



Request for Proposal coLABS African Strategy

BACKGROUND

Gray Matters Capital (GMC) believes the best investment strategy is to bet on entrepreneurs and market-based solutions. Its vision is to create an empowered and purposeful life for 100 million women globally by 2036. Over the last ten years, the Atlanta-based impact investor has devoted \$160 million USD into microfinance and education initiatives, primarily in South Asia, Africa, and Latin America. To accelerate towards its vision, GMC launched coLABS in early 2017 to invest in early-stage pilots that have the ability to demonstrably impact women and girls at scale with boundary pushing innovation. <http://www.graymatterscap.com/>

coLABS PORTFOLIO

coLABS invests in innovative start-ups by providing up to \$100,000 in seed investment capital, rapid prototyping, and advisor support. <https://gmccolabs.com/>

Its next investment cycle is planned for October 15, 2017, and coLABS wants to bring attention and capital to highlight innovation benefiting women across the African continent to our investment committee. coLABS is currently seeking proposals to help lead its efforts with Pipeline Development and Ecosystem Strategy Development in Africa. The scope of work will be divided into two phases.

PHASE 1: coLABS PIPELINE DEVELOPMENT

Start Date: August 15 – September 1, 2017

End Date: November 15, 2017

SCOPE OF WORK

To promote the coLABS investment opportunity and recruit early-stage social entrepreneurs tackling critical barriers for women across the African continent in preparation for the upcoming October investment round.

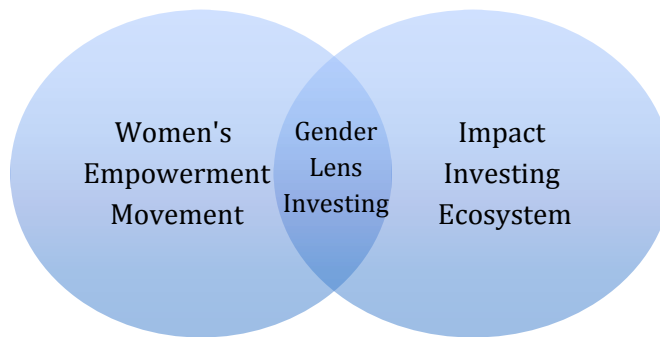
RESPONSIBILITIES

GMC is inviting proposals from individuals/organizations interested and qualified to:

Market Research



- Identify key players (organizations, funds, investors, accelerators, hubs, etc.) and access points (media outlets, platforms, informational mediums, key people or influencers, etc.) in the following three target communities:



Promotion

- Adapt/reconstruct coLABS promotional materials (brochure, social media blurbs, etc.) to African cultural context, as needed;
- Develop a 1-3 minute video to share coLABS' criteria, investment strategy, and application process to circulate to prospective referral partners;
- Circulate coLABS promotional materials and conduct informational outreach to key stakeholders (accelerators, incubators, entrepreneur hubs, angel investors, gender empowerment experts, etc.) around the African continent;
- Help GMC publish the coLABS opportunity in identified target media outlets;
- Conduct outreach emails, calls, and introductions for coLABS staff to key ecosystem stakeholders;
- Direct interested entrepreneurs to the coLABS website to complete an application (step 1: Pre-Screen Form).

Investment Committee Assistance

- Support GMC staff with logistical support for October investment committee meeting ("Bulge") as it relates to on-the-ground/in-person matters in Africa (in the event that the investment committee has an in-person component to the October meeting).

PHASE 1 DELIVERABLES

- ☑ **Market research report**, to include:
 - List of other impact investors (local and international) engaged in similar investment strategy as coLABS;
 - List of key access points to enterprise pipeline (organizations, hubs, key players, influencers, media outlets, online platforms, etc.) for the following three communities: 1) women's empowerment community, 2) impact investing ecosystem, and 3) gender lens investing;
- ☑ **Culturally adapted marketing materials**, to include:



- Revised promotional brochure;
 - 1-3 minute informational video about coLABS (criteria, application process, investment thesis, etc.);
 - ☑ **Outreach feedback report**, to include:
 - Outreach and contact list (including contact information);
 - Pipeline feedback – Is there pipeline for coLABS’ investment interests on the continent? If so, what sectors, countries, regions? Where’s the next frontier/market for gender lens investments in the near future?
 - Feedback from stakeholders during outreach regarding coLABS application process, communications and language, barriers to applying, etc.
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PHASE 2: AFRICAN ECOSYSTEM STRATEGY DEVELOPMENT

Start Date: Between August 15 – September 1, 2017

End Date: December 31, 2017

SCOPE OF WORK

To determine if there is a unique role for GMC to play in building the ecosystem for fellow high-net-worth investors from the African continent, that has synergy with our coLABS portfolio strategy.

