



Name of Project:	The Design, Implementation, and Event Management of the Rwanda Agriculture, Youth and Technology (AYuTe) 2026 Challenge.
Agrello Work order:	RW1002HIRW00
Country:	Rwanda
RFP No.	HPI20251101RW

REQUEST FOR PROPOSAL

Funded by: Heifer International

RFP Release Date:	November 4 th , 2025
Question/ Inquiry Submission Deadline:	November 17 th , 2025
Proposal Submission Deadline:	November 20 th , 2025
Selection Committee review	November 21 st , 2025
Notification of award	December 5 th , 2025
Award agreement negotiation and signing	December 19 th , 2025
Electronic submission to the attention of:	Heifer International Rwanda
Electronic submission:	procurement-rw@heifer.org
Contact information for inquiries about this RFP:	procurement-rw@heifer.org

1. General Information

The purpose of this Request for Proposal (RFP) is to invite potential firms/companies to provide consulting services to organize the Agriculture, Youth, and Technology (AYuTe) Africa Challenge Rwanda.

This ToR includes background information, desired methodology, objectives, timeframe, and deliverables. It also outlines the expertise Heifer International Rwanda is seeking and guides the proposal submission process.

Heifer International Rwanda anticipates awarding a three-month contract for organizing the challenge. Payments will be made based on submission and approval of deliverables, with a defined payment schedule included in the contract.

2. Background

Heifer International Rwanda (Heifer Rwanda) is part of Heifer International, a global nonprofit organization working to end hunger and poverty while caring for the Earth. Heifer Rwanda partners with smallholder farmers, youth, and agribusinesses to build sustainable, inclusive, and resilient agricultural value chains.

As part of Heifer International's Africa-wide initiative, the AYuTe Africa Challenge (Agriculture, Youth, Technology) aims to identify, support, and invest in youth-led agritech innovators who are developing technology-driven solutions to address challenges faced by smallholder farmers.

Building on previous successful editions, the 2026 AYuTe Rwanda Challenge will provide a platform for young Rwandan entrepreneurs to showcase scalable innovations, attract investment, and contribute to transforming Rwanda's agricultural sector.

About Heifer International

Since 1944, Heifer International has worked with over 52 million people globally to sustainably end hunger and poverty. Operating in 19 countries across Africa, Asia, and the Americas, Heifer supports farmers and food producers to strengthen local economies and livelihoods.

For more information: www.heifer.org

About Heifer International Rwanda (HIR)

HIR transforms communities by reducing poverty and hunger through sustainable agriculture, focusing on empowering smallholder farmers in sectors such as dairy, poultry, and horticulture. HIR has impacted over 1.48 million families, partnering with the Rwandan government and international bodies.

About AYuTe Africa Challenge Rwanda

Rwanda's agricultural sector employs over 60% of the population but faces productivity challenges. Innovation and youth entrepreneurship are key to overcoming these. The AYuTe Africa Challenge Rwanda inspires young agritech innovators by providing a platform to showcase and scale solutions addressing smallholder farmers' challenges.

Launched in 2023, the initiative supports innovators with incubation and catalytic financing. The national competition encourages youth agripreneurs to develop scalable social enterprises integrating technology across the agriculture value chain.

For 2026, Heifer Rwanda seeks a consulting firm to design, manage, and implement the AYuTe Africa Challenge Rwanda (December - March 2026), culminating in awarding top agritech innovators and post-event incubation.

3. Purpose

The purpose of this assignment is to engage a qualified firm/company to design, implement, and manage the 2026 AYuTe Africa Challenge - Rwanda, including competition design, outreach, selection, mentorship, event organization, and reporting for investment support to scale up solutions that address challenges faced by smallholder farmers in Rwanda.

The assignment will culminate in a high-profile final pitch and award event, celebrating top youth-led agritech innovators and linking them to potential investors and partners.

4. Objectives

1. Design a detailed framework and implementation plan for the 2026 AYuTe Rwanda Challenge.
2. Manage the end-to-end execution of the competition, from outreach to the final award event.
3. Identify and support competitive youth-led agritech entrepreneurs with high-potential innovations.
4. Facilitate mentorship, capacity building, and exposure for selected participants.
5. Organize and manage all logistics for the final pitch and award event, ensuring professional delivery and media visibility.
6. Document and report the entire process, outcomes, and lessons learned.

Uncover and Support Homegrown Innovations:

Identify technologies enhancing productivity, reducing labor, increasing incomes, and improving climate resilience.

Empower Youth: Position youth as drivers of agricultural transformation through agritech entrepreneurship.

Visibility & Funding: Provide platforms for innovators to showcase solutions, access financial support, and engage investors.

Capacity Building: Facilitate mentorship and business development for scaling innovations.

