



# WIN A TRACTOR

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# THE PURPOSE OF THIS DOCUMENT

The purpose of this document is to provide applicants with the requirements for entering this competition, guidelines for creating business plans, the evaluation criteria that will be followed for the assessment of the business plans submitted during this competition, as well as the terms and conditions.

The evaluation criteria in this document will be used to shortlist the business plans received to the final plan that will then be the winner of the 5050D TWD John Deere tractor.

## TO NOTE:

- The guidance outlined in this document applies to all business plans submitted through this competition.
  - These criteria describe the basis on which business plans will be evaluated, ensuring fairness and transparency in the process.
  - Any deviations from the criteria set out will be appropriately documented with a clear rationale explaining the reasons for the deviation and any compensatory mechanisms that will be put in place to ensure fairness of evaluation.
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# THE COMPETITION

AGRA and John Deere recently joined forces to support successful Mechanisation Service Providers based on the John Deere S.M.A.R.T Model.

As part of its commitment to small and medium-sized businesses (SMEs), AGRA offers support programs for business skills and financial management, while John Deere, through its Dealer Network, provides support with operator training, technician development, and after-sales services. In addition, John Deere also provides financing of equipment through John Deere Financial.

To enter this competition, eligible applicants (youth groups/semi SMEs in Kenya) need to submit a business plan outlining their plan for running and managing a Mechanisation Service Provision business, after which the most compelling business plan shall be announced as the winner.

# ELIGIBILITY CRITERIA

## This competition is solely for youth groups (semi-small and medium-sized enterprises- SMEs) based in Kenya.

Eligible youth groups are only domiciled in the Republic of Kenya. They must be registered as an SME according to the relevant laws of Kenya and by the relevant authorities (Ministry Of Public Service, Youth And Gender Affairs – State Department for Youth Affairs) in Kenya and have a valid registration certificate with a verifiable membership list. At-least 80% of their members must be between 18 and 35 years old.

\*Registration Documents will be required

### Agriculture Focused

The youth group (SME) should have agriculture as their core functionality. A minimum of 80% of their operations should be focused on an agriculture venture along the value chain.

### Up to Three (3) Years of Operations

The competition is designed to foster youth entrepreneurs; as a result, younger groups or start-up groups having operated for less than three years are not eligible. Ideal groups for the competition will have been in operation for more than three years. These are the ones that are already operating as functional groups. While the groups do not need to be cash-flow positive, the group is required to have revenues to be eligible.

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## BUSINESS PLAN FORMAT

Contestants are free to use their own formats for the business plan. Once completed, business plans must be uploaded in Adobe Acrobat (PDF) file format. A maximum number of 15 slides/pages will be allowed, and at a minimum, this must include:

- Group overview (to include nature of product/ service)
- Leadership team profile
- Detailed value proposition
- The market, competitors and substitutes
- Scale-up plan
- Financial plan
- Business model
- Registration Documents

# EVALUATION CRITERIA

The following evaluation criteria can be used to develop and create each business plan:

## Product/Service

- What problem is the company solving?
- Is there a product/service market fit?
- Is there a clear customer segment that the business is targeting?
- Do they have paying customers?

## Team

- What is the expertise of the team in being able to deliver the business plan (e.g. breadth and depth of skills, proven track record of working in successful entrepreneurial setups/working for reputable firms)?
- Has the team worked together in the past? If so, how successful were they?
- How knowledgeable is the team about the market and operational environment in their sector?

**Note:** Aspects that will factor into the decision of the judges but are not limited to include; agriculture and management skills, institutions attended, graduate degrees and certificates held, companies worked for, previous start-up experience, and key milestones achieved.

## Market

- Are there similar products/services in the market?
- If so, are the problems the products/services trying to solve better solved by the current product?
- How innovative and affordable is the product/service?
- How can barriers to entry be overcome?
- Who are the competitors, and do they have significant resources and capabilities?
- Are there many substitutes available in the market at a similar/lower price point?
- Is there a clear market segmentation strategy?
- Is there a succinct market entry strategy?

# EVALUATION CRITERIA (CONTINUED)

## Business Model

- What drives revenue? Is the product/service easily scalable?
- Is the scalability achievable at low cost/resource intensity?
- Are the cash flow projections in the financial plan robust and well defined?
- Have macro-economic externalities been considered, e.g. inflation, foreign exchange, political risk?
- What innovations, e.g. ICT are they adopting to be efficient
- What partnerships are they planning to build and leverage
- What is the business growth plan beyond the current donation of one tractor?

