



## International Partnership on Innovation

### SAMS - Smart Apiculture Management Services

Deliverable N°2.5

### Evaluation of Business Licences in Place or in Formation

N°2 SAMS User Centered Design Cycles and Business Development

Horizon 2020 (H2020-ICT-39-2017)

Project N°780755














This project has received funding from the European Union's Horizon 2020 research and innovation programme under **grant agreement N° 780755**. The sole responsibility for the content of this document lies with the authors. It does not necessarily reflect the opinion of the EU.



Project information		
<b>Lead partner for the deliverable</b>	University Padjadjaran	
<b>Document type</b>	Report	
<b>Dissemination level</b>	Public	
<b>Due date and status of the deliverable</b>	31.12.2020	30.12.2020
<b>Author(s)</b>	UNPAD (Dwi Purnomo, Anas Bunyamin, Nur Al Faizah, Taufik Ginanjar Danuwidjaja); iceaddis (Yosef Alemayehu, Markos Lemma), GIZ (Magdalena Sperl)	
<b>Reviewer(s)</b>	GIZ, UNIGRA, UNIKAS, CV.PI, iceaddis, UNPAD, UNILV, HOLETA	

This document is issued by the consortium formed for the implementation of the SAMS project under Grant Agreement N° 780755.

### SAMS consortium partners

Logo	Partner name	Short	Country
 Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH	Deutsche Gesellschaft für internationale Zusammen-arbeit (GIZ) GmbH (Coordinator)	GIZ	Germany
 UNIKASSEL VERSITÄT	University of Kassel	UNIKAS	Germany
 KÄRLE-FRANZENS-UNIVERSITÄT GRAZ UNIVERSITY OF GRAZ 	University of Graz (Institute for Biology)	UNIGRA	Austria
 Latvia University of Life Sciences and Technologies	Latvia University of Life Sciences and Technologies	UNILV	Latvia
 iceaddis	ICEADDIS – IT-Consultancy PLC	ICEADDIS	Ethiopia
  IQQO Oromia Agricultural Research Institute	Oromia Agricultural Research Institute, Holeta Bee Research Center	HOLETA	Ethiopia
 Universitas Padjadjaran	University Padjadjaran	UNPAD	Indonesia
  PRIMARY TRAINING & CONSULTING	Commanditaire Vennootschap (CV.) Primary Indonesia	CV.PI	Indonesia

## List of Abbreviations

---

AB	Advisory Board
ATA	Agricultural Transformation Agency
BMEL	Bundesministeriums für Ernährung und Landwirtschaft
B POM	Badan Pengawas Obat dan Makanan
BUMN	Badan Usaha Milik Negara
CE	Conformité Européenne
CPKB	Cara Pembuatan Kosmetika yang Baik
CPPBT	Calon Perusahaan Pemula Berbasis Teknologi
CTA	Technical Centre for Agricultural and Rural Co-operation
CU	Control Union
D	Deliverable
DBS	The Development Bank of Singapore
DSS	Decision Support System
ECAE	Equal Channel Angular Extrusion
ECO	Ecology
EFDA	Ethiopian Food and Drug Administration
e.g.	Exempli gratia
EIPO	Ethiopian Intellectual Property Office
EIT	European Institute of Innovation and Technology
EMS	Environmental Management System
EU	European Union
EUR	Euro
FLOCERT	Fairtrade Labelling Organizations International Certifier
GIAS	Green Innovation & Agritech Slam
ICT	Information Communication Technologies
IP	Intellectual Property
IPB	Institut Pertanian Bogor

---

ISO	International Organization for Standardization
KIC	Knowledge and Innovation Community
LJPKS	Laboratorium Jasa Pengujian, Kalibrasi, dan Sertifikasi
MD	Makanan Dalam
MIT	Massachusetts Institute of Technology
ML	Makanan Luar
MUI	Majelis Ulama Indonesia
NPWP	Nowor Pokok Wajib Pajak (Taxpayer Identification Number)
OHSAS	Occupational Health and Safety Assessment Series
PIRT	Produk Industri Rumah Tangga (Home Industry Products)
PLC	Public Limited Company
PPBT	Perusahaan Pemula Berbasis Teknologi
PT	Perseroan Terbatas
QMS	Quality Management System
SAIS	Scaling Digital Agriculture Innovations through Startups
SDG	Sustainable Development Goal
SIUP	Surat Izin Usaha Perdagangan (Trade Business License)
SKDP	Surat Keterangan Domisili Perusahaan (Company Domicile Certificate)
SKDU	Surat Keterangan Domisili Usaha (Business Domicile Certificate)
SMEs	Small and Medium-Sized Entreprises
SMERU	Social Monitoring and Early Response Unit
SNI	Standar Nasional Indonesia (Indonesian National Standard)
SNV	Stichting Nederlandse Vrijwilligers
TDP	Tanda Daftar Perusahaan (Certificate of Company Registration)
TIN	Taxpayer Identification Number
UCD	User Centered Design
US	United States
VC4A	Venture Capital for Africa

VSO Volunteer Services Overseas

WEE-DiFine Women's Economic Empowerment and Digital Finance

## Summary of the project

SAMS is a service offer for beekeepers that allows active monitoring and remote sensing of bee colonies by an appropriate and adapted ICT solution. This system supports the beekeeper in ensuring bee health and bee productivity, since bees play a key role in the preservation of our ecosystem, the global fight against hunger and in ensuring our existence. The high potentials to foster sustainable development in different sectors of the partner regions are they are often used inefficient.

### Three continents - three scenarios

(1) In Europe, consumption and trading of honey products are increasing whereas the production is stagnating. Beside honey production, pollination services are less developed. Nevertheless, within the EU 35% of human food consumption depend directly or indirectly on pollination activities.

(2) In Ethiopia, beekeepers have a limited access to modern beehive equipment and bee management systems. Due to these constraints, the apicultural sector is far behind his potential.

(3) The apiculture sector in Indonesia is developing slowly and beekeeping is not a priority in the governmental program. These aspects lead to a low beekeeper rate, a low rate of professional processing of bee products, support and marketing and a lack of professional interconnection with bee products processing companies.

Based on the User Centered Design the core activities of SAMS include the development of marketable SAMS Business Services, the adaption of a hive monitoring system for local needs and usability as well as the adaption of a Decision Support System (DSS) based on an open source system. As a key factor of success SAMS uses a multi stakeholder approach on an international and national level to foster the involvement and active participation of beekeepers and all relevant stakeholders along the whole value chain of bees.

The aim of SAMS is to:

- enhance international cooperation of ICT and sustainable agriculture between EU and developing countries in pursuit of the EU commitment to the UN Sustainable Development Goal (SDG N°2) “End hunger, achieve food security and improved nutrition and promote sustainable agriculture”
- increases production of bee products
- creates jobs (particularly youths/ women)
- triggers investments and establishes knowledge exchange through networks.

## Project objectives

The overall objective of SAMS is to strengthen international cooperation of the EU with developing countries in ICT, concentrating on the field of sustainable agriculture as a vehicle for rural areas. The SAMS Project aims to develop and refine an open source remote sensing technology and user interaction interface to support small-hold beekeepers in managing and

monitoring the health and productivity in their own bee colonies. Highlighted will be especially the production of bee products and the strengthening of resilience to environmental factors.

