select a subset, and PII will only be needed for this subset.

High-quality phone numbers are crucial for achieving a robust response rate.



## Share Information about Customer Base & Learning Agenda

- ✓ Provide customer base information (size and characteristics) to help 60 Decibels design representative and relevant samples aligned with business priorities.
- ✓ During a kick-off call, share what you would like to find out about your customers so we can design and incorporate into the survey, where possible.



I can now afford a solar home system.  
My meals are clean and fresh without any smell.  
I feel much safer today.

My family is  
very

>healthy  
>happy  
>safe  
>hopeful

now.

Kat Harrison  
[kat@60decibels.com](mailto:kat@60decibels.com)

Audrey Chebet  
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# GET.INVEST



**KRUTI MUNOT**

Advisor

# GET.invest Finance Access Advisory

*EEP Onboarding Webinar, 21<sup>st</sup> May 2025*

GET.invest is co-funded by





# The Challenge

- **Much more & much faster investment needed** to reach development (SDGs) and climate goals (Paris Agenda)
- **Complexity:** many companies, many financiers – all with their own preferences and modalities – and a challenging financing landscape and environment
- **Disconnect** between those who need (private sector) vs. those who have capital (financiers)
  - **Private sector:** difficult to access capital that matches needs, processes take too long
  - **Financiers:** projects & companies not bankable, not ready for financing
- **Need for a solution** that supports anyone, with minimal complication, across all countries



## Stories from our Portfolio

### ReNewGen, Burundi

Solar lighting for households and enterprises

Investment volume: 1m EUR







## Stories from our Portfolio

### RDG Collective, Zambia

Providing solar appliances on PAYG Basis

Investment volume: 6.5m EUR

[Click here](#)



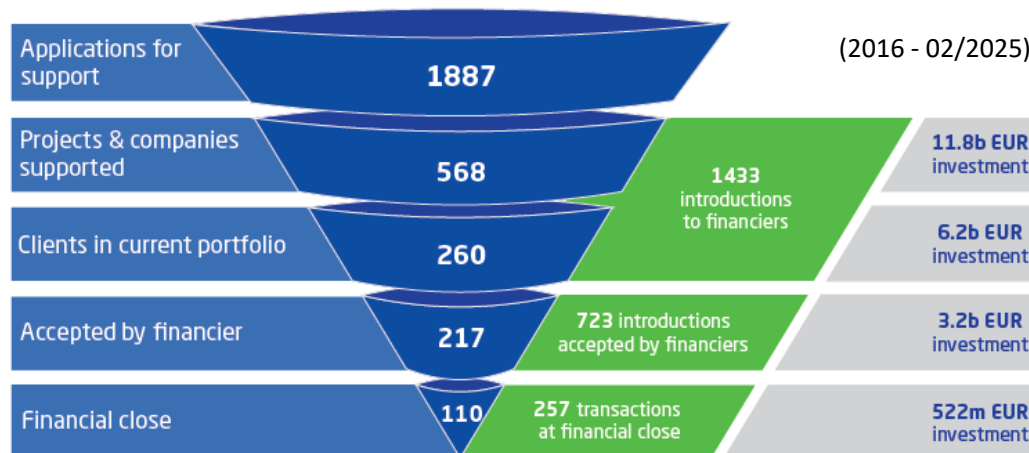
## Our Solution

- **European** programme **mobilising investments** in clean energy, **One Stop Shop** of the **Team Europe Africa EU Green Energy Initiative**
- **Solution *at scale*** focusing on **access to finance** for private sector clean energy companies and project developers
  - **Main support:** on-demand open facility for ‘honest broker’ advisory on how to become bankable and raise capital
  - **Complementary:** information & data, mobilisation with associations, local currency financing support
- **Technology agnostic - for all relevant business models**
- Covers **sub-Saharan Africa, Caribbean & Pacific, part of GET.pro platform, implemented by GIZ GmbH**