Promote Agricultural Innovation: Inspire scalable solutions tailored to smallholder needs.

Position Heifer Rwanda: Strengthen reputation as a leader in youth and innovation in agriculture.

5. Scope of Work

Organize a competition to identify and award an innovative Agritech company addressing smallholder farmers' challenges in the agriculture sector.

Phase 1: Design Phase

- Develop a comprehensive work plan, methodology, and timeline for the Challenge.
- Design a marketing and communications plan, including social media, press releases, and branding materials.
- Propose the structure, flow, and format of the final award event.

Phase 2: Event Management

- Venue identification, booking, and setup (stage, branding, seating, audiovisuals, etc.).
- Coordination of event branding, media coverage, and live streaming.
- Guest management (RSVPs, invitations, and hosting protocol).
- Coordination of catering, décor, photography, and videography.
- Production of promotional and visibility materials (banners, backdrops, winner plaques, etc).
- Post-event wrap-up and media summary.

Provide comprehensive management of the AYuTe Africa Challenge Rwanda 2025 Grand Finale.

Phase 3: Reporting

Submit a detailed report covering competition phases, key activities, outcomes, lessons, media coverage, and recommendations.

Phase 4: Post-Event Follow-up

Follow up with winners to ensure implementation aligns with agreed plans.

Implementation Period: December – March 30, 2026.

Implementation Phase

- Launch and manage the national call for applications.

- Receive, screen, and evaluate applications in collaboration with Heifer Rwanda.
- Coordinate mentorship, coaching, and business development sessions for selected participants.
- Engage judges, mentors, and key stakeholders throughout the competition stages.
- Organize the semi-final and final pitch sessions.
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6. Deliverables:

Task Description	Expected Deliverables
Develop a detailed work plan, methodology, and timeline	Ensure a comprehensive work plan outlining the implementation timeline, key milestones, and methodological approach to guide all phases of the AYUTE Challenge is in place
Develop and implement a Communication and Launch Plan	A strategic communication plan, including the creation and rollout of public launch materials, media engagement, and the official call for applications to attract quality participants.
Organize the Official Launch of the AYUTE Challenge 2026	A high visibility launch event introducing the Challenge to the public and key stakeholders, featuring media coverage, speeches, and the announcement of the application call.
Conduct Stakeholder Engagement Activities	Engagement sessions and consultations with key partners, government agencies, private sector actors, and youth innovation networks to ensure alignment, collaboration, and buy-in.
Prepare and submit the Inception Report	A detailed inception report presenting the Challenge's objectives, methodology, implementation roadmap, stakeholder roles, and expected outcomes.
Produce the Shortlist Report	A summary report detailing the screening process, evaluation criteria, and results of shortlisted applicants.
Conduct a one-week mentorship and Bootcamp Sessions	Delivery of tailored mentorship and capacity-building sessions to strengthen participants' business, innovation, and pitching skills.
Develop the Mentorship and Bootcamp Report	Comprehensive documentation of mentorship and bootcamp activities, including participant progress, key learnings, and session outcomes.
Organize the Final Pitch and Award Event	A professionally managed final pitch and award ceremony showcasing finalists, executed to high standards with broad stakeholder and media participation.

Preparing the Final Comprehensive Report	A complete report summarizing the entire Challenge process, results, stakeholder contributions, and lessons learned, with recommendations for future editions.
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7. Roles and Responsibilities of the Consulting Firm/Company

Provide both hardcopy and electronic campaign tools under the guidance of Heifer's Communications Lead.

Strategic Counsel and Coordination

- Technical support and strategic planning.
- Regular updates on activities and outreach.
- Stakeholder mapping for audience segmentation.

Phase 1: Planning and Design

- Inception meeting with Heifer Rwanda.
- Submit an inception report with a work plan and timeline.
- Develop competition documentation (Call for Applications, NDAs, consent forms).
- Design an outreach and communications plan.
- Set up an online application platform and screening framework.

Phase 2: Stakeholder Engagement and Communication

- Engage the government, private sector, academia, and youth organizations.
- Mobilize potential applicants from incubators, tech hubs, and agribusiness networks.
- Launch call for applications via digital and traditional media.
- Manage Q&A, info sessions, and webinars.

Phase 3: Screening and Selection

- Close applications and conduct eligibility screening.
- Work with Heifer Rwanda on judging panels.
- Coordinate application evaluation.
- Shortlist candidates and conduct bootcamp(s).
- Select top candidates for final pitch.

Phase 4: Final Pitch and Award Ceremony

- Prepare communications and press coverage.
- Conduct a one-week final bootcamp with mentors and coaches.
- Facilitate public pitch day with jury and live audience.
- Live stream the final event on social media.