Specific objectives to achieve the aim:

- Addressing requirements of communities and stakeholder
- Adapted monitoring and support technology
- Bee related partnership and cooperation
- International and interregional knowledge and technology transfer
- Training and behavioral response
- Implementation SAMS Business cooperation

## Contents

SAMS consortium partners.....	2
Summary of the project .....	6
Project objectives .....	6
Contents.....	8
List of Tables.....	10
<b>Executive summary.....</b>	<b>11</b>
<b>1. Identified labels, certificates, licensing and funding options .....</b>	<b>12</b>
1.1. List of labels .....	12
1.1.1. Ethiopia.....	12
1.1.2. Indonesia .....	13
1.1.3. EU .....	13
1.2. List of certificates .....	13
1.2.1. Ethiopia.....	14
1.2.2. Indonesia .....	15
1.2.3. EU & Global.....	15
1.3. List of licensing options .....	16
1.3.1 Ethiopia.....	17
1.3.2 Indonesia.....	18
1.3.3 EU20	
1.4. List of funding options .....	21
1.4.1 Ethiopia.....	22
1.4.2 Indonesia .....	23
1.4.3 EU & Global.....	23
<b>2. Support to the most promising SAMS business models .....</b>	<b>24</b>
2.1. Support to Ethiopian business models and start-ups .....	24
2.2. Support to Indonesian business models and start-ups .....	25
2.3. Support to EU business model .....	25
<b>3. Suitable label-, certificate-, licencing and funding options for the most promising SAMS business models .....</b>	<b>25</b>
3.1. Most suitable labels.....	26
3.1.1. Ethiopia.....	26
3.1.2. Indonesia .....	26
3.1.3. EU .....	26
3.2. Most suitable certificates .....	26
3.2.1. Ethiopia.....	27
3.2.2. Indonesia .....	27





- 3.2.3. EU .....27
- 3.3. Most suitable licencing options .....27
  - 3.3.1. Ethiopia.....28
  - 3.3.2. Indonesia .....28
  - 3.3.3. EU .....29
- 3.4. Most suitable funding options .....29
  - 3.4.1. Ethiopia .....29
  - 3.4.2. Indonesia.....30
  - 3.4.3. EU .....30
- 4. Application status .....30**
  - 4.1. Ethiopia .....31
  - 4.2. Indonesia .....31
  - 4.3. EU.....33

## List of Tables

<i>Table 1 Most suitable labels for Ethiopian SAMS business models .....</i>	<i>26</i>
<i>Table 2 Most suitable labels for Indonesian SAMS business models.....</i>	<i>26</i>
<i>Table 4 Most suitable certificates for Ethiopian SAMS business models .....</i>	<i>27</i>
<i>Table 5 Most suitable certificate for Indonesian SAMS business models.....</i>	<i>27</i>
<i>Table 5 Most suitable certificate for Indonesian SAMS business models.....</i>	<i>28</i>
<i>Table 5 Most suitable certificate for Indonesian SAMS business models.....</i>	<i>28</i>
<i>Table 7 Most suitable funding options for Ethiopian SAMS business models .....</i>	<i>29</i>
<i>Table 8 Most suitable funding options for Indonesian SAMS business odels.....</i>	<i>30</i>
<i>Table 9 Most suitable funding option for EU SAMS business model.....</i>	<i>30</i>
<i>Table 10 Application Status Ethiopia.....</i>	<i>31</i>
<i>Table 11 Application Status Indonesia .....</i>	<i>32</i>

## Executive summary

Within the SAMS project [54 SAMS business models](#) were developed. Out of them the eleven most promising SAMS business models were identified in a rating and evaluation process (see [D2.4 Evaluation of Business Plans](#)). The most promising SAMS business models and their start-ups are:

- **Ethiopian:**
  - [Anabi](#) by Anabi
  - [Daemat](#) by Daemat
  - [Birzz](#) by Yiblu
  - [MbeeHive](#) by MbeeHive
  - [Kekros](#) by Kekros Ethiopia
- **Indonesian:**
  - [Masagi](#) by Masagi
  - [Madu Cantik](#) by Herbal Khansa
  - [Laduni](#) Mutira by Laduni Mutiara Lestari
  - [Madu Hanjuang](#) by Madu Hanjuang
  - [Bandung Bee Sanctuary](#) (BBS) by CV. Suaka Lebah Bandung
- **EU:**
  - [Beehive Monitoring System](#)

To support the SAMS business models and start-ups in establishing a business, label and certification information (for bee products information), as well as licencing and funding options were collected and shared with the people behind the business models. The five most promising business models per country and the one for EU were especially supported by staying in regular contact and providing information related to the process of labelling, certifying, licensing and funding to them via mail. Furthermore they've been made available online on [SAMSwiki](#). There is no claim for completeness of provided options.

This report summarizes the label, certification, licensing and funding options and information collected for all SAMS business models and their start-ups. Moreover, it discusses the identified options if suitable for the eleven most promising business models. The suitability of labels, certificates, licencing and funding is based on business conditions, business needs and the ability of the SAMS business to meet the criteria required to obtain existing labels, certificates, licences and funding. It further explains how the SAMS project team will support the eleven most promising business models in licensing and funding as well as in labelling and certification.

Finally, it provides an overview on the status quo of the eleven most promising business models and their actions related to labelling, certification, licencing and funding applications.

## 1. Identified labels, certificates, licensing and funding options

In the beginning of the SAMS project, it was only foreseen to provide the business teams support related to licensing and funding. Based on experiences and the related partnerships it was decided to extend this to support the start-ups and their SAMS business models, labels and certifications (for bee products information), as well as licensing and funding options were identified and updated during the project running time by the SAMS project team. The [label](#), [certification](#), [licensing](#) and [funding](#) options are available on [SAMSwiki](#).

### 1.1. List of labels

The term "product label" is a general term used to describe the piece of printed information that is affixed/ tied to a product to communicate about the product (usually a retail product)<sup>1 2</sup> from the manufacturer to the consumer or product quality control agency.<sup>3</sup>

The main purpose of product labelling is to describe the type of product, the quality standards that are applied, the product line, the manufacturer and other specific information to be conveyed to potential customers to encourage its purchase. When referring to food ingredients, the label also serves to inform about nutritional quality provided by these food ingredients.<sup>2 3</sup>

In this subchapter, identified labels for Ethiopia, Indonesia and EU are listed (no claim for completeness). All information are listed on [SAMSwiki](#).

#### 1.1.1. Ethiopia

- **Bonga Honey Ethiopia**

The label [Bonga Honey Ethiopia](#) describes the area where honey is produced with particular characteristics of honey. Bonga region is the centre of buying honey.

- **Kefa Honey Ethiopia**

The label [Kefa Honey Ethiopia](#) represents the honey produced in Kefa region. Kefa is an area where UNSCO delineated a big tropical forest and honey is also produced by following organic production procedures.

- **Beza Mar Tropical Forest Honey Ethiopia**

The label [Beza Mar](#) Tropical Forest Honey Ethiopia represents the honey which is obtained from different parts of Ethiopia where the tropical evergreen forest is the dominant flora in the landscape.

---

<sup>1</sup> Business Jargons. Labelling. URL: <https://businessjargons.com/labelling.html>

<sup>2</sup> Luminer. Why is Product Labelling so Important? URL: <https://www.luminer.com/articles/why-is-product-labeling-important/>

<sup>3</sup> SAMSwiki. SAMS - Labels and certifications for bee products information. URL: [https://wiki.sams-project.eu/index.php/SAMS\\_-\\_Labels\\_and\\_certifications\\_for\\_bee\\_products\\_information](https://wiki.sams-project.eu/index.php/SAMS_-_Labels_and_certifications_for_bee_products_information)

- **Wolela Mar Ethiopia**

The label [Wolela Mar](#) Ethiopia indicates the honey which is purely produced from plant nectar and it is not from honeydew honey.