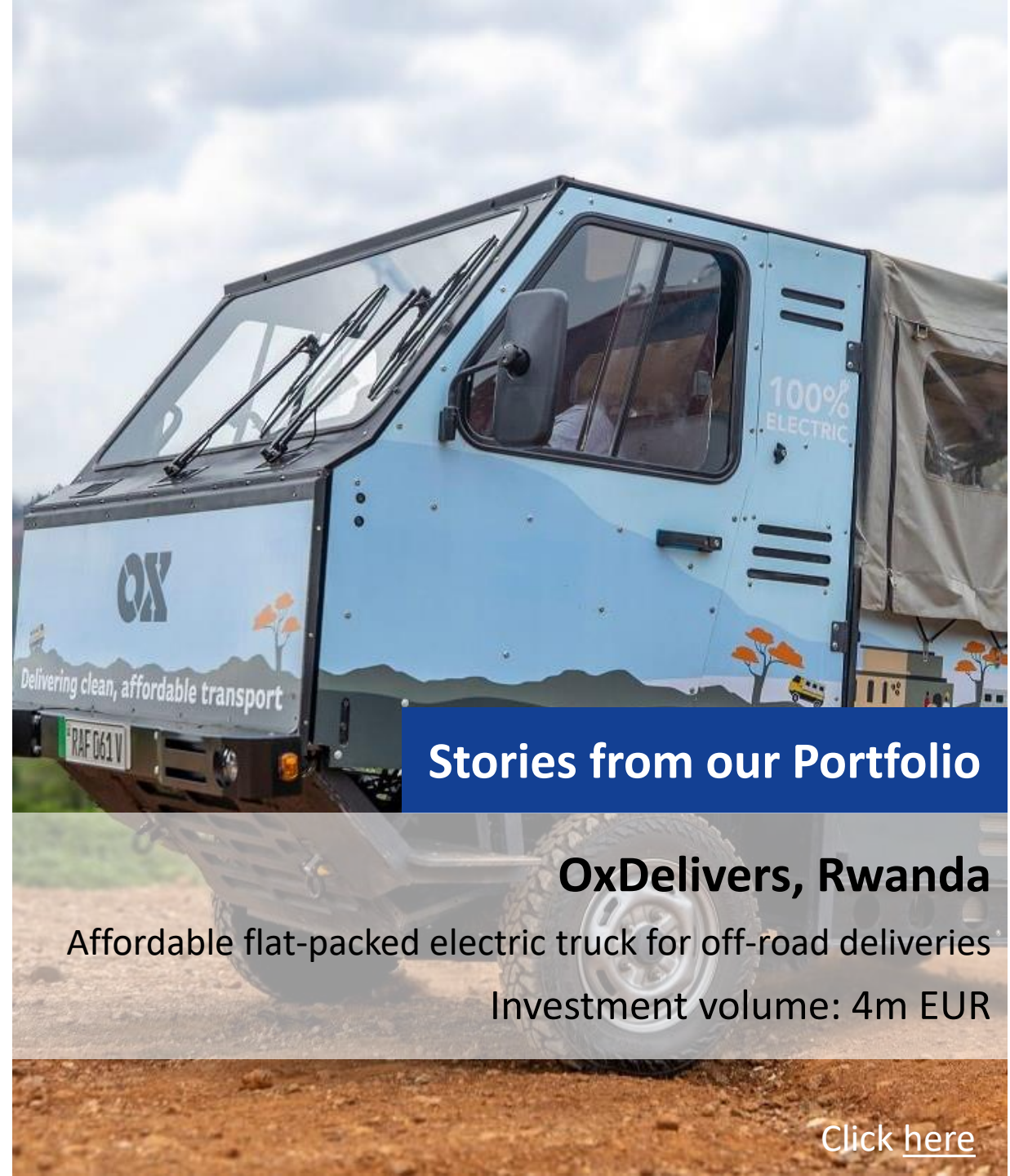
# Our Track Record

- **Leading facility** reaching a **large share of the market**
- **High and growing demand, tangible results** mobilising in particular **highly catalytical funding at early stages:**



- **Strong partnership network** incl. other development partners, private sector associations and financiers

— The investment volumes at 'Accepted by Financier' stage are 'projected', to reflect the uncertainty whether these deals will materialize.  
— The investment volumes at 'Financial Close' stage are 'expected', to reflect the increased likelihood of project implementation.



