**Seychelles Conservation Climate Adaptation Trust (2019)**

1. LG Large Grant

The Guy Morel Institute

JZGGYBgZ

# Applicant details

Applicant name Marie-Celine Zialor

# Application details

Project Title

TGMI Blue Economy accelerator program

SeyCCAT Strategic Objective – as listed in the Request for Proposals

 Trial and nurture appropriate business models to secure the sustainable development of Seychelles’ blue economy.

Name of applicant Marie-Celine Zialor

Phone number of lead applicant +2482768547

Email address of lead applicant [mceline@tgmi.edu.sc](mailto:mceline@tgmi.edu.sc)

Status of the lead applicant Government department,

Project location Majoie, Mahe

Duration – start and end dates 01-11-2019 01-11-2021

Total budget requested 970,000

Indicative co-financing

Co-funding will be done by The Guy Morel Institute (see attached budget)

Abstract

**General background**

The business ecosystem in Seychelles need much support and innovation to transform it in such a way to improve the quality of businesses. Despite the many publicity about the blue economy agendas, most entrepreneurs or aspiring

entrepreneurs have not made maximum use of the opportunities in this new sector, particularly a new industry; acquaculture which presents tremendous opportunities for businesses in the sustainable fisheries sector.

Recently there has been various awareness campaigns made regarding pollution of our oceans and most of these pollution come from land. All of our e"orts to bring forth the blue ecomony initiatives will not prosper if our seas are heavily poluted by land wastes. If land wastes can be turned into sustainable businesses this will in turn reduce the amount of wastes on land, hnece reduce pollution in our precious seas.

This accelerator program is geared towards entrepreneurs and aspiring entrepreneurs in the field of Blue Economy, 20 will be the targeted number, with at least half of the participants in the domains of fisheries. other areas to be considered will be waste processing, especially the types which end up polluting the oceans, aquaculture, fish processing, any innovation supporting sustainability of marine resources.

There will be a call for applications right after the grant is approved and with national marketing campaign doen by The Guy Morel Institue, involving all of its local parners such as Enterprise Seychelles Agency, Seychelles Fishing Authority, Seychelles National Youth Coucil, and National Institute for Science Technology and Innovation. All applications will be processed by The Guy Morel Institute and chosen according to the criteria discussed above, and the best 20 enterprise projects will be chosen.

It will be a program to incubate business ideas, and products relevant to the fields of the blue economy and also to accelerate businesses in this field. This will be done in close collaboration with TGMI networks, most particularly the Department of the Blue Economy, SFA, ESA, and SNYC. There are a few agencies in the country which have as part of their manadate to advance and support blue economy initiatives and there are agencies to promote and support enterprise development. This program will provide a platform for these agencies and departments to collaborate with each other to make the participants successful. Often organisations in Seychelles fail to accomplish their mandates because they work in silos.

Recently The Guy Morel Institute has collaborated with SFa, SeyCCAT and ESA to provide capacity building to over 40 potenhtial applicants of seyCCAT grants. This increased the number of applicants significantly. In the same manner, this accelerator program will make provisions for the entrepreneurs to have the capacilty to successfully apply and access a SeyCCAT grant afer they complete the program. This will improve durability and financial support for these businesses.

The program will be modelled on TGMI existing international accelerator program for women bioentrepreneurs; the Fembiobiz.

The main challenges of the program would be to influence participants to join the program and to stay committed until the end.

**The intended outcomes are as follows:**

* 1. To have at least 20 entrepreneurs that would have gone through the accelerator program with significant impact on their businesses.
  2. To have at least 10 new innovative and modern businesses in the area of the Blue Economy particularly in the fisheries domain, registered and running.

Outcomes and Impacts

**Rationale:**

Seychelles' economy is developing at a very rapid rate and the government has made some major decisions over the past few years in regards to the blue economy, sustainable development, and entrepreneurship. There has been little impact of implementation of these initiatives due to lack of human resource capacity as well as institutional capacity. This accelerator progrm will attempt to support a revolution to transform the business ecosystem in Seychelles with regards to the blue economy, with particular emphasis on fisheries sector. This program will be done in close collaboration with other key, reelvant local organisations such as ESA, NISTI, SFA, and SNYC, with possibilities of exploring international collaborations from existing partners.

SeyCCAT provides grant in terms of financial assisstance for aspiring entrepreneurs but few people successfully apply, and if they do, they seldom have the capacity to sustain their projects or business. Participants on this project will be familiarised

with SeyCCAT grants processes and objectives so that when they complete this business accelerator program, they will be equiped with skills and knowledge to successfully pitch and apply for grant to support and maintain their businesses throughg formal training. Their business will also be investment ready for local and/or international investment.

**About the project**

This project is a business accelerator program whih will run from the moment this proposal is approved which will be sometimes in November 2019 up till September 2021.

Once the approval is given, the program cordinator will start preparation for marketing and call for appplications according to the set criteria discussed in the first section. Apart from the selected fields of business in the ble economy, the participants will have also to meet other at least one criteria below:

A start up with no registered business in the blue economy sector.

A start up with a registered busisness in the blue economy sector but not a turnover exceeding R500,000 per year. An informal business in the blue economy willing to be formalised.

A business owner looking to diversify its business and take on opportunities in the fisheries sector.