- **Tutu Honey**

The label [Tutu Honey](#) indicate the name of the company selling Tutu honey.

### 1.1.2. Indonesia

- **SNI 3545: 2013**

[SNI 3545: 2013](#) is the standardization of honey determined by the National Standardization Agency to determine the quality requirements for honey, sampling, test method, hygiene, labelling, and packaging for honey. One of the certification bodies that can be contacted to obtain SNI 3545: 2013 certification is the Laboratory of Testing, Calibration and Certification Services, Institut Pertanian Bogor ([LJPKS IPB](#) or Laboratorium Jasa Pengujian, Kalibrasi, dan Sertifikasi Institut Pertanian Bogor).

- **Organik Indonesia, SNI 6729: 2016**

This Indonesian organic agriculture standard [SNI 6729: 2016](#) specifies the requirements for an organic agricultural production system in agricultural land, processing, storage, transportation, labelling, marketing, production facilities, additives and permitted processing auxiliary materials. For labelling purposes, the use of terms indicating that the organic agricultural production method has been used is limited to products produced by operators who have received certification from an accredited certification body.

### 1.1.3. EU

- **EU ECO Label**

The [EU Ecolabel](#) demonstrates to your customers and consumers that your product meets strict ecological criteria, making their choice in favour of your product easy, is third-party verified and it is recognised in all EU countries and enhances your reputation by showing environmental responsibility.

- **EU organic logo**

The [EU organic logo](#) gives a coherent visual identity to European Union produced organic products. This makes it easier for the consumers to identify organic products and helps farmers to market them across the entirety of the EU.

## 1.2. List of certificates

In general, the definition of "Product Certificate" is a certificate which confirms that a product complies with specified criteria.<sup>4</sup> It guarantees that a certain product/ service fulfils predetermined criteria in accordance with the applicable standards or the producers as they have met the applicable standards which is a guarantee for the product serving specific quality

---

<sup>4</sup> Royal Cert. Product Certification. URL: <https://www.royalcert.com/product-certification>

standards that has been widely recognized in the quality field, so that it becomes a reference in this field by related stakeholders.<sup>5</sup>

In the following subchapters, the identified certificates for Ethiopia, Indonesia, EU and Global ones are listed (no claim for completeness). As the scope of the SAMS project focused also on enabling local stakeholder to become part of the international trade community, the following certifications rather focus meeting international trade requirements. All information are listed on [SAMSwiki](#).

### 1.2.1. Ethiopia

- **FLOCERT by the programme/ ISO Fairtrade** (for Africa and Middle East)

Fairtrade is an arrangement designed to help producers in developing countries achieve sustainable and equitable quality and trade relationships. [FLOCERT](#) is a global certifier for Fairtrade. It supports sustainable businesses and makes global trade fairer, ensures whole supply chains built on fair practices and help producers, traders and brands become truly sustainable.

- **ECAE by ISO 22000/ 2005 Food safety management Certification and ISO 22000/ 2008, Organic Certification**

[ISO 22000/ 2005](#) sets out the requirements for a food safety management system and can be certified for it. It maps out what an organization needs to do to demonstrate its ability to control food safety hazards in order to ensure the foods quality and safety. [ECAE](#) is a federally owned Public Enterprise, governed by the Ministry of Science and Technology. ECAE, is at present the major conformity assessment organization in the country providing testing laboratory, inspection and certification services to the industry and to the public.

- **ISO 9001 QMS (Quality Management System) Certification**

[ISO 9001 QMS](#) specifies requirements for a quality management system when an organization needs to demonstrate its ability to consistently provide products and services that meet customer and applicable statutory and regulatory requirements.

- **OHSAS 18001 Certification (Occupational Health and Safety Assessment Series)**

[Occupational Health and Safety Assessment Series management](#) at the workplace is the prime concern of the ISO 18001 standard. The management system looks at the reduction of the safety and health risk at the working environment. The OHSAS is the developed to ensure the employees across the organization to their health and safety within the working environment.

- **ISO 14001 EMS (Environmental Management System) Certification**

The [environment management system](#) aims at the reduction of the organization cost and enhances the resource efficiency of the organization with is the best in the industry. The certification is provided by the organization by the third party. The complying with the instructional and guidelines as specified in the standard is essential for every organization to meet the certification requirement.

---

<sup>5</sup> Irish National Accreditation Board. What is Product Certification? URL: <https://www.inab.ie/About-Accreditation/Accreditation-Schemes/Accreditation-of-Certification-Bodies/Product-Certification/>

### 1.2.2. Indonesia

- **Halal**

[Halal certification](#) is a certificate which states that a product, whether food, drink, cosmetics, or medicine is free from contamination of haram substances and is in accordance with Islamic law. Halal certification does not only look at the raw material for the product but is examined starting from the source of raw materials and additional materials used, the production process, production location, storage location, equipment used, and the product distribution process. Halal certification in Indonesia was issued by the Indonesian Ulema Council (MUI).

- **CPKB Certification (Good Cosmetics Manufacturing Method)**

[CPKB Certification](#) shows basic eligibility, so that the cosmetics industry can produce safe, useful, and quality products. Cosmetics manufacturers that have implemented CPKB can apply for certification according to the dosage form they are making.

### 1.2.3. EU & Global

#### European

- **EU Marking**

Many products require a [CE marking](#) (Conformité Européenne) before they can be sold in the EU. CE marking indicates that a product has been assessed by the manufacturer and deemed to meet EU safety, health and environmental protection requirements. It is required for products manufactured anywhere in the world that are then marketed in the EU.

#### Global

- **EuroCert**

[EuroCert](#) is an independent third-party inspection and certification body with a national, European and international range of activities in a broad range of scientific disciplines. It provides certification of ISO: 9001 Quality Management Certification, ISO: 22000/ 2008 Food Safety Management System and many other certifications. EuroCert can be used to ensure that products and services comply with global standards and local regulations.

- **Control Union Certification**

[Control Union Certifications \(CU\)](#) is an independent, internationally operating certification body that carries out inspections and issues certificates. CU offers a global one-stop-shop for a wide range of certification programs in agriculture, aquaculture and forestry. CU is integrated into the network of Control Union World Group. Certificates issued by the Control Union are accepted by all major markets and industries. CU certifies ISO: 9001 Quality Management Certification, ISO: 22000/ 2008 Food Safety Management System and other certifications.

- **Ecocert**

[Ecocert](#) is an organic certification organization which supports organisation that have a positive social and environmental impact. The certifications issued by Ecocert guarantee and highlight the best environmentally friendly and socially conscious practices. Some of the certification that it certifies are ISO9001, ISO22000, Organic Certification. Obtaining an Ecocert certification allows a business/organization to highlight its environmentally friendly and socially conscious practices, and to establish a bond of trust with its stakeholders.

- **FLOCERT**

Fairtrade is an arrangement designed to help producers in developing countries achieve sustainable and equitable trade relationships. [FLOCERT](#) is a global certifier for Fairtrade. It supports sustainable businesses and makes global trade fairer, ensures whole supply chains built on fair practices and helps producers, traders and brands become truly sustainable.