Phase 5: Reporting and Documentation

- Detailed report on all competition phases, including the profile of all applicants from the initial to the final stage.
- Outcomes, participant reach, awards, and media summary.
- Lessons learned and future recommendations.

Phase 6: Post-Event Incubation and Reporting

- Design and validate a 6-month incubation roadmap.
- Facilitate investor and market linkages.
- Conduct check-ins, mentorship, and document startup growth.
- Host graduation and certificate issuance.
- Submit final impact report.

Media Strategy and Coverage

- Collect a top-tier media list (broadcast included).
- Distribute the press kit for development and distribution.
- Create compelling messages and multimedia content.
- Communications content (Op-Eds, blogs, speeches).
- Broadcasting and promotional materials (social, TV, radio, print).
- Media interviews with Heifer leadership and winners.
- Competition coverage across platforms.
- Produce a comprehensive media engagement report.

Social Media/Digital

- At least four paid media ads promote competition and social followership.
- Visual content: stories, impact numbers, video documentaries (1 video, 3 graphics per month).
- Bios and photos of winners for the regional AYuTe website.
- Build an asset library of multimedia content.
- Recruit at least 4 influencers across major platforms.

3.5 Event Activities

Pre-Event

- Develop conference agenda.
- Manage logistics: venue, catering, transport, and accommodation.
- Facilitate participant briefing and pitch prep.
- Vendor management.
- Stakeholder and media invitations.

- Guest management for 400+ participants.
- Organize pre-event roundtable with innovation hubs.

During Event

- Ensure consistent branding.
- Manage event setup and registration.
- Oversee participant and guest registration.
- Avail and manage event team (MCs, ushers, entertainers).
- Ensure stakeholder protocol management.
- Ensure awards ceremony logistics.

Post-Event

- Send thank-you notes to panelists, partners, and all Ayute competitors
- Collect feedback and analyze it to produce the final report.
- Ensure post-event media outreach.
- Other necessary services for a successful event conclusion.

7. Expected Roles of Heifer Rwanda

- Finalize and sign the contract.
- Participate in inception and weekly progress meetings.
- Provide technical guidance.
- Review and approve resources before deployment.
- Process payments by contract terms.

Required Skills, Competence, and Experience

The service provider is expected to demonstrate proven competence in both event management and the selection process. The proposal should clearly outline the team composition and specific skills for each component:

The team responsible for conducting the selection process and the team to undertake the event management role.

The required qualifications and competencies include:

- A minimum of five (5) years of experience in organizing similar competitions or large-scale events.
- Demonstrated capacity to develop detailed proposals that align with the event's objectives and desired outcomes.
- A strong understanding of youth engagement, innovation, agriculture, and competition dynamics.

- Excellent communication skills, both oral and written, in English; proficiency in Kinyarwanda will be an added advantage.
- Established media networks and a proven track record in media relations.
- Graphic design and multimedia production/editing skills.
- A multi-skilled team capable of delivering all required activities effectively and efficiently

8. Application Process

8.1 Submission of Proposal

The technical and financial proposals should be submitted separately in PDF format; both clearly marked with the RFP Reference Number above.

Proposals (both technical and financial) must be submitted electronically to the email: procurement-rw@heifer.org with a clear subject line: **“(Design, Implementation, and Event Management of the Rwanda Agriculture, Youth and Technology (AYuTe) 2026 Challenge)”** and submitted by **Thursday, 20th November 2025 at 5:00 pm** Kigali time.

Submit an organizational profile with:

- Technical proposal (overview, methodology, approach, work plan).
- Team structure with roles and qualifications.
- Relevant experience summary.

8.2 Financial Proposal

- Submit the budget separately in Rwandan Francs (Rwf).
- Pricing info should only be in the financial proposal section.
- The firm/company is responsible for all applicable taxes and logistics.

8.3 Joint Venture

Joint venture submissions are welcome, provided that all participating farms/companies jointly satisfy the eligibility and experience criteria.

Requirements for Joint Venture (JV) – AYuTe Challenge and Event Management:

- The JV must consist of **two legally registered entities** with valid business registration certificates.
- None of the JV partners should be under suspension or debarment by any public institution or donor agency.
- The JV must submit a **duly signed Joint Venture Agreement (JVA) or Power of Attorney** authorizing the lead partner to act on behalf of the JV in all contractual matters.

- None of the JV partners should be under suspension or debarment by any public institution or donor agency.

9. Administrative Requirements

- Company registration documents (RDB).
- Valid tax clearance certificate (RRA).
- Corporate income tax declaration (RRA).
- Certificate of good standing/non-bankruptcy (RDB).
- Valid RSSB clearance certificate.
- Three certificates/letters of good completion.