## Stories from our Portfolio

### OxDelivers, Rwanda

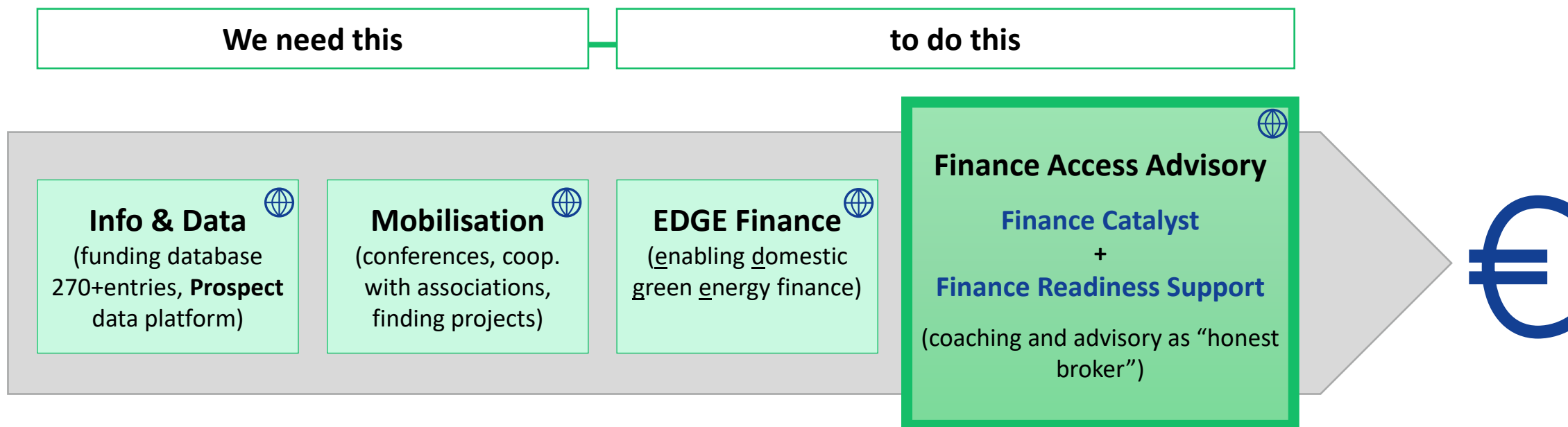
Affordable flat-packed electric truck for off-road deliveries

Investment volume: 4m EUR

[Click here](#)



# GET.invest Scope of Services



**How we deliver:** GET.invest deploys tried and tested, modular and scalable services, which are constantly tweaked and optimised based on 9 years of consecutive and seamless delivery.



# Finance Access Advisory

- A **flexible, on-demand** offering to **prepare projects and companies for financing**, and **connect them with suitable financiers**
- Simple application process via [GET.invest website](https://www.getinvest.org/), open year-round
- Specialised advisory / deal teams for 1:1 support
- Tailored to company needs, incl. business development support, investment strategy, structuring, finance access, transaction and post-investment support
- Builds pipeline for financiers, accelerates investment



## Stories from our Portfolio

### Lanforce, Zimbabwe

Portable biodigesters for clean energy and cold storage

Investment volume: 1m EUR



# How our Finance Access Advisory works

*Simple, single-entry point through our website – if review positive, advisory solution includes:*

- **Business Development Support** for early stage, locally owned and managed companies
- **Strategy advice** for fundraising and financing
- **Business case and financial structuring**, financial modelling
- **Identifying matching finance, introductions** to financiers (letter of intent or equivalent)
- **Transaction advisory** up to financial close
- **Also: restructuring, crisis “survival” support**
- **Projection documentation (incl. studies) and legal support** to ensure bankability



