



# Catalytic Support for Impact-Driven Startups In Tanzania

## Fourth Call for Funding Applications

The FUNGUO Innovation Programme is a multi-partner initiative designed to unlock the potential of impact-driven startups and innovative micro, small, and medium enterprises (MSMEs) in Tanzania. It does so through catalytic funding, technical assistance, and ecosystem strengthening.

FUNGUO aligns closely with the national development agenda and the Sustainable Development Goals (SDGs), aiming to increase the number of successfully scaled startups and MSMEs that deliver inclusive social and environmental impact alongside commercial returns. FUNGUO particularly seeks to fill the funding gap in the “missing middle”—where many promising startups and MSMEs struggle to access appropriate early-to growth-stage finance.

Co-funded by the European Union, the British Government (FCDO), and the Republic of Finland, and implemented by UNDP Tanzania, the Programme works in partnership with other ecosystem players, including enterprise support organizations such as ANZA, StartHub Africa, and WSHA, as well as government partners, including COSTECH and others.

### By offering catalytic funding and tailored support, the Programme aims to:

- Build a viable pipeline of high-potential businesses for follow-on funding by larger institutional and impact investors.
- Strengthen the innovation ecosystem in Tanzania by working collaboratively with other accelerators, incubators, financiers, and government institutions.



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www.funguo.org

## Purpose of the 4th Call

This 4th Call for Funding Applications is targeting early- and growth-stage businesses that meet the following criteria:

- Showcase innovation in products, services, business models, or processes.
- Are actively working to scale their solutions, but face limitations in accessing funding from conventional sources.
- Demonstrate high potential for impact in areas such as youth employment, gender inclusion, climate action, digital transformation, or sustainable livelihoods.

## What Successful Applicants Receive

Selected enterprises will benefit from:

- Catalytic funding (non-equity, performance-based grants).
- Technical assistance, including business development, investment readiness, and impact measurement support.
- Visibility and networking opportunities with potential investors, partners, and ecosystem actors.
- Access to FUNGUO's learning and collaboration platforms.

## Eligibility Criteria

This call for funding application is open to ventures that do no harm to people and the environment and meet the following basic criteria:

- For-profit entities or market-oriented social enterprises that can be characterised as “startups”.
- Legally registered in Tanzania (incorporated or with a business name registration).
- Majority-owned by Tanzanian citizens (by 51% and above)
- Beyond ideation and pilot stage, with a minimum viable product that has some market traction (post-revenue).
- Have not raised more than \$100,000 in funding (in Equity or debt) to date.

**NOTE:** For more information about what makes a business a startup, you can refer to these resources provided by [Startup Commons](#).

Only applications that meet the above eligibility requirements will be scored against the evaluation criteria described below.

Funding will be provided to incorporated businesses only. If a startup with a business name registration happens to be selected, it will be required to incorporate before the disbursement can be made.



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# EVALUATION CRITERIA

Eligible applications will be scored against the following evaluation criteria, and only applications that score at least 70 out of 100 will be considered successful and move to the due diligence stage.

## Innovation - 35 Points

The eligible applicants must demonstrate how innovative they are in terms of products or services they offer, processes, additionality, unique selling proposition, or unique experience they create for their clientele, etc. as compared to the competition.



**NOTE:** An innovative business is one that continuously introduces or applies new ideas, products, services, processes, or business models to solve problems, meet market needs, or create new demand—often in ways that are more efficient, effective, or impactful than existing alternatives.

## Business Viability & Potential to Scale - 30 Points

To be eligible under this criterion, applicants must clearly demonstrate that their business can generate sufficient revenue and profit to sustain itself in the short to medium term. They should also show potential for long-term growth by outlining how they intend to scale their operations, offerings, and market reach.

Below are the guiding questions from the application form related to this criterion:

- Who are your target clients, and how do you reach them?
- What are the main revenue streams of your business?
- How do you plan to scale your business?
- What assumptions are these projections based on?
- How would you describe the market your business is serving – is it growing, stagnant, or declining? How is your business positioned to thrive in this market?
- What partnerships do you currently have or plan to establish to enhance your business viability?
- What are the three biggest risks facing your business, and how do you plan to mitigate them?