9.1 Evaluation of Proposals

a) Selection method: The procurement selection committee will evaluate the proposals using the **Quality-Cost Based** methodology as detailed below:

1. Preliminary examination of administrative requirements compliance with this Request for Proposals.
2. Detailed Technical evaluation will contribute 80%.
3. Financial scores will be allocated 20% to determine the best evaluated bid.

Proposals failing at any stage will be eliminated and not considered in subsequent stages.

b) Minimum technical score: The mark required to pass the technical evaluation is 70% of the Technical Score.

c) Total scores: Total scores shall be determined using a weighting of 80% for technical proposals and a weighting of 20% for financial proposals.

9.2 Selection Criteria

Evaluation Criteria	Description	Weight (%)
Specific Experience of the Firm	Demonstrated experience in designing and implementing innovation challenges, entrepreneurship development programs, or similar national-level competitions. Proven track record in event management, youth engagement, and agritech-focused initiatives in Rwanda or comparable contexts.	20%
Quality and Composition of the Team	Strength and relevance of the proposed team's qualifications and expertise in key areas such as project management, innovation facilitation, communications, and event organization.	(20%)

Evaluation Criteria	Description	Weight (%)
Event and Communications team lead	Experience in event management (logistics, branding, and public relations) and supporting startups.	10%
Methodology and Technical Approach	Clarity, innovation, and practicality of the proposed methodology and approach. Demonstrated understanding of the assignment and alignment with the objectives outlined in the Terms of Reference (TOR).	20%
Work Plan and Implementation Schedule	Realistic and well-structured work plan that logically sequences activities, demonstrates efficient time management, and ensures timely delivery of outputs.	10%
Financial Proposal	Realism, clarity, and cost-effectiveness of the proposed budget. The financial proposal should reflect value for money while maintaining high-quality delivery standards.	20%
Total		100%

10. Late submissions and verification

Proposals received after the submission deadline will not be considered. Bidders are responsible for ensuring their proposals are submitted according to the instructions stated herein.

Heifer retains the right to terminate this RFQ or modify the requirements upon notification to the bidders.

11. Validity of Proposals

Proposals submitted shall remain open for acceptance for 90 days from the last date specified for receipt of the proposal. This includes, but is not limited to, pricing, terms and conditions, service levels, and all other information. If your organization is selected, all information in this document and the negotiation process is contractually binding.

12. Limitations

This RFQ does not represent a commitment to award a contract, to pay any costs incurred in the preparation of a response to this RFQ, or to procure or to contract for services or supplies. Heifer reserves the right to fund any or none of the applications submitted and reserves the right to accept or reject in its entirety and absolute discretion any proposal received as a result of the RFQ.

13. Intellectual Property

Section 1. Ownership Generally. Subject to Section 8.2 below, any intellectual property (including but not limited to copyrights, trademarks, service marks, and patents), intellectual property rights, deliverables, manuals, works, ideas, discoveries, inventions, products, writings,

photographs, videos, drawings, lists, data, strategies, materials, processes, procedures, systems, programs, devices, operations, or information developed in whole or in part by or on behalf of Contractor or its employees or agents in connection with the Services and/or Goods (collectively, the “Work Product”) shall be the exclusive property of HPI. Upon request, Contractor shall sign all documents and take any actions necessary to confirm or perfect HPI’s exclusive ownership of the Work Product.

Section 2. Prior-Owned Intellectual Property. Any intellectual property owned by a Party before the Effective Date (“Prior-Owned IP”) shall remain that Party’s sole and exclusive property. Regarding any of Contractor’s Prior-Owned IP included in the Work Product, Contractor shall retain ownership, and hereby grants HPI a permanent, non-exclusive, royalty-free, worldwide, irrevocable right and license to use, copy, reproduce, publicly display, edit, revise, perform, and distribute said intellectual property, in any format or any medium, as part of the Work Product.

Section 3. Work Made for Hire. To the extent copyright laws apply to the Work Product, the Parties agree that (a) HPI specially ordered or commissioned the Work Product, (b) the Work Product is a “work made for hire” under United States copyright laws, and (c) HPI shall be deemed the author thereof and shall own all right, title, and interest therein.

To the extent such rights, in whole or in part, do not vest in HPI as a “work made for hire”, Contractor hereby irrevocably grants, assigns, and transfers to HPI, exclusively and in perpetuity, all of Contractor’s rights of any kind or nature, now known or hereafter devised, in, to, and in connection with the Work Product. HPI shall solely and exclusively own all rights therein, and in the elements thereof, including but not limited to all allied, ancillary, subsidiary, incidental, and adaptation rights.

Contractor hereby waives all rights known as “moral rights”, and any similar rights, which Contractor may have in connection with the Work Product. The description of Services and/or Goods provided in this Agreement shall in no way limit the manner in which HPI may use the Work Product.

Done on November 4th, 2025.
Heifer International Rwanda Management