- **BCS ÖKO Garantie GMBH**

[BCS ÖKO-GARANTIE GmbH](#) is a German certification body registered under the Organic Regulation of the European Union. According to a rough estimate, it is involved in the certification of approx. 35% of all organic products in Germany, and it certifies about 450,000 operators in about 70 countries worldwide and maintains offices and local representation in Latin America, Europe, Asia and Africa. BCS ÖKO-GARANTIE is committed to support the growing organic marketplace by maintaining the consumers' confidence in the conformity with the organic guidelines along the complete supply chain from producer to the consumer.

- **Rainforest Alliance** (for Latin America, Africa, and South and Southeast Asia with offices in more than 60 countries)

[Rainforest alliance](#) certified seal means that the certified product or ingredient was produced using methods that support the three pillars of sustainability: social, economic and environmental. Independent, third-party auditors – critical to the integrity of any certification program – evaluate farmers against requirements in all three areas before awarding or renewing certification. Rainforest alliance data-informed certification programs emphasize a commitment to continuous improvement, sustainability training and clear benefits for farmers. It certifies Fairtrade, green forest, organic certification and many more.

### 1.3. List of licensing options

In general, the definition of "License" is an official document that gives permission to a subject to do, use or own something.<sup>6 7</sup> The licensing options are categorized into four main groups, namely; business licensing, product licensing, trade licensing and intellectual property licensing. This categorization was made under the assumption that these license categories represent the minimum standards that a start-up needs to obtain/ possess in order to operate professionally.

A **business license** grants the license holder the right to start and run a particular type of business in the place/territory that issues it. It is a type of permit indicating a company has the government's approval to operate business. A business that operates without a license can be fine or shut down by government agencies.<sup>8</sup>

<sup>6</sup> Thomson Reuters Practical Law. Licence. URL: [https://uk.practicallaw.thomsonreuters.com/9-202-2736?transitionType=Default&contextData=\(sc.Default\)&firstPage=true](https://uk.practicallaw.thomsonreuters.com/9-202-2736?transitionType=Default&contextData=(sc.Default)&firstPage=true)

<sup>7</sup> The Free Dictionary by Farlex. License. URL: <https://legal-dictionary.thefreedictionary.com/License>

<sup>8</sup> Shopify. Business License. URL: <https://www.shopify.co.id/encyclopedia/business-license#:~:text=A%20business%20license%20grants%20the,the%20government's%20approval%20to%20operate>



**Product licensing** is a permission obtained from a licensor to manufacture and sell its products within a defined market area.<sup>9</sup>

**Trade licensing** is a permission given to an applicant to commence a particular trade or business in a particular area/location. This license does not refer to any kind of property ownership to the holder. This kind of license ensures that no one is carrying out any unethical business practices. It creates a harmony in society that every business is following relevant rules, guidelines and obeying safety measures.<sup>10</sup>

**Intellectual property** licenses in general can be defined in the way that it protects intellectual property by using legal instruments such as patents, copyrights, trademarks, or other legal devices. Intellectual property licensing is an exclusive right for the creator or the right recipient to publish or reproduce his work or give permission for it without reducing the limitations according to the prevailing laws and regulations.<sup>11 12 13</sup>

The following licences are important for the developed SAMS business in terms of their business or product establishment, trading and protecting their intellectual properties (no claim for completeness). All license options are listed on [SAMSwiki](#).

### 1.3.1 Ethiopia

#### Business Licencing<sup>14</sup>

In Ethiopia starting a business requires that the entrepreneur follows 11 procedures to officially register the business (Reserve a unique company name; Authentication of the company documents and the lease agreement; Obtain a tax identification number (TIN); Register the company and obtain the Commercial registration certificate; Make a company seal; Register the company and employees; Register for VAT; Publish name in nationwide newspaper; Reserve a unique trade name; Obtain a business license; Install a cash registration machine), which take in average 32 days and will cost between ETB 6559 and 11559 (~136€ - 240€).<sup>15</sup>

- **Unique Company Registration**

The business owner (in the case of PLC and share company) submits three proposed trade name options for the Ministry of Trade or Trade Bureau. If approved they will receive an approval certificate for the chosen trade name.

- **TIN number license registration**

This is the first touchpoint between businesses and revenue authorities for tax purposes. The business is liable to declare taxes monthly, quarterly, yearly as applicable. The requirements to apply for a TIN will vary depending on the legal structure and turnover of the business.

<sup>9</sup> Info Entrepreneurs. Product Licensing. URL: <https://www.infoentrepreneurs.org/en/product-licensing/>

<sup>10</sup> Cleartax. Everything About Trade License and Its Renewal. URL: <https://cleartax.in/s/trade-license>

<sup>11</sup> Priori. Intellectual Property Assignment Agreements & Licenses. URL: <https://www.priorilegal.com/intellectual-property/intellectual-property-assignment-agreements-and-licenses>

<sup>12</sup> Direktorat Inovasi dan Kekayaan Intelektual Institut Pertanian Bogor. KI & HKI. URL: <http://dik.ipb.ac.id/ki-hki/>

<sup>13</sup> Direktorat Jenderal Kekayaan Intelektual. Hak Cipta. URL: <https://dgip.go.id/menu-utama/hak-cipta/pengenalan>  
<https://www.eservices.gov.et/business/need/946b03bf-ee08-47c8-9a28-c86129175782>

<sup>14</sup> Doing Business. Ease of Doing Business in Ethiopia; Page 8-9

<https://www.doingbusiness.org/content/dam/doingBusiness/country/e/ethiopia/ETH.pdf>

- **Commercial license Registration**

The business owner applies to register the company and obtain a commercial registration certificate which is mandatory to acquire before the commencement of any commercial activity.

### Trade Licensing<sup>16</sup>

- **Trade/ Business License**

A business owner needs to register for a trade/ business license in order to become commercially operational. A business license, once issued, needs to be renewed every six months in a fiscal year.

- **Competency Certificate license**

Based on the nature and type of sector, some businesses might require a competency certificate before they apply for a trade/ business license. A competency certificate is to prove that a business is competent and equipped to offer services.

### Product Licensing

- **Food Registration and Licensing**

The Ethiopian Food and Drug Administration (EFDA) is mandated to ensure the safety, quality and efficacy of medicines and food products. Business selling ingestible products need to get a certificate from EFDA to provide their product to the market.

### Intellectual Property Licensing

- **Ethiopian intellectual property office**

Ethiopian Intellectual Property Office (EIPO) is established to prevent illegal exploitation of Intellectual Property in the country.

## 1.3.2 Indonesia

### Business Licensing

Starting a business in Indonesia vary and is not one overall procedure which can be applied for each business, as Indonesia consists of more than seventeen thousand islands and the process depends also on the scale of the business. In this case we will focus on starting a business in Jakarta, Java. The entrepreneur must follow 11 procedures to officially register the business. In general, it can be classified into three steps; pre-registration, registration and post registration and it takes one to three months to officially get the business started. The first step before registering a business is to define a company name that consists of at least three different words, as required by the Ministry of Law and Human Rights. The next step (registration step) is to make an article of association which once is approved by the government, a business will get its deed of incorporation/establishment. After getting a deed of incorporation / establishment, a business must acquire other documents needed such as business domicile certificate (SKDU/SKDP) and company taxpayer identification number in

<sup>16</sup> <https://www.eservices.gov.et/business/need/946b03bf-ee08-47c8-9a28-c86129175782>

order to get its certificate of company registration (post-registration step).<sup>17 18</sup> Further information on starting a business in Indonesia can be accessed [here](#).

