

Issue Date: June 9, 2022

Response Date: 5:00 PM East African Time (EAT), June 30, 2022

Subject: Request for Information (RFI) ATI-002 for Prosper Africa Deal Generation and Advisory Support

Dear Prospective Partner:

In partnership with Prosper Africa, the USAID Africa Bureau, Africa Regional Missions, and the Middle East Bureau, USAID has established the Africa Trade and Investment (ATI) Program. The purpose of this Program is to mobilize enterprise-driven solutions that increase trade and investment in Africa, including North and sub-Saharan Africa. ATI aims to strengthen Africa's markets by developing new trade and investment relationships, particularly between the U.S. and Africa, and achieve development outcomes across all sectors in line with USAID's Private Sector Engagement Policy and the U.S. Government's Prosper Africa initiative.

BACKGROUND

Prosper Africa brings together the full range of U.S. Government resources to connect U.S. and African companies with new buyers, suppliers, and investment opportunities. By harnessing the power of U.S. and African private sectors, Prosper Africa advances our mutual prosperity and security, fuels economic growth and job creation, and demonstrates the superior value proposition of transparent markets and private enterprise for driving growth. Prosper Africa facilitates deals and reduces their risk, supports business-friendly policy reforms, connects businesses with the full range of U.S. Government trade and investment support services, and drives development through private-sector investment and partnership. A key recognition of Prosper Africa is the need to modernize and synchronize U.S. capabilities and efforts and establish a one-stop shop where U.S. and African businesses can access the full range of U.S. Government services.

The Prosper Africa Secretariat provides support in the coordination and implementation of the Prosper Africa initiative. Over the last two years, the Secretariat has run pilot programs to improve the coordination between U.S. government tools and provide a one-stop shop for U.S. businesses and investors interested in doing business in Africa and African businesses and investors interested in investing and exporting to the U.S. These pilots yielded a number of noteworthy outcomes, including: 1) an online toolbox to learn about U.S. government capabilities, 2) an online portal and dedicated team that responds to private sector inquiries and provides rapid assessments on opportunities, and 3) a [virtual deal room](#) that allows enterprises, investors, and counterparties to engage with curated African investment opportunities.

As the Prosper Africa Secretariat looks to continue to provide - but also expand - these services there is an opportunity to increase and improve:

- the identification/origination and transmission of opportunities in Africa to U.S. companies;
- promotion of opportunities through improved outreach; and,
- advisory support and technical assistance required to support deals to close.

PROSPER AFRICA DEAL GENERATION AND ADVISORY SUPPORT

Objective and Activities

U.S. companies are poised to expand trade and investment, but frequently note that they do not know Africa well enough to confidently do business or are insufficiently positioned to generate market intelligence and navigate the local business climate. Even when companies and investors are well positioned, they often do not receive market information early enough to act upon it. In addition, companies may need additional advisory and/or technical assistance to pursue investment, meet due diligence requirements, and negotiate terms.

ATI is looking for partner(s), including transaction advisors, business service providers, incubators and accelerators, to:

Collaborate with ATI and Prosper Africa to continue to improve the identification/origination and awareness of opportunities in Africa and provide the necessary support to deals to reach key milestones, such as financial and project close.

Objective 1: Deal Origination and Deal Packaging

1. Identify potential transactions leveraging US-Africa connections amongst capital providers, local enterprises, and intermediaries.
2. Screen and prioritize potential transactions based on Prosper Africa criteria and commercial viability.

Objective 2: Deal Advisory and Technical Assistance

1. Identify required support (and providers) to progress deals toward key milestones and financial close.
2. Assess additionality of Prosper Africa funding to support required needs vis-à-vis other funding resources. Provide assessment to Prosper Africa for consideration.
3. Provide advisory support and/or coordinate directly with other providers as appropriate.

Objective 3: Deal Promotion

1. Leverage existing Prosper Africa tools, networks, and outreach to promote deals and connect with investors and partners (e.g., Virtual Deal Room, investor webinars, Prosper Africa events, pitch meeting with specific investors, family offices, with a specific industry, geographic, or other investment interest).
2. Monitor and facilitate U.S. business or investor follow-up with engagement opportunities and collect feedback on types of support needed.

REQUEST FOR INFORMATION

In support of this activity, ATI seeks information from an interested party or a consortium of parties to help inform the design and structure of this activity, with the objective of collaborating with ATI and Prosper Africa to continue to improve the identification/origination and awareness of opportunities in

Africa and provide the necessary support to deals to reach key milestones, such as financial and project close. Note, USAID is open to hearing from organizations that may not have explicit prior experience working with USAID. Details on the information requested can be found in **APPENDIX A**.

Issuance of this RFI does not constitute a solicitation, commitment, award, or engagement on the part of DAI nor does it commit DAI to any future commitment, award, or engagement. However, we will use responses submitted to assess whether a procurement for technical services is appropriate to meet USAID's needs. Please note that responding to this RFI will not give any advantage to or preclude any organization or individual from any solicitation that may be subsequently issued as any/all comments received will be strictly for information gathering purposes only.

Interested parties should submit a response to this RFI no later than **5:00 PM East African Time (EAT) on June 30, 2022**.

Responses and questions should be submitted via email to ATI_Procurement@dai.com copying Brian Wanyagi (Brian_Wanyagi@dai.com) and Edwin Muli (Edwin_Muli@dai.com) no later than the date and time shown above, with the subject line: "Response to RFI ATI-002: Prosper Africa Deal Generation and Advisory Support." Please limit the responses to 5 pages/slides using 11-point font size.

Sincerely,

ATI Procurement and Partnerships Team

APPENDIX A: RESPONSE REQUIREMENTS

We are seeking the following information from interested organizations or consortia:

1. A brief synopsis of your organization's capabilities and previous experience that highlight its capacity and expertise to support the activity as described above. Please note experience identifying and assessing deal opportunities, providing transaction advisory and/or technical assistance to businesses, projects and/or investors. Please also note your organization's focus as it relates to markets, sectors, investor and/or asset classes as well as relevant networks.
2. Responses to the following questions that highlight your organization's interest, expertise, and creativity in shaping and undertaking this type of technical work. Please provide answers to some or all the following based on your experience and expertise:
 - a. What value do you attribute to engaging with Prosper Africa's [Virtual Deal Room](#) (VDR) placing deals in your pipeline on the VDR? What incentives, if any, would be required for your organization to place deals on the Virtual Deal Room? Please note information regarding deals on the platform is currently limited, i.e., no company names, region specific versus country specific. Deals are attributed to the organization that provided the lead as requested.
 - b. What can Prosper Africa and USAID do to better link deals to investors on the VDR platform? What can be done online? What level of information can be shared?
 - c. What support is needed to help prepare companies for future investment that are not quite investment ready? Responses can focus on types of support as well as mechanisms for support (e.g., technical assistance facility).
 - d. Related to point c. above, would it be useful to structure a facility to reimburse companies for a percent of costs required to prepare for investment?
 - e. From an investor perspective, what type of information is required to initiate interest in a company that could be provided via the Virtual Deal Room?
 - f. From a company perspective, what will help better link companies' opportunities with investors? Responses can speak to functionalities of the Virtual Deal Room, services that could be supported by Prosper Africa Secretariat, and/or other coordination and outreach efforts.