

Uganda Business Idea Contest : Innovative Solutions for Refugees and Host Communities

Application Guideline



Japan International
Cooperation Agency (JICA)



UNHCR Representation
in Japan



Welcome Japan



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Purpose of the Contest

The number of forcibly displaced persons worldwide has exceeded 100 million. Addressing this challenge requires comprehensive and inclusive approach that involves not only host governments and development partners, but also the private sector and society as a whole.

In response to this situation, JICA, in collaboration with the UNHCR Representation in Japan and Welcome Japan, will host the Uganda Business Contest: Innovative Solutions for Refugees and Host Communities.

The contest aims to promote self-reliance and peaceful coexistence of refugees and host community members through business creation that addresses shared social and economic challenges.


Eligible applicants include refugees and members of Ugandan host communities. A wide range of participants are welcome—from established enterprises, students and individuals or groups with innovative ideas for refugees and host communities.

Overall activities

Activities	Period/ Location	Details
Application	May 21 - June 13, 2025	p6, 7
Pre-Selection (document screening only)	June 16 - June 23, 2025 *Results will be shared by June 23	p8
Pre-Mentoring	June 30 - July 4, 2025	Finalists will receive support to refine their pitches and business ideas. Pre-mentoring sessions will be conducted individually, with the location to be communicated later.
Pitch Contest (Final selection)	One-day event between July 8 and July 10, 2025, in Innovation village Kampala	p5,8
Video presentation at Expo 2025, Osaka, Japan	August 3, 2025	Video presentation of the Winners of the Uganda Contest will be shown at the contest in Japan, held at Expo 2025, Osaka, Japan ¹ .
Consultant support for winners	After the contest - Dec 25, 2025	The winners will receive support from Deloitte, including mentoring, business implementation support (PoC), and business networking opportunities.


¹ Pitch Contest for Japanese finalists with innovative solutions for refugees and host communities will be held at Expo 2025, Osaka, Japan. The video of the winners of Uganda Pitch contest will be presented at the contest in Japan which will be attended by potential sponsors and investors.

Pitch Contest Overview

 Theme
Business plans that address social and economic issues through innovative ideas to promote peaceful coexistence and self-reliance of both refugees and/or hosting communities

Event Schedule and location (tentative)
One-day event between July 8 and July 10, 2025, in Kampala, Uganda

Participants
Approximately four selected finalists will be invited to give a presentation in a public pitch contest
*Travel expenses from within Uganda to the pitch contest in Kampala shall be reimbursed for finalists.

 Awards
Two winners will be selected: one from each of the refugee and host communities

- The winners will receive business implementation support (PoC) worth approx. 12,000,000UGX. (subject to exchange rate)
- The winners will receive consultant support by Deloitte including mentoring, assistance with business development based on PoC, and business networking support
- The video presentation of the winners of the Uganda Contest will be presented at the pitch contest in Japan, held at Expo 2025, Osaka, Japan, which will be attended by potential sponsors and investors

*The videos will remain permanently available online and distributed worldwide

Eligibility Criteria

- Participants must be refugees or members of host communities across Uganda intending to develop businesses in Uganda with viable business plans addressing the social and economic challenges that refugees and host communities face
- Participants are required to have email and Internet access
- Ideas must be original and benefit refugees and host communities
- Participants must attend the one-day pitch contest physically. The contest will be held between July 8 and July 10, 2025, in Innovation village Kampala, and subsequent business development support until December 25, 2025
- Please note that applications that meet any of the following criteria will be deemed ineligible
 - ✓ Applications that are incomplete or contains false information
 - ✓ Multiple applications for this contest
 - ✓ Multiple applications from different teams
 - ✓ Applications that might have a significant negative environmental or social impact

Application Process

To submit your entry for the contest, please follow these two steps.
All forms and documents must be submitted in English.



Application Method

1

Entry form

Please complete the entry form by June 11. Application form will be sent to registered e-mail address after the entry.

<https://forms.cloud.microsoft/e/MDY6KHUj3H>

2

Application form

Please submit your application form to [nanminpitch-office@tohmatu.co.jp] by June 13.

*Note:

- It may take more than one business day to receive the form from the organizing team.
- Please submit a copy of your valid ID documentation (refugee ID or national ID) as well.
- Reference materials may be submitted in PDF format at the discretion of the submitter.



Application Period

May 21 - June 13, 2025

Selection Process



Selection Process and schedule

- Pre-Selection (document screening only)
 - All applications are reviewed, and the selection will be carried. The organizing team will inform only the shortlisted applicants of the judges' results by June 23.
- Final Selection (Pitch Contest)
 - Approximately four finalists—two from the refugee community and two from the host community—will be invited to present at the contest, and one winner from each group will be selected.
 - External experts are invited to judge at the contest
 - The contest will be held as one-day event between July 8 and July 10, 2025, in Kampala, Uganda



Evaluation Criteria

Innovation	Originality of the approach or technology, offering new value beyond existing solutions and potential applicability to other regions or fields
Social Impact	Clear demonstration of the specific impacts on refugees, host communities, and society, with well-defined issues and solutions.
Feasibility	Viability as a business, including market analysis, product/service offerings, revenue models, marketing strategy, and sustainability from environmental, social, and economic perspectives.
Passion	Demonstrable enthusiasm, strong sense of mission in solving issues, and effect

Precautions

- Queries regarding the selection process and selection results will not be answered
- As a result of the screening process, some applicants may not be selected as finalists or winners
- Submitted documents will not be returned
- Submitted personal ID documentation will be kept confidential
- The information and images in the application form will be used by the organizer for publicity activities of this contest
- Participants may receive notifications about related events by JICA
- Copyright generally remains with applicants and may be transferred to the organizer for necessary event management purposes
- Details of selected winners will be publicly announced and remain archived indefinitely
- The video presentation of the winners of the Uganda Contest will be presented at the contest in Japan, held in Osaka expo 2025. Please note that archived videos will remain permanently available online
- The organizer reserves the right to withdraw awards of individuals or groups involved in any unlawful activities and/or business ideas that may have any negative impact on the communities and/or environment
- Please note that the contest benefits may change for applicants associated with an organization or entity for which a Deloitte member firm (e.g., Deloitte Touche Tohmatsu LLC) provides audit attestation or assurance services

Contact Information



JICA Business Idea Contest Organizing Office
(Deloitte Touche Tohmatsu LCC)



nanminpitch-office@tohatsu.co.jp



<https://www.deloitte.com/jp/ja/Industries/government-public/information/ugandapitch.html>

Notes

- Queries regarding the applications will be available via email from May 19 to June 6
- Queries regarding the selection process and selection results will not be answered