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## TERMS AND CONDITIONS

### GENERAL JOHN DEERE Proprietary Limited COMPETITION TERMS & CONDITIONS

1. Competition is conducted by John Deere Proprietary Limited in Collaboration with AGRA ("the Promoter").
2. Promoter's competition is open to all youth-owned Small Medium Enterprises (SME's), with at least 80% of the group members aged 18 years and above but not older than 35, who are residing in Kenya and participating in farming activities and services or within the agricultural sector, except directors, members, partners, employees, agents or consultants of or any other person who directly or indirectly controls or is controlled by the Promoter or marketing service providers in respect of the promotional competition, or the spouses, life partners, business partners or immediate family members, or anyone who within a period of 183 days preceding this competition has won any competition organised, promoted, or conducted by the Promoter, or who resides at the same address as such a winner, or who uses the same telephone number to enter this competition.
3. The Promoter's competition will run for a specific period as more fully set out on the Promoter relevant competition marketing material and no late entries will be accepted.
4. The Promoter's competition is subject to the competition mechanics specified by the Promoter relevant competition marketing material or advertising. Only one entry per Business is valid unless otherwise stipulated.
5. Entrants need to submit a business plan outlining their plan for running and managing a Mechanisation Service Provision business through a qualifying SME to small farmers in Kenya. The business plans will be reviewed by an assigned committee from the Promoter. The winner will be determined no later than 30 working days after the close of the Promoter's competition.
6. The winner will be notified via email or telephone (as provided for in terms of the Promoter's relevant competition marketing material) or via social media Direct Message (DM). The organisers will endeavour to contact the prize winner on the telephone number and address provided. If, however they cannot be reached after 6 attempts have been made during business hours within a period of 72 hours for any reason whatsoever, the prize will be forfeited and another winner will be selected in accordance with the competition rules.
7. Competition prize is not transferable, exchangeable or redeemable for cash. The winner must claim their prize within 30 working days of the winner being determined. The winner must identify himself/herself with a Kenya National identity card, or a relevant method of identification from participating country, sign a receipt for any prize received and provide an address in country or other means, whereby a prize can be delivered to them in country. Failure to claim a prize or a refusal or inability to comply herewith will disqualify the winner and a new winner may be determined in their place at the sole discretion of the Promoter. The collection of the tractor will take place at the John Deere authorized Dealer outlet in Kenya.

# TERMS AND CONDITIONS (CONTINUED)

8. All risks in the prize pass to the winner upon signing the delivery receipt of receiving the 5055D TWD John Deere Tractor. Where necessary, the winner shall ensure that the prize (5055D TWD John Deere Tractor) is insured against all risks including damage to the prize as well as damage to third party property and persons. Such insurance is for the cost of the winner and neither the Promoter nor any other party associated with the competition will be liable for the costs thereof or be liable should such insurance not be in place.
9. The competition is limited to and valid for Kenya and the prize (5050D TWD John Deere Tractor) will only be sent to a corresponding address.
10. Participants and the winner absolve the Promoter, its affiliates, its advertising agencies, advisors, suppliers, nominated agents and dealers from liability from any and all claims howsoever arising, including from willful misconduct or negligent acts or omissions on the part of any such person.
11. The Promoter shall have the right to terminate the competition immediately and without notice for any reason. In the event of such termination, all participants agree to waive any rights that they may have in terms of the Promoter's specific competition and acknowledge that they will have no recourse against the Promoter, its agents and staff.
12. All guarantees for any tangible prizes which are won, are carried by the manufacturer and or supplier thereof and not by the Promoter who funds the purchase of the prizes but is not the supplier thereof and the Promoter makes no warranties, whether explicit or implied with respect to the prizes.
13. By participating in this competition, all participants agree to be bound by these official rules. Except in so far as provided for in the Kenyan Law pertaining to promotion offers and competition, the Promoter's decision is final and no correspondence will be entered into.
14. When entering the Promoter's competition, participants will be required to provide their full name, email address and other related information. The Promoter and its affiliates will collect and use a participant's personal data listed herein in order to enable participation in a Promoter competition. A Participant's personal data will be used to enter a Promoter competition and for the Promoter, its affiliates and subsidiaries' marketing purposes and, by participating in the competition, a participant consents to the transfer, storage and processing of the data outside of Kenya, which consent may be withdrawn at any time by written notification to the Promoter. The Promoter shall keep a participant's personal data to fulfil the purposes for which it was collected or as required by applicable laws or regulations. The Promoter will not use a participant's personal data for a different purpose without first obtaining a participant's permission. The Promoter shall not allow third-parties to use a participant's personal data.
15. The Promoter reserves the right to use and the participant consents to the use of any images taken of the winner to be used for marketing purposes in any manner it deems fit, without any further remuneration being made payable to the winner.
16. By entering the Promoter's competition, participants agree that the Promoter reserves the right to communicate with them via email or other forms of communication at any time during or after the competition. Participants may opt-out from receiving such communication at any time by communicating such a decision clearly to the Promoter.
17. The Promoter assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorised access to, or alteration of entries. The Promoter is not responsible for any problems or technical malfunction of any telephone network or telephone lines, computer online systems, servers, or providers, computer equipment, software, failure of entry to be received by the Promoter on account of technical problems, human error or traffic congestion on the internet or at any web site, or any combination thereof, including any injury or damage to a participant or any other person's computer relating to or resulting from participation in this competition or downloading any materials in this competition.
18. For further information or queries about Promoter competition contact via email [SMEYouthCompetition@agra.org](mailto:SMEYouthCompetition@agra.org).