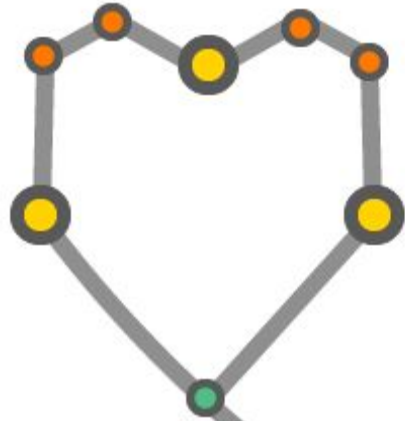


Orange Social Venture Prize Jordan

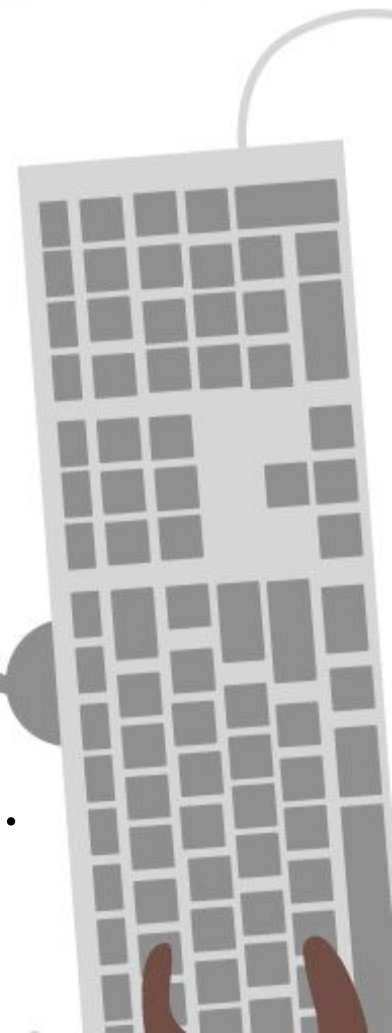
3rd Edition (Local)
8th Edition (international)
2019



What is the Orange Social Venture Prize?



Since 2011, an Orange prize that rewards start-ups promoting social development through the innovative use of ICT.



Since 2017 we started the Jordanian version of the prize.

1. Context of the Prize

Orange wants to be the digital partner of startups in Africa and the Middle-East.

The Prize is at the crossroads of Orange's CSR policy and its innovation strategy.

By promoting social ventures, Orange aims at raising awareness about the role that Information and Communication Technologies can play in development

Orange launches the Social Venture Prize

The project aims at promoting social innovation for development, thanks to information and communication technologies



2. Prize's principle

encourage the use of technologies for social and economic development

Reward 3 projects or enterprises addressing needs of the « bottom of pyramid » market in countries through technology

The digital projects range from e-health and mobile banking to digital and mobile applications for education or agriculture...

The project should represent huge potential for social development



Jordan Prize in 2018

The 3 winners will receive a financial grant (3k, 2k and 1k JOD)

But unfortunately none from Jordan participated the international version to win any of the top prizes 25k, 15k and 10k euro

