



YOUTH CONNEKT CAMEROON CLUSTER'S CHALLENGE (YC⁴)

130 OCT 2023

A COMPETITION TO PROMOTE YOUTH ENTREPRENEURSHIP AND INNOVATION

CALL FOR APPLICATIONS

To celebrate the 4th anniversary of the Youth Connekt Cameroon Program and the 3rd edition of the International Fair for the Promotion of Youth Entrepreneurship (SIPROME-Jeunes), the Ministry of Youth Affairs and Civic Education (MINJEC) and the United Nations Development Program (UNDP) launch an international competition preceded by a *Bootcamp*, for the selection of the best projects from Cameroonian youths of both sexes, aged between 15 and 35 years.

A. CATEGORIES AND FIELDS

CATEGORY	FIELD	OBSERVATION
ECONOMIC ENTREPRENEURSHIP	Agropastoral	Any business related project involving agricultural production, animal husbandry or fishery production, etc.
	Automation technology (Mechanisation, Robotics...)	Any business related project involving the manufacture, assembly or transformation of equipment, machinery or any other by-product.
	Circular economy (Renewable energy, Agro ecology, Energy)	Any business related project involving renewable energy, agro ecology, energy, etc.
	Digital economy (Digital communication, Applications...)	Any business related project involving software, communication, marketing, etc.
	Processing industry (Agrifood, Agroindustry, etc...)	Any business related project involving the agri-food industry, cosmetics, pharmacopoeia, agro-industry, etc.



	Craft industry and forestry wood	Any project of an economic nature which relates to areas such as Wood, Clothing industry, Tapestry, Shoemaking, Cabinetmaking, Artistic ironwork, Floristry, Sculpture, Engraving, Stone carving, Metallurgy, Basket making, Watchmaking, Hairdressing, Aesthetics
CULTURAL INDUSTRY	Mbolé (Dance, Music, Djembé)	Artists working in the abovementioned cultural fields will compete in their respective spheres to turn their works into genuine industrial products.
	Heritage dance	
	Choir	
	Urban music (DJ, Battle,)	
SPORTS ENTREPRENEURSHIP	National integration, peace, living together,	Tout projet à caractère sportif se rapportant des domaines cités ou connexes.
MARKETING	Best Market Seller	This section covers product or service distribution projects.

B. CANDIDATE'S PROFILE

- Be of Cameroonian nationality, irrespective of whether or not they live in Cameroon ;
- Be at most 35 years old ;
- Be a member of the Youth Connekt Cameroon social network, downloadable from Playstore ;
- Be an exhibitor on the SIPROME-Jeunes site in to ease the evaluation of various aspects of the project or product in competition ;
- Be the bearer of a mature, innovative and viable project in one of the abovementioned fields ;
- Competitors should never have been prior beneficiaries of governmental initiatives/projects (Business challenge, PARSE, MINADER, Fonds PROTO etc...).

C. HOW TO APPLY

Interested youths wishing to apply must fill in any of the official languages of their choices (french or english), the form available in MINJEC's devolved services or online at:

- The SIPROME-Jeunes website (www.sipromejeunes.cm);
- The Youth Connekt Cameroon social network;
- The digital platform of the National Youth Observatory (www.onjcameroun.cm).



- The deadline for the submission of applications is November 10th 2023 at midnight, Cameroon time.



D. PRIZES

The winners of the competition will benefit from

- Funding of their projects through the Three-year Special Youth Plan and the Youth Connekt Cameroon Program for a global envelop of FCFA 50 000 000 (fifty million);
- Capacity-building workshops;
- Incubation offers;
- Networking with potential investors.

E. UNFOLDING, DATE AND SITE OF THE COMPETITION

The Youth Connekt Cameroon Cluster's Challenge will unfold following three main phases:

• Pre-selection phase

The pre-selection phase will be held online and shall include multiple interviews and video presentations. Various elements of evidence (videos, links of publications, administrative references etc...) could be requested from candidates when and where necessary. This phase will run from the 10 to the 15th of November 2023.

• Final phase

The final phase will run from 06 to 16 december 2023 at the Yaounde Multipurpose Sports Palace. It will have two main parts :

1. *The National Bootcamp*

A 3 days National Bootcamp will be organized from December 11 to 13 2023 to enhance the skills of the various finalists in a number of areas essential to the success of their enterprises. The finalists will also have the opportunity to interact with leading figures in the field of economic entrepreneurship during the Bootcamp and field trips to companies shall as well be organized. The finalists' attitude during the Bootcamp will also be assessed and will count in the final marks.

2. *The Online voting*

An online voting of the various finalists' projects will be organized from the 09th to the 14th December 2023.

3. *The final assessment*

The final assessment shall take place from the 13rd to the 15th december 2023 following a hybrid mode (online and on spot). The assessment shall be based on the following criteria :

- i. The animation of the competitor's stands during the fair ;
- ii. The innovation character of the project;
- iii. The level of maturity of the project;
- iv. The number of jobs currently generated by the project and those to come;



- v. The presentation of the project;
- vi. The durability of the project;
- vii. The Moral, Civic and Entrepreneurial Rearmament during the Bootcamp Sessions

INVESTORS' DINNER

The catalogue containing the 2022 edition finalist's projects (Press book Youth Connekt Cameroon Cluster's Challenge) shall be sent to the different investors by November 1st. A dinner gathering the 2022 and 2023 finalists and potential investors is slated for Saturday December 16th 2023 at Hotel Franco. During this dinner, the 2022 finalists will have the opportunity to pitch in front of the investors to further advertise their projects found in the "Pressbook Youth Connekt Cameroon Cluster's Challenge". The winners of the 2023 competition will as well be revealed during the dinner.

F. ADDITIONNAL INFORMATION

- Applicants must propose products or services that meet social, technological, economic needs that contribute to improve the living conditions of the populations and are in line with the priorities of the National Development Strategy 2030 (NDS 30).

- Female applicants, as well as business groups offering a clear path for value chain improvement are highly welcomed,

- Being a holder of the Youth Biometric Card or a receipt of deposit where possible will be an asset.

For more information, please visit www.sipromejeunes.cm or contact us via the Youth Connekt Cameroon social network. You can also go to any of the devolved services of the Ministry of Youth Affairs and Civic Education to get more information.

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