Participants selected will be inducted and presented with the program which includes : formal face to face training sessions on a variety of enterprise topics

face to face individual mentorship sessions product development sessions

pitching competitions networking events

development of prototypes and testing of products

The participants will be required to formally register a business in the relevant fields of this program which is the blue economy, with particular emphasis on fisheries. They will have to go through product development, and the A to Z of conducting business in Seychelles. They will have access to technical support and logistics support to be able to start or enhance their business. At the end of each phase, the participants will enter a pitching competition which will be judged by established entrepreneurs, and other partners such as SeyCCAT. The Guy Morel Institute will look for sponsors for the prizes to be awarded for the winners for each competition. At the end of the program there will be a final pitching competition and the winners will be taken to an international event for networking and exposure as well as additional capacity building. This international component will motivate the participants and the exposure will be very beneficial for them to have access to other training or similar programs.

This was the case last year when The Guy Morel Institute with the FemBioBiz program took 4 participants to the South African Summit in Cape Town, and the participants benefited immensly and at least two of them made contacts so that they could access other networks in South Africa and other SADC countries to develop their businesses further. One participant got free access to laboratories in S.Africa and she tested many potential samples to develop new products.

The program will also be given much visibility through mainstream media and social media platforms. The Guy Morel Institute already has established realtionships with the media and for FemBioBiz, the national TV station, SBC did a reality TV show from begining to end. This propelled all of the participants forward to become more successful. They were o"ered loans by Barclays and Development banks of Seychelles as well as futher overseas training o"ers by ESA.

**The specific objectives of the project are as follows:**

1. To provide a platform for aspiring entrepreneurs to be able to access hands on enterprise skills development capacity building and to take their ideas to market.
2. To promote innovation in fisheries business sector in Seychelles.
3. To accelerate struggling entrepreneurs to achieve investment ready status.
4. To operationalize the blue economy concepts of Seychelles into tangible businesses. t**The deliverables will be:**
5. Training; sessions on enterprise skills development and enterprise management.
6. Mentorship; participants will get access to mentors and technicians to take their business to the next level.
7. Product development facilities; the participants will get access to organizations and materials to develop or enhance their products
8. Networking events and pitching sessions to allow participants to make the right contacts and get the right collaborations and support to take their business further.
9. Pitching competitions; there will be two, one each year.
10. One international events: two overall winners will attend one international event on enterprise development; such as the South African Innovation Summit held in Cape Town every September.

**Project location**

The Guy Morel Institute is located at Majoie, at a quiet location conviniently close to the town area for easy accessibility. It has 10 training rooms well equiped to conduct capacity building projects, with potential to upscale its campus and its services.

The Institute already has entrepreneurship programs and a network of national and international collaborators and therefore the activities to be done will be supported by what is already in existence.

List of activities to be done:

Designing the specifics of the accelerator program such as criteria Training program development and scheduling

Identification of mentors and selection of trainers Advertising and marketing of the program Selecting participants

Designing of networking event and pitching competition Identification and selection of international events

SUSTAINABILITY AND REPLICATION

All participants will be required to formally register a business and undergo product developement, and they will be selected on the premise that they will actually go into business, or grow an already existing business.

The Institute already has entrepreneurship programs and a network of national and international collaborators and therefore the activities to be done will be supported by what is already in existence.

There will be two major networking events in collaboration with other key partners to ensure that the project is show cased at a national level and to enegage frequently with mainstream and social media to communicate the progress made.

The participants will be required to engage on social media to share their stories on TGMI website as well as on ESA's website.

TGMI has existing partnerships with various institutions such as th ecommercial banks, the Department of entrepreneurship, ESA, that it can use to create more platforms for support and to grow the businesses.

Budget

[P roject Budget Informatio... (20 KiB download)](https://seyccat.awardsplatform.com/r/file/NgWe2G17ewgXGSDY)

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ITEMISED BUDGET

[T GMI SeyCCAT budget.xlsx (62 KiB download)](https://seyccat.awardsplatform.com/r/file/AoyTD09QuY0DUmzW)

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I have read the exclusion list 

Checklist

 Have you read the Application Guidelines?

 Have you read the environmental and social safeguards policy?

 Have you referred to the glossary for explanations of di"erent terms used in the proposal application form?

 Have you used the correct Template for Stage II / Large Grant proposals?

 Have you checked the deadline time and date for the submission of the project?

 Have you indicated the correct SeyCCAT strategic objective for this call?

 Have you included a CV’s for all the key project personnel?

 Have you included a letter of support from the main partner organizations identified on the cover page?

 Have you provided actual start and end dates for your project (and checked they synchronize with when SeyCCAT would make grant monies available)?

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 If required following your Stage 1 feedback letter, have you prepared and submitted here your supplemental environmental safeguards instrument(s)?

 Have you provided your budget and used the correct template provided for large / stage II proposals?

 Have you checked that your budget is complete, correctly adds up and that you have included the correct final total on the top page of the application?

 If you are supported by co-finance - have you included the value of, and supporting organization for the co-finance, and indicated if it is cash or in kind?

 Have you included a supporting document from the co-finance organization to stipulate the amount / support provided in terms of cash or in kind?

 Have you checked the SeyCCAT website immediately prior to submission to ensure there are no late updates?

I confirm I am eligible to apply for the 

Blue Grants Fund.

Log in to s [eyccat.awardsplatform.com](https://seyccat.awardsplatform.com/entry/entrant/JZGGYBgZ) to see complete Application attachments.

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