- The Prize in 2019 -

3. Retroplanning OSVP 2018

RETROPLANNING



04 March

- Launch of the contest

June to September

- Evaluation of the projects at the national level
- Selection of local winners

Octobre

- Selections of the 10 finalists
- Deliberation of international grand jury

30 may

- End of the inscriptions

September

- Opening of the international prize

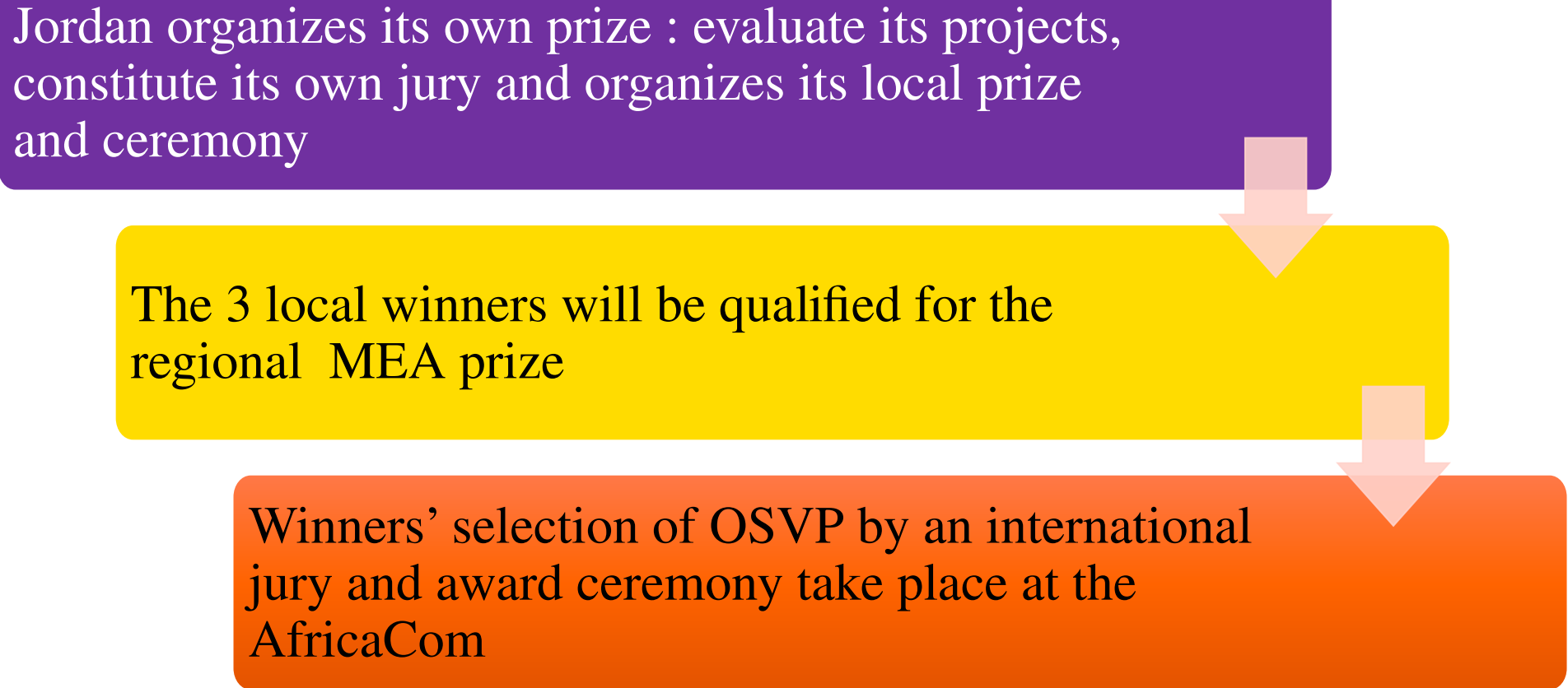
November

- Award ceremony at the AfricaCom in CapeTown

4. Prize formula on local levels

Objective: intensify our position as a local partner for social tech-startups

Jordan organizes its own prize : evaluate its projects, constitute its own jury and organizes its local prize and ceremony



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graph TD; A[Jordan organizes its own prize : evaluate its projects, constitute its own jury and organizes its local prize and ceremony] --> B[The 3 local winners will be qualified for the regional MEA prize]; B --> C[Winners' selection of OSVP by an international jury and award ceremony take place at the AfricaCom];
```

The 3 local winners will be qualified for the regional MEA prize

Winners' selection of OSVP by an international jury and award ceremony take place at the AfricaCom

5. Evaluation of the projects

□ The selection criteria are:

- 1. the social and/ or environmental impact.**
- 2. the degree of innovation embedded in the ICT usage.**
- 3. the capacity of extending distribution of the product or service to several countries.**
- 4. the financial viability of the project.**
- 5. the realistic and operational nature of the project.**

6. Who can participate to the Prize ?

Participants must be **more than 21 years old**, can either be students, entrepreneurs running companies since **no more than 3 years** on the launch day of the competition

The Companies or the project are required to target at least on of **the African and Middle east** courtiers of **Orange's footprint** listed in contest rules

their core business has to use **technology** in an **innovative** way to **enhance living conditions of local populations.**



7. Creation of a jury on local level

- ❑ Creation of a **local jury** (made of 6 to 10 people) to be approved by the CEO
- ❑ Composition of the jury out of people with influence on a national level in the institutionnal field of work, of Entrepreneurship...with women of course!
- ❑ Organisation of a **pitch session** of finalists in front of the jury before the final selection

8. Suggested jury members/Jordan 2019

1. **Nidal Bitar** – **Int@j.**
2. **Mohammad Omoush** – **Juhod.**
3. **Valentina Qussisiya** – **Shouman Foundation.**
4. **Mais Al Dawoud** – **Crown Prince Foundation.**
5. **Jeandenis Poullain** – **Orange Jordan.**
6. **Rana Al Dababneh** – **Orange Jordan.**

9. Defining the prizes/Jordan 2019

❑ Financial (proposed):

1st winner 5,000 JDs

2nd winner 3,000 JDs

3rd winner 2,000 JDs

Prices 2018:

1st winner 3k JOD

2nd winner 2k JOD

3rd winner 1k JOD

10. PR and Media communication plan

- ☐ **Press Releases in all main media channels (print, online, Radio)**
- ☐ **Webinars on all portals**
- ☐ **Interviews on radio, Roya TV**
- ☐ **SM campaign on BIG and Orange Jordan channels**
- ☐ **Targeted campaigns with KHBP, Int@j, Bader, Injaz**
- ☐ **Paid ads on FB, main media outlets**

- APPENDICES -

The Orange Social Venture Prize: key figures

+ 6000

**PROJECTS
RECEIVED
IN 8 EDITIONS**

420 000

**DISTRIBUTED
BETWEEN 27
WINNERS SINCE
2011**

55

**BENEFICIARIES OF
6 MONTHS
SUPPORT BY
ORANGE AND IT'S
PARTNERS**



submit your project !

application online on
entrepreneurclub.orange.com/eng

participation form must be filled in online
and a project file in English has to be
uploaded online

what a « complete » project should cover...

- summary presentation of the Project of 1000 to 2000 characters
- market analysis
- identification of the market opportunity and its social dimension
- presentation of the product/service offered
- information on the management team
- financial forecasts
- assessment of the social impact