The list below provides further information on some business licenses that need to be acquired:

- **Deed of Incorporation/establishment** ([Akta Pendirian Perusahaan](#))

An incorporation deed is a document legalized by a notary regarding the permit to establish a company. This license is acknowledged as authentic proof that legalizes the establishment of a company / business in the eyes of Indonesian law.

- **Business Domicile Certificate** ([Surat Keterangan Domisili Usaha/SKDU/SKDP](#))

The certificate serves as proof of the official position of a company. Companies that have an official SKDU are recognized at the location stated in the document. In addition, SKDU is one of the documents required to process the legality of the business.

- **Company Taxpayer Identification Number** ([Nomor Pokok Wajib Pajak Perusahaan/NPWP](#))

It is a serial number given to taxpayers to assist them in their tax administration. The NPWP is assigned to a taxpayer identity and is demanded for several public services. NPWP is one of the documents required to process the legality of the business.

- **Certificate of Company Registration** ([Tanda Daftar Perusahaan](#))

It is a document attesting that a business has registered as company based on the provisions of the law or its implementing regulations. This license is valid as long as the company is operating and must be re-registered every five years.

### Trade Licensing

- [Surat Izin Usaha Perdagangan](#) (SIUP)

SIUP or Trading Business License is a license required by a business in order to carry out its operational activities in the field of services and products. SIUP for trade in services includes service provision and leasing. Meanwhile, SIUP for trade in goods only covers the activity of buying and selling goods that do not require processing or production. Based on the Regulation of the Minister of Trade of the Republic of Indonesia No.46/2009, SIUP is required for businesses that have a net worth of more than IDR 50 million (excluding the value of land and buildings for business premises).

- [BPOM distribution permit](#) (Izin edar BPOM (MD/ML))

BPOM MD permit is a distribution permit issued by the Food and Drug Administration for large domestic food companies. The serial number of this MD license will vary depending on the location of the manufacturing plant, even though the products are in the same company. For producers originating from abroad, BPOM can issue ML permits for producers who have met the requirements to be able to distribute their products in Indonesia.

<sup>17</sup> Acclime. How to Register a Company in Indonesia: A Step-by-Step Guide. URL: <https://indonesia.acclime.com/guides/how-to-register-a-company-guide/>

<sup>18</sup> Doing Business. Ease of Doing Business in Indonesia, Page 8-10  
URL: <https://www.doingbusiness.org/en/data/exploreconomies/indonesia>

- [Notification Number](#) (Cosmetics Only) – Cosmetics Distribution Permit

The notification number is a cosmetics distribution permit published by BPOM. The cosmetics notification procedure is carried out online and is divided into 2 stages, registration of notification applicants (business entities) and submission of cosmetic notifications. The notification number is valid for 3 years and after that it can be re-registered (renewal).

### Product Licensing

- [PIRT](#) (Produk Industri Rumah Tangga or Home Industry Products)

PIRT license is a proof that the product being distributed has been registered with the Health Office where the business area is located and has met the applicable standards to own it. However, not all products can only use PIRT permits to be distributed, there are several products that require higher standard permits such as BPOM permits to be circulated.

### Intellectual Property Licensing

In Indonesia, Intellectual Property Rights are regulated under the authority of the [Directorate General of Intellectual Property, Ministry of Law & Human Rights of the Republic of Indonesia](#). This institution is an implementing element of the Indonesian Ministry of Law and Human Rights which has the task of organizing the formulation and implementation of policies in the field of intellectual property in accordance with the provisions of laws and regulations.

- [Brands](#)
- [Copyright](#)
- [Patent](#)
- [Industrial Design](#)

## 1.3.3 EU

### Business licencing

Setting up a new company or expanding a business in an EU country the entrepreneur must follow country specific rules and contact the relevant national contact point to receive further procedure information. The requirements vary depending on the country. However, the EU encourages all countries to meet certain targets, including:

- setting up in no more than 3 working days;
- costing less than EUR 100;
- completing all procedures through a single administrative body;
- completing all registration formalities online;
- registering a company in another EU country;

Further information about [starting a business](#) is provided by the EU.

### Trade licencing

[EU Gateway to trade information for exporters and importers](#) informs about key country-by-country information about import and export conditions, EU's trade agreements, including rules

of origin and how to prove the product's origin as well as about tariffs, customs procedures and formalities.

### Product licencing/ requirements

EU law sets essential requirements to ensure products traded in the EU meet high health, safety, and environmental standards. Requirements can cover the product itself, the product's manufacturing process or the product's performance (e.g. energy efficiency). Currently, most of the product rules are harmonised in the EU. This means that the same rules apply in all EU countries. More information can be found here: [Identifying product requirements](#).

### Intellectual Property (IP) licencing

Protecting intellectual property has several benefits, e.g. only right to use or reproduce a product, the product origin is guaranteed, earn more money, increase market value. However, owning intellectual property could grant rights of use to another legal person, known as "licensing your IP". Revenue can also be generated by selling it, this is better known as "assigning" or "transferring" the IP. All information are available here: [Licensing and selling intellectual property](#).

## 1.4. List of funding options

In general, funding is the provision of monetary assistance provided to a project, program, or even product so that it can accelerate in achieving its goals.<sup>19</sup> Funding usually takes place in the form of providing funds, although it can be in the form of other support such as coaching/mentoring, resources, non-material support, etc.

Based on the type of funding, funding can be divided into<sup>20</sup>:

- **Bootstrapping**, business capital provided by the founder/owner of the business himself.
- **Crowdfunding**, this funding is done by getting funding from many people and is usually done via the internet so that people can donate their funds.
- **Angel investors**, typically a wealthy individual who will provide funding in return for equity in the business. Investors can move in a group or individually.
- **Venture capital** are investors who provide a large amount of funding in exchange for equity in the business as well as refunds when the business goes public or is acquired by another company. Usually, they invest in businesses that have the potential to provide a good return on investment.
- **Funding from a business incubators & accelerators**, for new businesses, especially start-ups, taking advantage of the existence of incubators or accelerators can be an option. This is because incubators and accelerators can help a business move faster, especially in the form of financial assistance.

---

<sup>19</sup> Marty Schmidt. Funds, Funding, and Funding Support. URL: <https://www.business-case-analysis.com/funds-funding.html>

<sup>20</sup> Karte, Harshal. 10 Funding Options to Raise Startup Capital For Your Business. URL: <https://www.profitbooks.net/funding-options-to-raise-startup-capital-for-your-business>

- **Raise funding from contest**, a prize in a competition is one form of funding that a business can choose from. In addition to pursuing the prize fund prepared by the organizer, a competition can open wide connection opportunities.
- **Banks loan**, loans from banks are usually one of the options for new businesses to start their business. However, funding from banks is not only from the form of loans, there are also banks that have a form of funding aimed at start-up businesses.
- **Business loans from microfinance providers**, microfinance can be an option for accessing financial services for those who have difficulty or even don't have access to conventional bank loans and this option helps those with limited conditions.
- **Government programs**, assistance from the government can be in the form of direct assistance aimed at small businesses or start-ups

For the developed SAMS business ideas and its teams the following suitable national and international funding lines were identified to support their way in realizing and establishing their business idea and to develop their idea further (no claim for completeness). More information (funding amount, application deadline, target group etc.) can be found on [SAMSwiki](#).

