



📍 14th Senchi Street , Airport Residential Area
Accra - Ghana

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🌐 www.impactinvestinggh.org

Recruitment of 'esoghana.org Ambassadors'

For Enterprise Support Organizations (ESOs) and ESO Experts to work with Registered Businesses in Ghana to support sign up onto the esoghana.org platform and promote the use of the platform.

Invitation letter

Dear Sir / Madam,

Impact Investing Ghana (hereinafter referred to as IIGh) is pleased to invite Enterprise Support Organisations (ESO) and ESO Experts to apply to participate in our 'Ghana esoghana.org Ambassador' programme building on your experience and expertise to recruit businesses, startups and entrepreneurs onto the ESOghana.org platform to access support programmes, sign up onto the esoghana.org platform, build awareness and promote the use of the esoghana.org platform from 24th July to 18th September 2024 [Part-time/Adhocly].

As part of this program you:

- You will sign up a minimum of 15 registered businesses with high growth potential onto the esoghana.org platform to access Enterprise/Entrepreneurship/Business Support opportunities.
- You will receive a results based Ambassador reward to support you on this mission.
- Acknowledgement for being an Ambassador and contributing to the ESO ecosystem.
- Programme terms are further detailed in Annex 1 below.

Interested Ambassadors should fill out this form by Close of Day, Tuesday, 16th July 2024:

<https://forms.gle/6PRYx2hidmhWsMYp9>

We look forward to receiving your applications .

Approved by:

Mohammed Suhuyini Zakaria

Program Officer, Enterprise Support and Transaction Advisory

For any inquiries or clarifications regarding this programme, please contact Mohammed via

mohammed.zakaria@impactinvestinggh.org, Cc: robert.agbo@impactinvestinggh.org or

Whatsapp: 0509492249.



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1.0 About Impact Investing Ghana

Impact Investing Ghana (IIGh) is the Ghana National Advisory Board for Impact Investing. We are an independent private-sector-led initiative promoting sustainable development and advancing the development of the impact investment ecosystem in Ghana. Established as a nonprofit, IIGh is Ghana's representative to the Global Steering Group (GSG) for Impact Investing, the successor to the Social Impact Investment Taskforce established by the G8. The GSG's National Advisory Boards (NABs) currently cover 33 countries and provide a global platform to drive investment and increase visibility for its members globally. IIGh aims at tackling Ghana's pressing social and environmental challenges by driving more capital to deliver real impact. We are a local platform representing all the stakeholder groups needed to redirect significant capital flows toward social and environmental impact. Private-sector-led, yet in close partnership with the national government, we raise awareness, create market intelligence, change policies, and mobilize additional financial resources for the public good. IIGh brings together leaders from the worlds of finance, business, government, social organizations, and philanthropy. IIGh has an ambitious plan to support the growth of impact ventures and to catalyze \$1 billion in impact funds for investment in impact ventures in Ghana and the West African sub-region.

Terms of Reference (Annex 1)

IIGH's ESO Collaborative is recruiting Ambassadors to lead the signup of registered Ghanaian businesses with high growth potential onto the esoghana.org platform. The platform is an ecosystem platform connecting businesses to enterprise support and supporting businesses growth into investor ready SMEs to serve as a pipeline to investors through programmes such the deal source africa programme.

A limited number of 'esoghana.org Ambassadors' will be recruited across Ghana to lead with recruiting RGD registered businesses, SMEs and startups that will utilize enterprise support services and sign them up onto the esoghana.org platform before 18th September 2024.

As an Ambassador, you will be part of the journey to ensure quality enterprise support programmes reach businesses located in all parts of Ghana, ensuring equitable access and support to all businesses without geographical restrictions; formal and informal, high growth potential and high growth businesses.

Read the requirements to sign up as an Ambassador:

Target Audience:

To be an ambassador,

- Should be an ESO operating in Ghana and have businesses that you support..
- An Individual Ecosystem expert that works with businesses.
- An association, community or network of businesses that operate in Ghana.
- Any Entrepreneur and Business Support Stakeholder with access to high growth businesses and interested in supporting them to access resources that support their growth.

Task of Ambassadors

- Ambassadors are required to sign up businesses onto the esoghana.org platform from 24th July to 18th September 2024.

- Signup [here](#).
- Signup at least 15 businesses onto the esoghana.org platform.
- Ambassadors are qualified for payment when they sign up a minimum of 15 high growth potential businesses with their profiles and registration data completed in full on the platform.
- Post at least 3 posts per week about the esoghana.org platform, and its use and value for ESOs and businesses. Ps. generate and use your own content using the esoghana.org resources/content.

Agree to this Terms of Engagement:

1. Register as many businesses as possible
2. An allowance will only be considered for payment once an Ambassador is able to sign up a minimum of 15 RGD registered businesses that have high growth potential located in any part of Ghana.
3. Payment will be made upon completion of validation of completed business signups onto the platform [i.e each business creates an account with their email and then signups to enter their business details with RGD registration documents]
4. This programme is time-bound and thus, all Ambassadors will be considered for payment [paid] only upon meeting the requirements within the 8 week period of the programme [24th July to 18th September 2024].
5. For every active registered business that signs up and meets the minimum turnover, payment will be as follows:
 - i. Businesses with an annual turnover 50,000 GHS and above per annum, the Ambassador will receive 50 GHS per signup.
 - ii. Businesses with an annual turnover between 10,000 GHS and 50,000 GHS per annum, the Ambassador will receive 30 GHS per business signup.

6. Post at least 3 posts per week about the esoghana.org platform, and its use and value for ESOs and businesses. For every 3 posts per week about the esoghana.org platform with at least 20 interactions such as likes, reshares/reposting, and comments for all 3 posts, the Ambassador will receive 50 GHS. [Ps. generate and use your own content using the esoghana.org resources/content].

Steps to sign up Businesses on the esoghana.org platform

- Step 1: Visit the esoghana.org website and click on the signup button at the top left corner.
- Step 2: Enter your email address, personal details and company name.
- Step 3: Verify your email address by clicking on the verification link sent to your email after completing Step 2.
- Step 4: Revisit the esoghana.org platform and click on sign in at the top left corner of the website.
- Step 5: Upon signing in, enter your company name in the “search for organization” search bar.
- Step 6: Based on the results, click on “Create Organization” to create your organization.
- Step 7: Enter your organization’s details, upload your:
 - Logo or business office and
 - RGD Registration Certificate or Letter of Introduction.
- Step 8: Once you confirm all details of your company have been filled and uploaded, click on submit.



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Congratulations you have successfully signed up onto the esoghana.org platform.

For any inquiries or clarifications regarding this programme, please contact Mohammed Suhuyini Zakaria via mohammed.zakaria@impactinvestinggh.org Cc: robert.agbo@impactinvestinggh.org or WhatsApp: 0509492249.

We look forward to receiving your proposal and appreciate your interest in working with Impact Investing Ghana to improve the ESO ecosystem in Ghana.