## Stories from our Portfolio

### OnePower, Lesotho

Affordable clean energy in off-grid communities

Investment volume: 10m EUR

Click [here](#)



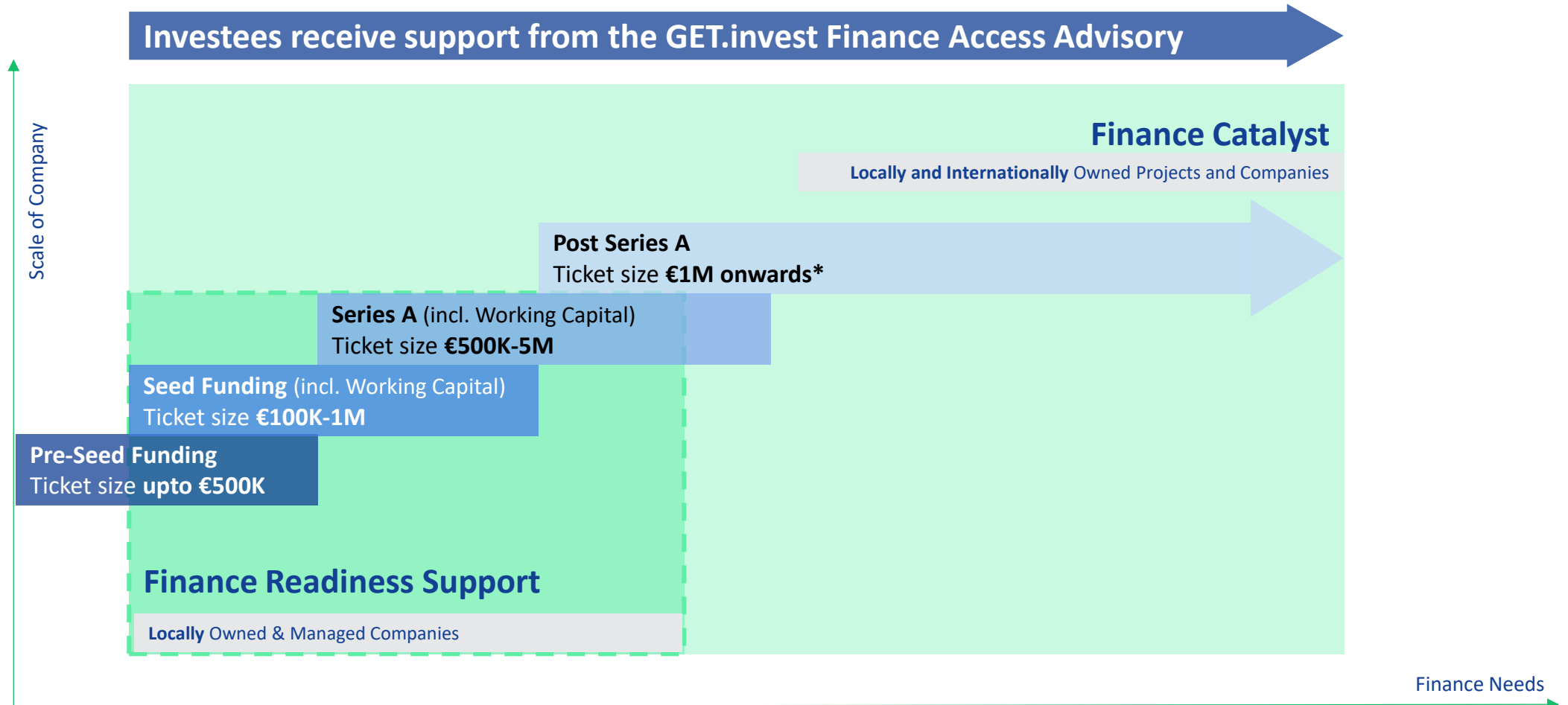
# GET.invest Finance Access Advisory: Our Service Portfolio