#### 1.4.1 Ethiopia

- [Agribusiness Accelerator](#) by Agricultural Transformation Agency (ATA) - Honey incubation program (financial support for selected SMEs)
- [Innovation fund](#) by Ministry of Innovation and Technology
- [Green Innovation Centres for the Agriculture and Food Sector](#) by GIZ
- [Green Innovation & Agritech Slam \(GIAS\)](#) by CTA and GIZ
- [Jumpstart Accelerator](#) by GIZ
- [BlueMoon Ethiopia](#)
- [GreenTech Partners](#)
- [Renew Strategy](#)
- [Innovation Against Poverty](#) by SNV-Ethiopia 2020-2021
- [Young Africa works](#) by MasterCard (for all of Africa)
- [Challenge Fund for Youth Employment](#) by Randstad, Palladium and development organization Volunteer Services Overseas (VSO) (for all of Africa)
- [Harnessing Data Science for Health Discovery and Innovation](#) in Africa by US National Institutes of Health (for all of Africa)
- [SAIS](#) by GIZ & German Federal Ministry for Economic Cooperation and Development (for all of Africa)

Detailed information on each funding possibility (funding amount, application deadline, target group etc.) can be found on [SAMSwiki](#).

### 1.4.2 Indonesia

- [Start-Up Inovasi Indonesia](#) or former known as CPPBT and PPBT by Ministry of Research and Technology
- [The Green Business Ideas Competition](#) by EIT Climate-KIC
- [Funding Opportunity](#) by ClimateWorks.org
- [Wirausaha Muda Mandiri](#) by Bank Mandiri
- [Diplomat Success Challenge](#) by Wismilak Foundation
- [Hack a Farm by Innovation Camp](#) – Hack a Farm
- [Koinworks](#) by PT Lunaria Annua Teknologi
- [Grants Wirausaha Pemula](#) by The Ministry of Cooperation and SMEs
- [Extreme Tech Challenge](#) by Extreme Tech Challenge, a California nonprofit public corporation
- [The NextDev](#) by Telkomsel
- [PKM-Kewirausahaan](#) by Ministry of Education
- [BUMN Partnership and Community Development Program](#) by Indonesian BUMN
- [Indigo Creative Nation](#) by Telkom Indonesia
- [Astra untuk Indonesia](#) by PT Astra Internasional
- [Hyundai Start-Up Challenge](#) by Hyundai

Detailed information on each funding possibility (funding amount, application deadline, target group etc.) can be found on [SAMSwiki](#). In applying a business for funding schemes, the age of the business owner and the business age play a big role in eligibility.

### 1.4.3 EU & Global

- **European**
  - [National apiculture programmes](#) by EU
  - [Shaping Europe's digital future](#) by EU
  - [Start up Europe Club](#) by European Commission
  - [Program of innovation](#) by BMEL (Programm zur Innovationsförderung des Bundesministeriums für Ernährung und Landwirtschaft)
- **Global**
  - [Different funding programs](#) by VC4A
  - [2020 Research Grants](#) by SMERU Research
  - [Extreme Tech Challenge](#) by Extreme Tech Challenge
  - [2020 Global Challenges](#) - Sustainable Food System by MIT Solve
  - The [Green Business Ideas Competition](#) by EIT Climate-KIC



- [Funding Opportunity](#) by ClimateWorks.org
- [Seedstars](#)
- [Green Innovation Centres for the Agriculture and Food Sector](#) by GIZ (for Benin, Burkina Faso, Cameroon, Côte d'Ivoire, Ethiopia, Ghana, India, Kenya, Malawi, Mali, Mozambique, Nigeria, Togo, Tunisia, Zambia)
- [Innovation Against Poverty](#) by SNV-Ethiopia (for Cambodia, Ethiopia, Uganda and Zambia)
- [DBS Foundation Social Enterprise Grant Programme](#) by DBS Foundation (China, Hong Kong, India, Indonesia, Singapore and Taiwan)
- [Women's Economic Empowerment and Digital Finance](#) (WEE-DiFine) by Bill and Melinda Gates Foundation (South Asia and Sub-Saharan)
- [Young Africa works](#) by MasterCard (for Africa)
- [Challenge Fund for Youth Employment](#) by Randstad, Palladium and development organization Volunteer Services Overseas (VSO) (for Africa)
- [Harnessing Data Science for Health Discovery and Innovation](#) in Africa by US National Institutes of Health (for Africa)
- [SAIS](#) by GIZ & German Federal Ministry for Economic Cooperation and Development
- [Renew Strategy](#) (for Africa)
- [GreenTech Partners](#) (for Africa)

Detailed information on each funding possibility (funding amount, application deadline, target group etc.) can be found on [SAMSwiki](#).

## 2. Support to the most promising SAMS business models

Besides identifying labels, certifications, licensing and funding options, ICEADDIS and UNPAD were in regular contact with the start-ups of the five most promising [SAMS business models](#) in the respective target country. As no start-up is currently elaborating the EU SAMS business models no active support was provided. Nevertheless, all relevant information was gathered and is provided on the [SAMSwiki](#). The support is not limited to forwarding above mentioned information but also providing access to relevant information and moral support.

### 2.1. Support to Ethiopian business models and start-ups

To support the SAMS business models and the start-ups, ICEADDIS organized a bootcamp in January 2020 (short and tailored coaching in the style of a co-creation activity), to which the selected start-ups were invited, followed up by a one-to-one support via phone call, email and physical meetings. Moreover, site-visits and field trips were facilitated. The support for the five most promising start-ups will continue in a customized incubation program which is carried out twice a year for a duration of six months (start: beginning and mid-year; was on hold between April and October 2020 due to COVID-19). Circumstances like COVID-19 could affect the



incubation program schedule in 2021, but as a backup plan the program will be organized on digital platforms. The five most promising start-ups will join other ICEADDIS start-ups in the incubation program. The overall objective of the incubation program is to develop a customized incubation and coaching that equips the five most promising start-ups with business skills and training entrepreneurs to help them to scale up their business. The incubation program includes:

- to develop and provide a business scale-up training with practical business skills to refine their strategy/ business model;
- providing a coaching on their commercial strategies;
- to link start-ups with relevant commercial and agricultural networks/ institutions for important advisory inputs and help them to collaborate with platforms.

## 2.2. Support to Indonesian business models and start-ups

Providing a kind of tailor made supporting to the five most promising start-ups, a small survey was conducted among them. In this survey, the start-ups' conditions regarding label, certification, licensing and funding were analysed. Based on the results, information regarding licensing, labels, certifications and funding that each start-up should and/ or might apply in running a business were identified and forwarded to them. UNPAD in collaboration with *The Local Enablers* (AB member) also supported the five most promising start-ups through the Incubation Innovative Business Model program that was done between July and September 2020 with the purpose of supporting business actors in the beekeeping sector to maintain momentum and to scale up their business by understanding business models better (see [D2.4 Evaluation of Business Plans](#)). UNPAD will continue to stay in contact to further support them.

## 2.3. Support to EU business model

Not applicable – the EU business models were drafted by the SAMS project and are available open source for further elaboration. Currently no start-up/ SME is actively working on the most promising EU SAMS business model [Beehive Monitoring System](#). Therefore, only label, certificate, funding and licensing options suitable for EU were identified and are provided online together with the business idea to be taken up by any interested body or individual.

