FINDING XY

EVERY ENTREPRENUER SHOULD BE SUPPORTED

# ANNUAL REPORT 2024

# TABLE OF CONTENTS


INTRODUCTION ---------- 1

FORWARD ---------- 2

OUR PROGRAMMES---------- 3

ABOUT CYK ---------- 4

EXTERNAL ENGAGEMENTS ---------- 4

EXTERNAL ENGAGEMENTS ---------- 5

OTHER ACHIEVEMENTS---------- 6

OTHER ACHIEVEMENTS---------- 7

CONCLUSION ---------- 7

# INTRODUCTION

Finding XY is an innovation center with registered offices in Uganda and Kenya supporting the growth of MSMEs and ecosystem builders by providing business advisory and investment services in Africa. Through our enterprise support projects, we want to create communities where there is no poverty, with gender equality by creating opportunities for economic growth with decent work and empowering SMEs through innovation. This is achieved through building global partnerships to mitigate climate change and conserve the environment.

## OUR SERVICES

### 1. BUSINESS DEVELOPMENT SERVICES

Finding XY provides business advisory to entrepreneurs, directly or indirectly improving the social and economic indicators of their countries. A rigorous process is used in the selection of the entrepreneurs we support to make them ready for growth and investment.

### 2. PROJECT CONSULTING SERVICES

Finding XY provides consulting services including research, scoping exercises, and implementation support to international and local organizations implementing projects in Africa. Our services include concept development, implementation, and operational support.

### 3. INVESTMENT SERVICES

Finding XY provides direct investment to enterprises & implements programs that provide direct finance to enterprises as well. These include programs like Women in Agriculture Impact Investment Facility, Agricultural Apprentice Incubator & other programs implemented with partners.

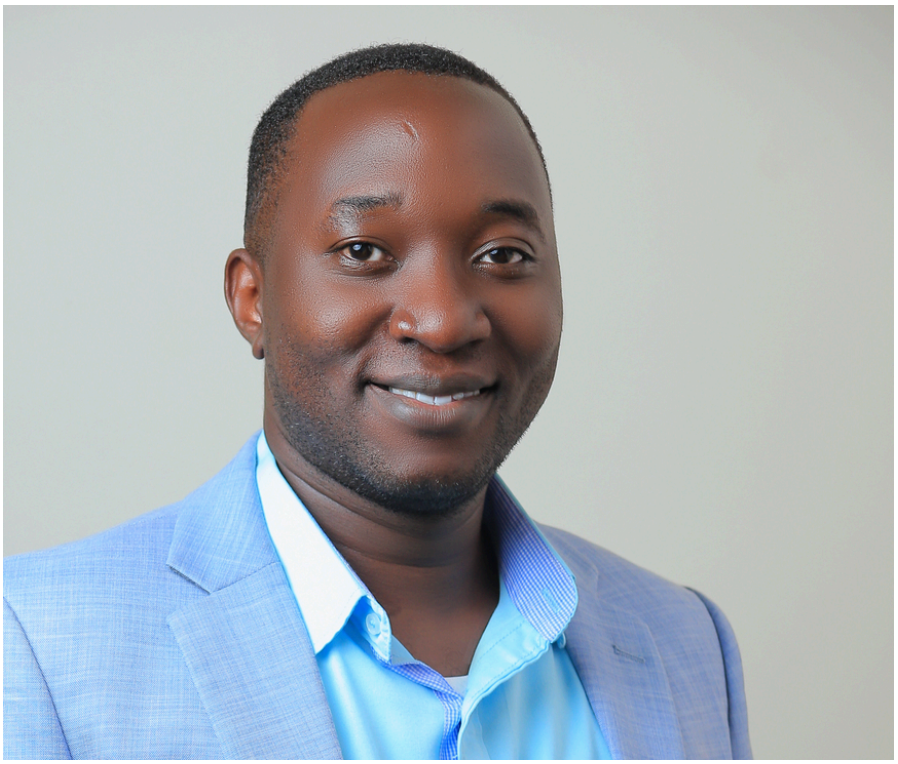
# FORWARD

The financial year 2023/24 has been quite eventful for us at Finding XY. This report summarizes the performance, activities, achievements, milestones that have been carried out throughout this year. It highlights the contributions of our partners towards achieving sustainable development, how our programs have contributed to enterprise growth and sustainability.