Applicants are encouraged to provide clear, data-informed responses supported by relevant documentation where applicable.



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## Team & Management - 20 points

Applicants must demonstrate that they have the right expertise, leadership capacity, and human resources to effectively grow and scale their business. The team should also show a strong grasp of how their target market operates, ideally with team members who have direct experience with the problem being addressed or a deep understanding of their customers' needs and challenges.

The following questions from the application form are designed to assess this:

- Generally, how would you describe your team based on their individual and collective expertise and experience in your kind of business?
- What's your management structure like?
- Do you have a board of directors and/or advisory board?

Clear and detailed responses to these questions will help evaluators assess whether your team is well-positioned to implement and scale your solution effectively.

## Development Impact - 15 points

Eligible businesses must demonstrate a strong and measurable positive impact on people and the environment. The venture must not cause harm and should have a business model that delivers meaningful developmental benefits. This includes contributing to the Sustainable Development Goals (SDGs) through actions such as increasing local incomes, conserving natural resources, improving access to essential services, and creating decent employment opportunities.

The following questions in the application form will help assess your business's development impact:

- Briefly describe your business's positive development impact: (Explain how your business contributes to the SDGs through income generation, resource conservation, improved access to services, and job creation)
- How many direct and indirect jobs is your business expected to create or sustain in the next 2 years?
- How do you expect to track other development impact indicators that your business is expected to contribute towards?

Applicants are encouraged to be specific and data-driven in describing their impact, and to outline how they plan to measure and report on it.



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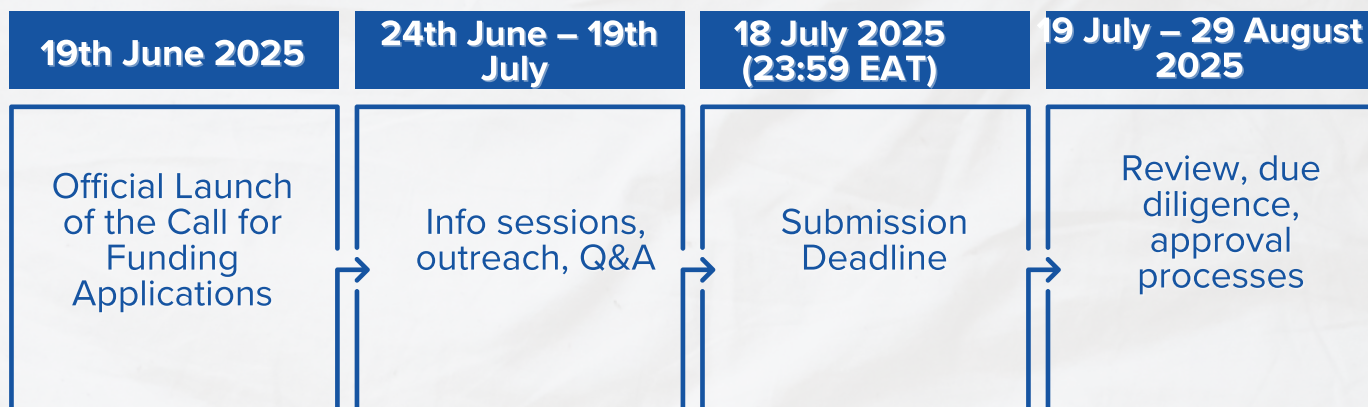


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## Key Timelines:



## Application Process:

The applicant must submit a complete application form **HERE**.

Only applications submitted online via the provided links and with all the required documentation will be considered.

Applicants will be required to attach some basic documents, including but not limited to a business pitch deck (if available), proof of company registration, proof of shareholding, e.g. Memorandum and Articles of Association (where applicable); 2-year financial projections, profiles of key personnel, etc.

It's advisable that these documents are prepared well in advance.

Applicants will be able to start and save their applications and get back to them later.

For info sessions regarding this call, please register via this link:

**<https://shorturl.at/2HlKT>**

For support and any queries, send an email to **[funding@funguo.org](mailto:funding@funguo.org)**



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