RESPONSIBILITIES

GMC is inviting proposals from individuals/organizations interested and qualified to:

Market Research

- Research existing educational and training opportunities available to African high-net-worth (HNW) investors and philanthropists about impact investing;
- Identify gaps and needs in educational opportunities for African HNW investors and philanthropists, particularly in the area of direct private impact investments;
- Draw lessons learned and key takeaways from [Open Impact](#) pilot in Mexico City implemented by New Ventures Group;
- Collect target client feedback from at least 20 HNW impact investors or philanthropists to refine initiative strategy.

Networking

- Build relationships with key impact investing ecosystem players (angel investors, investor networks, HNW family offices and foundations, etc.) around the African continent;
- Connect GMC to key ecosystem players to discuss collaboration, partnership, learning objectives, and goals for GMC’s role in African ecosystem development.



Strategy Development

- Consider GMC's strengths, weaknesses, and areas of expertise when negotiating with African investor educational needs and ecosystem venture opportunities;
- Develop two strategy options for GMC possible engagement in African investor ecosystem building, specifically in the area of direct private impact investments;
 - Strategies should be revenue-generating, for-profit and sustainable models;
 - Target clients should be African HNW families, individuals, philanthropists, and/or investors;
 - Strategies should be in parallel to GMC's coLABS outreach and new market expansion strategy;
- Develop draft business plans for the two strategic opportunities, including the following components: marketing, value proposition, target client profile, execution, partnerships, short- and long-term objectives, revenue model, and rationale/market research.

PHASE 2 DELIVERABLES

- ☑ **Market research report**, to include:
 - List of existing educational opportunities, networks, trainings, and convenings for HNW investors in impact investing (local and frequented international programs);
 - List of other impact investors (local and international) engaged in similar investment strategy as coLABS;
- ☑ **Investor feedback report**, to include:
 - Outreach and contact list (including contact information)
 - What are the challenges/barriers for HNW families/individuals in impact investing currently?
 - Does an educational need, in fact, exist among HNW African investors?
 - Is there a role for GMC to play?
- ☑ **Two draft strategies/business plans for ecosystem building among HNW African investors**, consider:
 - Is there a role for GMC to play? If so, what are the risks?
 - How could a strategy coincide/complement coLABS' new market strategy?



HOW TO APPLY

PROPOSAL TIMELINE

- ☑ Interested parties may submit proposals for either/both Phase 1 and Phase 2 services
- ☑ Please submit proposals by **Monday, August 7, 2017**
- ☑ Follow-up questions with prospective individuals between August 9-16, 2017
- ☑ Decisions made by August 18, 2017
- ☑ Offer acceptance and begin contract by August 28, 2017

HOW TO SUBMIT A PROPOSAL

Please send your proposal via email to coLABS@graymatterscap.com by close of business on **Monday, August 7, 2017**.

Proposal should include:

- ☑ Proposed strategy/process (see guiding questions below)
- ☑ Project timeline with key milestones
- ☑ Project itemized budget
- ☑ Relevant background experience and/or resume of consultant

Note: If applying to more than one phase, please include separate project timeline and budget for each phase.

Please consider the following questions in your strategy proposal:

- ☑ Phase 1 – coLABS Pipeline Development Prompt:
 - What is your strategy to ensure that coLABS has a goal of 50 strong candidates for funding that meet the outlined enterprise criteria by September 30th? (Consider promotion outlets, referrals partners, and other strategies.)
- ☑ Phase 2 – African Ecosystem Strategy Development Prompt:
 - How would you gain access to at least 20 African high-net-worth investors by October 30th to conduct direct market research to understand if there is a need for education, what could GMC's niche contribution be, and who could be an implementation partner?

ELIGIBILITY TO APPLY

- ☑ GMC has a preference for individual consultants to apply.
- ☑ If you are an organization applying, please include the following additional information:
 - Key person(s) working on this project;



- Percentage of their time dedicated to this project;
- Project alignment with organization's business strategy.

APPROVALS & ACKNOWLEDGEMENTS

Please note no payment will be made for costs incurred in the preparation and submission of a proposal in response to this RFP. Costs associated with preparing and submitting a proposal, as well as any other costs incurred by the Bidder associated with the evaluation of the bid, are the sole responsibility of the Bidder. No costs incurred relating to the Scope of Work before the receipt of a signed contract or specific written authorization from Gray Matters Capital, Inc. can be charged to any resulting contract. In addition, the Bidder is not to perform activities in excess of or outside the scope of any resulting contract based on requests or instructions, verbal or written, from any personnel other than authorized Gray Matters Capital, Inc. staff.