Finding XY has grown in the last seven years from a business advisory firm to an organization that designs and supports project implementation. This has given us the ability to design local solutions that create employment, improve MSME performance, attract capital and reduce green house gas emissions.

As an organization, our focus is now of tackling climate change, creating entrepreneurship opportunities for women and investing in enterprises. Our team has established an organization programming model and that is complimented by our consulting services.
Over the next five years, we want to integrate technology in providing business development services, grow our assets under management and increase our programs implementation capacity.

I am grateful to our staff, development partners, portfolio MSMES, financial institutions and friends of Finding XY who make what we do possible. Special thanks to our Advisory board team.



*EDDIE SEMBATYA*
*CHIEF EXECUTIVE OFFICER*
*FINDING XY LIMITED.*

## OUR PROGRAMMES

### *1.WOMEN IN AGRICULTURE IMPACT INVESTMENT(WAII) FACILITY*

In a bid to unlock debt/equity financing for female-led agribusinesses, Finding XY designed the Women in Agriculture Impact Investment Facility. Since inception, the WAII Facility has established a growing pipeline of 192 and 80 female led-Agri-Smes in Uganda and Kenya respectively. Over 40 Agri-SMEs have received structured business advisory resulting in improved business management practices, significant impact at the farmer level, and increased investment.

**Achievements**

Partnership with USAID FtF Inclusive Agricultural Markets Activity, leveraging a de-risking mechanism of utilizing grants to offset the interest charged or principal. As a result, over USD 600,000 has been raised for 7 Agri-Smes and 40+ receiving structured investment readiness support. USD 900,000 in additional financing has been raised leveraging the structured business advisory provided by Finding XY to address gaps that often hinder capital acquisition.

**Progress**

The facility continues to partner with institutional and impact investors to accelerate investment in female-led Agri-Smes. Since the facility launch in June 2022, investors including Stanbic Bank and Equity Bank have collaborated with Finding XY to unlock investment among our portfolio Agri-Smes.

Finding XY designed the Women in Agriculture Impact Investment (WAII) Facility to accelerate early growth stage of SMEs investment using a blend of instruments and a gender lens approach through bridge financing and loan-discount approach using a Covid relief first loss facility. Female-led Agri-Smes engaged in investment discussions of USD 100,000 or more are encouraged to apply for this support. Please click the link to begin your application.

### *2. AGRICULTURAL APPRENTICE INCUBATOR*

Finding XY designed and launched the Agricultural Apprentice Incubator (AAI) to catalyze investment and foster trade within the agricultural sector, particularly in the marginalized communities of Uganda. The incubator was piloted in Nakivale and Palabek Refugee settlements and the Karamoja sub region.

**Achievements**

Three Female-led Small and Medium Enterprises in the agricultural value chain (Agri-SMEs) received a Training of Trainers (ToT) sessions to conduct apprentice training with refugee small holder farmers and groups referred to as Agri-preneurs using the AAI curriculum.

Over 30 Agricultural start-ups/agripreneurs including agents, and farmer associations received capacity building and engaged in trading within the soybean and apiary value chains.

Since the pilot launch, a significant number of agricultural products have been traded, business-to- business trainings conducted by the Agri-SMEs addressing agriprenuers 'skills gap. This initiative has since inspired the agripreneurs and Agri-SMEs to think broadly and innovatively to close food security gaps in their local communities and build into the female-led Agribusiness value chain.

The Incubator is implemented by Finding XY with support from USAID Feed the Future Inclusive Agricultural Markets.



## 3. CYK

In partnership with Village Capital, Finding XY first piloted the CYK program in 2020 to empower female-led SMEs through improved access to finance and technical assistance in form of business trainings, skills strengthening and creating an innovative and effective economic atmosphere for Women-led Small & Medium Enterprises (WSMEs).