## 3. Suitable label-, certificate-, licencing and funding options for the most promising SAMS business models

Besides identifying labels, certifications, licensing and funding options and making them available on [SAMSwiki](#), suitable options for each of the most promising SAMS business models were identified and forwarded to the start-ups considering the start-ups' business area, the size/ stage of the business, the business team readiness and the suitability to meet the requirements.

### 3.1. Most suitable labels

The most suitable labels for the eleven most promising business models and start-ups were identified for Ethiopia, Indonesia and Europe (no claim for completeness). Not all the options are suitable for all business models, some of the business models are not suitable for any identified label options or some of the options are only suitable for several business models.

#### 3.1.1. Ethiopia

Table 1 Most suitable labels for Ethiopian SAMS business models

Label	Anabi	Daemat	Birzz	Mbeehive	Kekros
Bonga Honey Ethiopia	n/a*	x	x	n/a*	n/a*
Kefa Honey Ethiopia	n/a*	x	x	n/a*	n/a*
Beza Mar Tropical Forest Honey Ethiopia	n/a*	x	x	n/a*	n/a*
Wolela Mar Ethiopia	n/a*	x	x	n/a*	n/a*

\* labels do not suit due to product range

#### 3.1.2. Indonesia

The following are some labels that can be applied to honey or beekeeping products in Indonesia and its compatibility with the five most promising business models.

Table 2 Most suitable labels for Indonesian SAMS business models

Label	Masagi	Madu Cantik	Laduni	Madu Hanjuang	BBS
SNI 3545:2013 about Honey	x	x	x	x	x
Organik Indonesia, SNI 6729:2016	-	x	x	-	x

#### 3.1.3. EU

To the knowledge of the SAMS team this section is not applicable since no start-up is currently elaborating the EU SAMS business models further. However, every business model is available on [SAMSwiki](#) and the SAMS website for further elaboration by start-ups.

### 3.2. Most suitable certificates

The identification of the most suitable certificates was done by considering the business core and expertise of each promising business model and start-up. These certification options refer to a standard that they should get in order to attract potential consumers' and its confidence in such products.

### 3.2.1. Ethiopia

Table 3 Most suitable certificates for Ethiopian SAMS business models

Certificate	Anabi	Daemat	Birzz	MBee Hive	Kekros
FLO-cert by the programme/ ISO Fairtrade	x	x	x	x	x
ECAE by the programme/ ISO 22000	x	-	x	x	x
ISO 9001: 2015 quality management system	x	x	x	x	x
OHSAS 18001, Occupational Health and Safety Assessment Series	x	-	x	x	x
ISO 14001 Environmental Management System	x	x	x	x	x
Rainforest alliance	x	-	x	-	-

### 3.2.2. Indonesia

The following are certificates that can be applied to the five most promising business models in Indonesia. Not only based on compatibility, business scale and its market target but also based on the data, whether the business model has been certified.

Table 4 Most suitable certificate for Indonesian SAMS business models

Certificate	Masagi	Madu Cantik	Laduni	Madu Hanjuang	BBS
Halal	x	x	x	x	x
CPKB Certification (Good Cosmetics Manufacturing Method)	n/a*	x	n/a*	n/a*	n/a*
BCS OKO Garanti GMBH	-	x	-	-	-

\* certificates do not suit due to product range

### 3.2.3. EU

To the knowledge of the SAMS team this section is not applicable since no start-up is currently elaborating the EU SAMS business models further. However, every business model is available on [SAMSwiki](#) and the SAMS website for further elaboration by start-ups.

## 3.3. Most suitable licencing options

The selection of the most suitable licenses for the eleven most promising business models are done by looking at several aspects of suitability of each business model. The categories are the need of a business model/ start-ups with the type of license available, the current business stage, and the type of business area. Most of the licenses are a mandatory requirement for a business to be able to run its business legally, while the rest are licenses that are not compulsory to take but can be used as a reference to avoid future legal problems.

### 3.3.1. Ethiopia

Table 5 Most suitable certificate for Indonesian SAMS business models

	Licences	Anabi	Daemat	Birzz	MBee Hive	Kekros
Business Licencing						
	Unique Company Registration	x	x	x	x	x
	Tin number license registration	x	x	x	x	x
	Commercial license Registration	x	x	x	x	x
Trade Licensing						
	Trade/ Business License	x	x	x	x	x
Product Licensing						
	Food Registration and Licensing	n/a	n/a	x	x	x
Intellectual Property Licensing						
	Brand	x	x	x	x	x
	Patent	x	-	-	x	x

### 3.3.2. Indonesia

The following table shows a list of licenses and their compatibility with the five most promising business models.

Table 6 Most suitable certificate for Indonesian SAMS business models

	Licences	Masagi	Madu Cantik	Laduni	Madu Hanjuang	BBS
Business Licencing						
	Deed of Incorporation (Akta Pendirian Perusahaan)	x	x	x	x	x
	Certificate of Company Registration (Tanda Daftar Perusahaan)	x	x	x	x	x
	Business Domicile Certificate (Surat Keterangan Domisili Usaha/SKDU)	x	x	x	x	x
	Company Taxpayer Identification Number (Nomor Pokok Wajib Pajak Perusahaan)	x	x	x	x	x
Trade Licensing						
	Trading Business license (Surat Izin Usaha Perdagangan)	x	x	x	x	x
	BPOM distribution permit (Izin edar BPOM (MD/ML))	-	x	-	-	-
	Notification Number (Cosmetics Only): Cosmetics Distribution Permit	n/a	x	n/a	n/a	n/a
Product Licensing						
	PIRT	x	-	x	x	-

Intellectual Property Licensing					
Brands	-	x	-	-	-
Patent	-	-	-	-	x

### 3.3.3. EU

To the knowledge of the SAMS team this section is not applicable since no start-up is currently elaborating the EU SAMS business models further. However, every business model is available on [SAMSwiki](#) and the SAMS website for further elaboration by start-ups.

## 3.4. Most suitable funding options

Suitable funding options were identified for eleven most promising business model & start-ups. This identification was made by considering each start-up's eligibility to meet the criteria. The suitable funding options include several funding types as described in the funding list chapter. Most of the funding programs are a recurring program which means it will be available almost every year depending on each funding circumstances. Some of the funding options are always open and don't have any specific application timeline, e.g., business loans.

### 3.4.1. Ethiopia

There are limited but available funding options in Ethiopia for the five most promising SAMS business models and start-ups. Since the stage of the start-ups are at an early stage, they are more suitable for incubation programme funds. Angel investment (e.g. Renew Strategy) or venture capital, require a progress track record before funding the start-ups. A detailed Ethiopian investment guide document can be found [here](#).