Core Services	Business Development Support	Investment Strategy Support	Structuring Support	Financial Modelling	Transaction Support	Finance Access Support	Post-Investment Support
	Deep dive on fundamentals, ops, human capital mngmt, KPIs & metrics, digitalization, etc	Guidance on necessary steps of project/business development, investment roadmap, etc	Advisory on essential aspects of business & financial model	Investment-grade, tailored financial modelling support	Assistance with contractual negotiations, i.e. term sheets, contractual agreements, fulfilment of CP	Identifying appropriate financing options, linkage to financiers, aligning project documentation	Support during crises and financial distress, funding disbursement support, debt restructuring, M&A...
Specialised Services	Project Documentation Development			Legal Services		Credit Risk Management	
	Technical, investment-grade studies			Short- and long-term, professional legal advice to unlock investment		End-to-end support on CRM practices, systems and tools	



# GET.invest Finance Access Advisory *Zone of Collaboration*





# Applying to GET.invest's Advisory Services

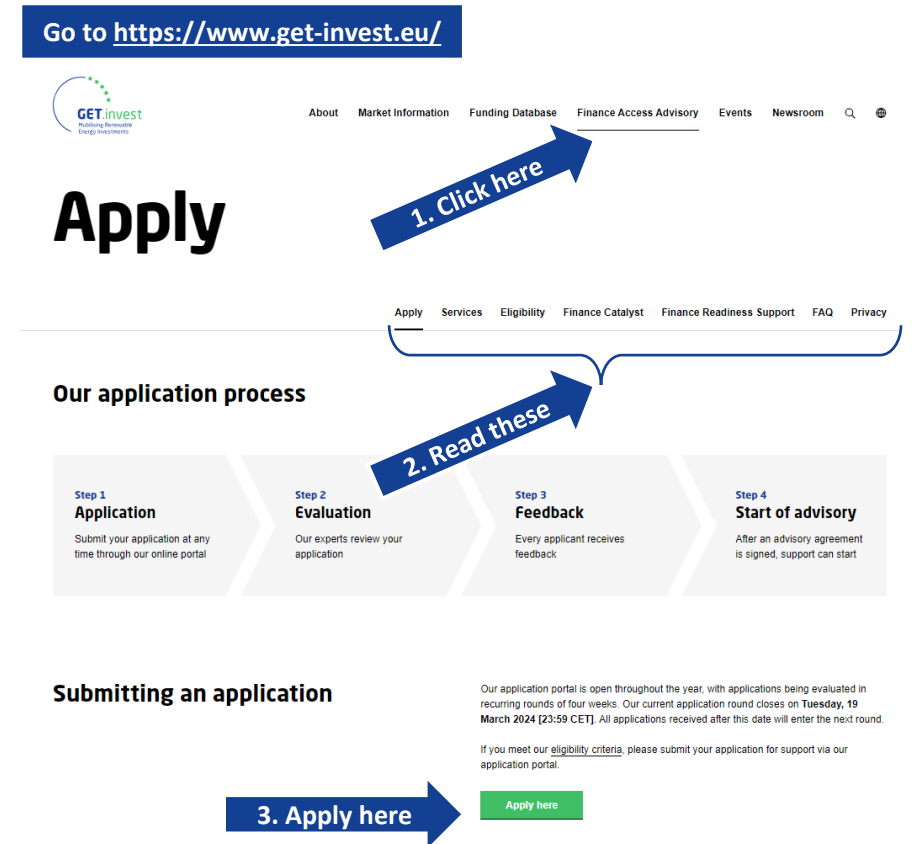


*When to apply?* Any time! Applications are accepted on a rolling basis.

*Where to apply?* On the GET.invest Website - [here](#)

*Who can apply?* Revenue-generating projects and companies (with rare exceptions) working in the clean energy sector will be eligible\*.  
Further details on eligibility available [here](#).

\*This does not guarantee acceptance into GET.invest's services.





# Thank You for Your Attention!

**KRUTI MUNOT**

Advisor

Email: [kruti.munot@get-invest.eu](mailto:kruti.munot@get-invest.eu)



GET.invest is co-funded by





# Q&A



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## Contact:

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