Through this partnership, 20 businesses across the agricultural value chain were supported. Through this pilot, Finding XY learnt that female entrepreneurs struggle to access financial services due to lack of collateral (e.g. ownership of property), cultural restrictions, differing attitudes toward borrowing financing and limited access to affordable investment services or tailored technical assistance thereby contributing to the slow growth of women-owned businesses.

Part of the complexity of thriving in business for many of the females in the CYK pilot program was lack of access to affordable and flexible finance to sustain production and operations mostly because of the uncertainties of the agricultural value chain which hinder the scaling up-production and increase in profitability margins. In response to these learnings,

Finding XY pivoted CYK program to CYK Financial to bank micro and small female-owned by unlocking affordable small-ticket loans, ranging from USD 500 – 5,000 and providing business advisory This model leverages tested methodologies, lessons learned, and collaborative efforts with partners to provide a holistic approach to addressing the unique challenges faced in Africa's entrepreneurial landscape.

CYK is now registered as an independent entity called "CYK FINANCIAL COMPANY LIMITED" and has since established a pipeline of 60 businesses that are seeking financial support. Participate in the active call for applications by clicking on this link.

## EXTERNAL ENGAGEMENTS

***1.CO-CREATION WORKSHOP – Unlocking investment and trade for underserved groups – refugees and smallholder farmers.***

Utilizing a co-creation workshop, Finding XY introduced the Agricultural Apprentice Incubator model under the theme "Unlocking Investment and Facilitating Trade in Refugee Communities through Female-Led Agri-SMEs". A total number of 50 stakeholders ranging from female-led agri-businesses, agripreneurs, policymakers, impact investors to financial institutions, and development partners made the workshop a success. Participants included Feed the Future, Equity Bank, Response Innovation Lab, FAO Uganda etc.

The workshop key discussions centered around the following topics:
a)How can agricultural productivity in refugee and host communities be improved, and what is necessary for the sustainability of interventions?
b)What types of capacity development and financing solutions would work best in refugee communities?
c) What mechanisms can be established to address barriers and close food security and value chain gaps in the resilience zones?
d) Knowledge sharing from partners that have had similar interventions in refugee communities.

At the end of the workshop, we were able to come up with interventions and strategies on how to improve agricultural productivity in refugee and host communities and what is necessary for the sustainability of interventions.



## CAPACITY BUILDING TRAININGS

### 1.*Building Tomorrow Training*

We delivered a rigorous 4-day capacity-building training to 50 ambitious entrepreneurs at Building Tomorrow. The training stretched from customer analysis to a comprehensive understanding of funding strategies and budgeting. We were truly inspired by the genuine feedback from the trainees, which deepened our passion for the work we do.

The trainees acknowledged that the training was worth their while with majority mentioning that it was the kind of advisory they needed to start their businesses. “This training is all I needed to bring my business idea to reality. Thank you”, one of the participants said.

Another participant said “Thank you very much for the business knowledge. It will help us improve our business since we have already established something”. This not only does it make us proud but encourages us to keep doing the work we do in providing business advisory to both the starting and growing entrepreneurs.





### *2. Trade Promotion Training*

In a joint effort with Renew Capital, Finding XY delivered a training on Trade Promotion to 30 companies under the Women in Agriculture Impact Investment (WAII) Facility under the theme “Enhancing SME Success in East Africa's Evolving Regional Trade Landscape”. The training presented an opportunity for the companies to learn more about the current developments around trade liberalization in Uganda and Africa at large and how to write a market entry strategy for their businesses.

At the end of the training, companies were able to write market entry strategies for their businesses and develop trade regional plans that would allow them utilize the trade component in Uganda. Companies with the best market entry strategies were then chosen for a 12+ month trade mentorship program with Renew Capital where they would receive training and coaching, market research and linkage which is inclusive of sourcing for companies to export their products to in the Kenyan market and linking companies from other countries of operation to Kenyan distributors and buyers.