Table 7 Most suitable funding options for Ethiopian SAMS business models

Funding	Anabi	Daemat	Birzz	MBee Hive	Kekros
Agribusiness Accelerator	x	x	x	x	x
Innovation Against Poverty	x	x	x	x	x
Challenge Fund for Youth Employment	x	x	x	x	x
Innovation fund	x	x	x	x	x
Green Innovation Centres for the Agriculture and Food Sector	x	x	x	x	x
Green Innovation & Agritech Slam	x	x	x	-	-
Jumpstart Accelerator	-	x	x	x	x
BlueMoon Ethiopia	x	x	x	x	x
Seedstars	x	x	x	-	-
GreenTech Partners	x	x	x	-	-
Renew Strategy	x	x	x	-	-

### 3.4.2. Indonesia

As mentioned above, there are many types of funding that can be applied by the five most promising start-ups, this includes business competition, loans, government programs, and angel investors. However, not all the options are suitable considering the requirements asked by each funding provider. Most of the programs are bound to age range around 20-35 years which makes Laduni Mutiara Lestari not eligible to apply in such programs since the owner is middle age. Not only bound to age range, some of the options also require minimum capital, has a specific business establishment age range, specific topics brought up within the programs. The suitable funding options are:

Table 8 Most suitable funding options for Indonesian SAMS business models

Funding	Masagi	Madu Cantik	Laduni	Madu Hanjuang	BBS
Hyundai Start-up Challenge	-	-	-	-	x
Startup Inovasi Indonesia	x	-	-	-	-
The Green Business Ideas Competition	-	-	-	-	x
Wirausaha Muda Mandiri	x	x	-	-	x
Diplomat Success Challenge	x	x	-	x	x
Koinworks	x	x	x	x	x
Grants Wirausaha Pemula	x	-	-	-	x
Astra Start-up Challenge	x	-	-	-	-
DBS Foundation Social Enterprise Grant Programme	-	-	-	-	x

### 3.4.3. EU

Although no start-up is currently elaborating the EU business model, a suitable funding option was identified because UNIKAS wants to proceed and elaborate part of the SAMS EU most promising business model. Further information can be gathered in [D6.4 Transfer Study on Technology and Services](#) in which plans are described

Table 9 Most suitable funding option for EU SAMS business model

Funding	Beehive Monitoring System
Program for Innovation of BMEL (Bundesministeriums für Ernährung und Landwirtschaft)	x

## 4. Application status

The suitable options are forwarded to the eleven promising start-ups/ SME and the application status is outlined. The application depends on the willingness of each start-up. Besides the willingness to apply, each start-up also has its own circumstances which affect the eligibility in applying identified suitable options. The actual conditions of each start-up are being

considered as some of the options might have already previously obtained or have been submitted and in process.

## 4.1. Ethiopia

Table 10 Application Status Ethiopia

Business Model	Applied for	Type	Status
<a href="#">Anabi</a>	Unique Company Registration	Business License	Obtained
	Tin number license registration	Business License	Obtained
	Commercial license Registration	Business License	Obtained
	Trade/ Business License	Trade License	Obtained
	Ethiopian intellectual property licensing	Intellectual Property License	Plan to apply in 2021
	BlueMoon Ethiopia	Funding	Obtained
<a href="#">Daemat</a>	Unique Company Registration	Business License	Obtained
	Tin number license registration	Business License	Obtained
	Commercial license Registration	Business License	Obtained
	Trade/ Business License	Trade License	Obtained
	Green Innovation & Agritech Slam	Funding	Obtained
<a href="#">Birzz</a>	Unique Company Registration	Business License	Obtained
	Tin number license registration	Business License	Obtained
	Commercial license Registration	Business License	Obtained
	Trade/ Business License	Trade License	Obtained
	ISO 22000/ 2005 Food safety management	Certificate	Plan to apply in 2021
	Food Registration and Licensing	Product License	Plan to apply in 2021
	Green Innovation & Agritech Slam	Funding	Obtained
Ethiopian intellectual property licensing	Intellectual Property License	Plan to apply	
<a href="#">MBee Hive</a>	Unique Company Registration	Business License	Plan to apply in 2021
	Tin number license registration	Business License	Plan to apply in 2021
	Commercial license Registration	Business License	Plan to apply in 2021
	Trade/ Business License	Trade License	Plan to apply in 2021
<a href="#">Kekros</a>	Unique Company Registration	Business License	Obtained
	Tin number license registration	Business License	Obtained
	Commercial license Registration	Business License	Obtained
	Trade/ Business License	Trade License	Obtained

## 4.2. Indonesia

The identified suitable options are forwarded after conducting a small survey and capturing the five most promising start-ups/ SMEs conditions regarding label, certification, licensing and funding. Some of the options are obtained or expired and some of the options are in their business plan.

Most of the options forwarded to the start-ups are not eligible to be applied in 2020 due to each start-up circumstances. These circumstances are financial feasibility, requirements of each option which require specific legal documents that must be obtained beforehand, etc.

Table 11 Application Status Indonesia

Business Model	Applied for	Type	Status
<a href="#">Masagi</a>	CPBBT	Funding	Obtained in 2019
	SIUP or Trading Business License	Business License	Obtained
	PIRT or Home Industry Products License	Product License	Obtained
	Halal Certificate	Certificate	Plan to apply in 2021
	BPOM	Trade License	Plan to apply when all the requirements are obtained
<a href="#">Madu Cantik</a>	Business Domicile Certificate	Business Licensing	On process
	Merk/HKI	Intellectual Property License	On process (applied in October 2019)
	Akta Pendirian Perusahaan (Deed of Incorporation)	Business Licensing	Plan to apply in January 2021
	SIUP or Trading Business License	Business License	Plan to apply in January 2021
	Tanda Daftar Usaha (Business Registration Certificate)	Business License	Plan to apply in January 2021
	NPWP Perusahaan	Business License	Plan to apply in January 2021
	Nomor Notifikasi	Trade License	Plan to apply in April 2021
	Halal Certification	Certificate	Plan to apply in May 2021
	BPOM MD	Trade License	Plan to apply in August 2021
	BCS OKO Garantie GMBH - Organic Certification	Label	Plan to apply
<a href="#">Laduni</a>	Halal Certification	Certificate	Expired and plan to renew/ extend it
	PIRT	Product License	Expired and plan to renew/ extend it
<a href="#">Madu Hanjuang</a>	Halal Certificate	Certificate	Expired and plan to renew/ extend it
	PIRT	Product License	Obtained in 2018
	Madu, SNI 3545:2013	Label	Obtained
	Business Domicile Certificate	Business License	Obtained



	Merk/HKI	Intellectual Property License	On process
	BPOM MD	Trade License	Plan to apply in 2021
<a href="#">BBS</a>	Hyundai Start-up Challenge	Funding	Best 10 in Indonesia
	Akta Tanda Perusahaan	Business License	Obtained in May 2020
	Tanda Daftar Perusahaan	Business License	Obtained in April 2020
	Business Domicile Certificate	Business License	Obtained in April 2020
	SIUP	Business License	Obtained in April 2020
	Nomor Pokok Wajib Pajak	Business License	Obtained in April 2020
	BPOM MD	Trade License	Plan to apply in 2021

### 4.3. EU

UNIKAS developed the most promising SAMS EU business model, no start-up is currently elaborating the business model. However, UNIKAS wants to proceed with part of the business idea and applied to the program for innovation of the Bundesministerium für Ernährung und Landwirtschaft (BMEL) in the funding area “bees and other pollinators”. The applied funding sum is 336.907,90 €, status: pending.

**Project website:** [www.sams-project.eu](http://www.sams-project.eu)

**Project Coordinator contact:**

Stefanie Schädlich  
Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH  
Wielinger Straße 52  
82340 Feldafing, Germany  
[stefanie.schaedlich@giz.de](mailto:stefanie.schaedlich@giz.de)



***Disclaimer***

Neither GIZ nor any other consortium member nor the authors will accept any liability at any time for any kind of damage or loss that might occur to anybody from referring to this document. In addition, neither the European Commission nor the Agencies (or any person acting on their behalf) can be held responsible for the use made of the information provided in this document.