



Embracing New Partnerships that Advance Locally Led Development through Private Sector Engagement

April 24, 2023



AGRILINKS



ADD PHOTO CREDIT HERE

USAID/Liberia's Agribusiness Incubator is synonymous with Localization

Progress beyond Programs

USAID/Liberia Agribusiness Incubation and Development Activity Overview

AGRILINKS

Liberia at a glance



- Population : 5.2 Million
- GDP per capita : \$676
- Poverty rate (\$2.15/day) : 28%
- Undernourishment : 38%
- Agriculture Dependency : 60%
- Agriculture % of GDP : 37%
- Ease of doing Business : 175th (2019)
- Main exports: Iron ore, gold, rubber, palm oil, timber, cocoa

Why the Agribusiness Incubator Activity ?



USAID and the Africa Trade and Investment (ATI) Program created a Liberia Agribusiness Incubator to support:

- ✓ Job creation
- ✓ Value addition
- ✓ Trade
- ✓ Investment
- ✓ Strengthen small and start up agripreneurs

Overview

- ❖ 20 Million USD ATI buy-in funding to support the development of the commercial agribusiness sector in Liberia
- ❖ All Value Chains
- ❖ All Counties

Objectives

Objective 1: Promote trade and investment by unlocking potential in the growth of the private sector across the entire value chain, from on-farm production to the distribution and sale of final goods

Objective 2: Promote agriculture entrepreneurs in Liberia who have good ideas to provide solutions to Liberia's agriculture sector constraints

Objective 3: Address these constraints, improve the business enabling environment, and accelerate the growth of private sector agribusiness firms

AGRILINKS

Components



Incubator/Accelerator
\$2.7million

BDS Services & Skills Development to facilitate professional development for Liberia entrepreneurs to increase trade, investment and productivity in the agribusiness sector.

1



Pitch Competition & Small Grant Awards
\$3 million

Facilitate pitch & reverse competitions to provide seed finance and scale innovations that align with strengthening inclusive commercial agricultural development in Liberia

2



APS-Call for Grants Opportunity
\$10.5 million

A grant financing facility that co-invests with Agribusiness private sector firms with a minimum leverage ratio of 1:1 matchmaking

3



CLA
\$500,000

Conduct a collaborating, learning, and adapting (CLA) to gather and share evidence on strategies that promote agribusiness development Liberia

4

AGRILINKS

The Concept Note

- ❖ ATI/USAID identified barriers for rural applicants including the length of the concept note.
- ❖ As a result, the application process was adapted to overcome these barriers.
- ❖ The concept note was reduced to six pages with very specific short response questions.

What Prompted our localization approach

Q3 FY 22: APS went live



Nov. 2022: 18 Grants applications were received

- ✓ Lack of awareness to the public
- ✓ Inadequate knowledge on application process
- ✓ Lack of Internet access in rural communities
- ✓ Mind set

Localization Approach (Roadshows)



- **Purpose:** To raise awareness of the new application process, generate local interest, and reach rural communities.
- Recruited a Liberian events and brand awareness company
- Jingles, flyers, banners, promos created in plain English and local languages

AGRILINKS



Roadshows Engagements



- **335 SMEs, farmers, and agripreneurs attended indoor events**
- **At least 1/3rd of the population reached in targeted areas via radio and Facebook feeds**
- **Service centers established through the local government**
- **Free internet **WIFI** was available at each service center to facilitate concept submissions**
- **The service center had a local cell phone number for ease of contact**

Roadshow Results

Before The Roadshows

Q3 FY 22: APS went live



Nov. 2022: 18 Grant applications received

After The Roadshows

Feb. 2023: APS first window Closed



Feb. 2023: 148 grant applications received

Request For Proposal Co-Design Localization Approach

AGRILINKS



RFP Localization Approach

- USAID/ATI decided to do a co-creation exercise of the RFP with local business development firms in the country.
- The rationale was to tap into the expertise of local organizations that have worked on similar interventions in the country in order to incorporate local context.
- The participants shared key insights on the Liberian business context and agribusinesses' needs.

AGRILINKS



RFP Localization outcomes

- Together with the participants, the 15 counties in Liberia were divided into three zones for offerors to apply to - one firm per zone.
- Selected firms will run cohorts of 25 small and emerging businesses/entrepreneurs for a 8 months.
- The co-creation provided the opportunity to structure the RFP based on local needs and considerations.
- The RFP took into consideration all the inputs from the local incubators/accelerators, thereby making the RFP more responsive to local needs
- 12 submissions were received and 3 very vibrant local companies emerged as subcontractors

AGRILINKS



ADD PHOTO CREDIT HERE

“Insanity is doing the same thing over and over and expecting different results.” ~ Albert Einstein

To sustain development and have impact, we need to localize our approach.

Thank You!

J. Cyrus Saygbe Sr

Private Sector Project Management Specialist

USAID/Liberia

csaygbe@usaid.gov

AGRILINKS