## OTHER ACHIEVEMENTS

### *1.THE ACCELERATED CLEAN TECHNOLOGIES INVESTMENT FUND(ACTIF) LAUNCH.*

The Accelerated Climate Technologies Investment Fund (ACTIF) is an investment vehicle seeking to strengthen domestic markets. It profiles local technology companies and investments that can be made targeting end-users. Investments are made using an alternative blended finance scheme which provides a combination of low-cost debt capital and technical assistance to mobilize further capital.

Finding XY launched The Accelerated Clean Technologies Investment Fund (ACTIF) to finance the adoption of clean technologies to avert carbon emissions and create green jobs. The fund promotes productive use of energy by financing businesses, institutions, and end users. The mission is to close the funding gap in climate mitigation and adaptation through mobilizing private capital from profit and impact investors.

Finding XY is keen on collaborating with Investors and partners interested in climate finance within the Ugandan and Kenyan context. Finding XY has so far partnered with Kenya Climate Ventures to scale up the fund in Kenya, Uganda National Renewable Energy and Energy Efficiency Alliance (UNREEEA) for capacity and pipeline building.

### *2.GENDER EQUALITY AWARD HONOR*

Finding XY attained a Silver Gender Equality Seal. This significant accomplishment followed our active engagement in the rigorous Gender Equality Seal (GES) certification program, led by the United Nations Development Programme (UNDP) and the Private Sector Foundation of Uganda (PSFU), with robust support from the Government of Uganda.
Finding XY was among the 40 private sector companies, that received the Gender Equality Awards that ranged from Gold to Silver and Bronze. This accomplishment marked and continues to mark a significant leap forward in our ongoing commitment to empowering Small and Growing Businesses (SGBs).

Our initiatives such as the Women in Agriculture Impact Investment (WAII) Facility, Cente Ya Kikazi, and the Agricultural Apprentice Incubator embody our commitment to positive change and our dedication to creating inclusive opportunities for economic growth, particularly for women, while fostering innovation across the African continent.



## 3. PARTNERSHIPS REALISED

In our quest for entrepreneurial growth and success, we have had the pleasure of partnering and collaborating with like-minded institutions that have played a significant role in our growth and that of the entrepreneurs we support and continue to support.

This year, we have particularly partnered with FINCA to provide financial support and investment services to our pipeline businesses under WAII and AAI. We have also collaborated with UWEAL to assist us in pipeline building and provision of investment readiness advisory to Agri-SMEs.

Additionally, we have had the pleasure of collaborating with UNREEA to empower Renewable Energy SMEs in Uganda through crafting projects that offer tailored investment readiness support and foster the seamless flow of green investment into the sector, Renew Capital and ASIGMA to unlock financing for MBOs utilizing the risk capital under the Women in Agriculture Impact Investment (WAII) Facility.

## 4. 7th ANNIVERSARY

On March 4th, Finding XY marked 7years of driving innovation and growth in the entrepreneurship world.We were thrilled to celebrate our anniversary and reflect on the incredible journey we have shared with our clients in different categories. This milestone was marked by innovation, hard work, and dedication to our mission: enabling the sustainable growth of micro, small, and growing enterprises in Africa through innovative solutions.

Over the past 7 years, we have learned several lessons from interacting with and supporting entrepreneurs. Two of those lessons center around resilience and why building and maintaining strong networks is crucial for accessing resources, support and opportunities in the entrepreneurship industry. We would also like to share that it is essential for entrepreneurs to become resilient to cope up with the ups and downs of business ownership in order to bounce back from any setbacks stronger than before.

## Highlights from the AAI B2B trainings







## CONCLUSION

The year 2023/24 has been a milestone for Finding XY, with the launch of new projects and the continued success of existing ones. This period has been particularly fruitful for building partnerships and managing relationships. We are more excited than ever about the future because each day presents an opportunity for us to evolve and contribute to the growth of entrepreneurs, and we eagerly anticipate the prospects ahead.