



Write & Win

International Aid Business  
Opportunities - Case Study

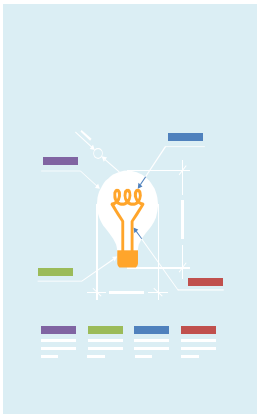
# Case Study – Getting Started



**Great Idea?**



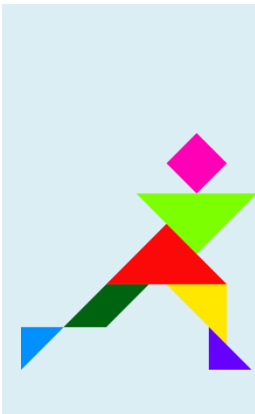
**Connect and target the opportunities**



**Know your business**



**Engage**



**Tender Tips**



**Success ?**

# Great Service /Product/

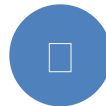
Visit the market - Austrade ADB BOF Mission



Do your homework first - where is your fit?

Have something to offer – connect to the issues?

Customise - one size doesn't fit all



**Research the  
Pipeline**



**Understand the  
issue/s**



**Look at the  
country plans &  
Cross Cutting  
issues**

# Connect and Target the Opportunities



**S**

Talk about specifics

**M**

Interact on Social media

**V**

Visit 2-3 times per year .  
Get to know the program officers

**R**

Register on Data Base/CRM

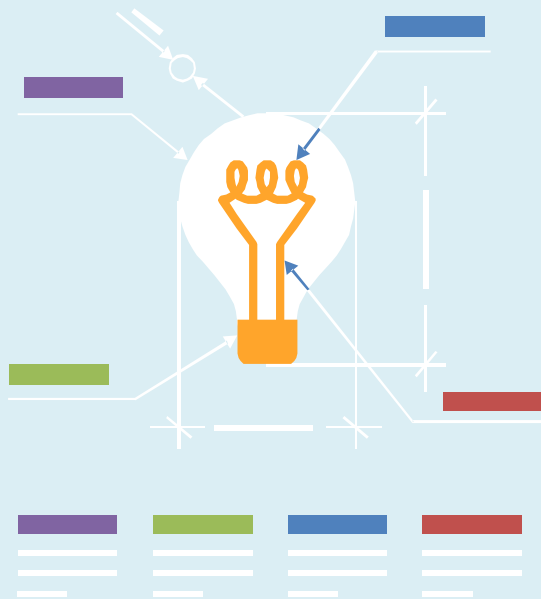
**P**

Provide Specific Presentations  
Brown Bag Lunch

**P**

Partner – who is in your market?

# Know your business



**How well can you talk about your business?**

**Put your self in the program managers shoes**

**What do you propose? How does it meet the issues/need?**



**Capability  
Statement  
Infographic**



**Pitch – You have  
15 minutes**



**Customise to the  
issue - country  
region**

# Engaging with the Market



**Expressions of Interest**



**Tenders**



**Partnerships**

**How does your business fit with the development issues?**

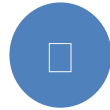
**Understand the market place**

**You need to live it – how will you make a difference/impact ?**

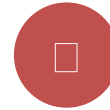
**Understand the program/funding cycle?**

# Tender Tips

No matter what market entry strategy - you have to write convincingly and **respond to the criteria**



**Approach**



**Team/ CV's**



**Budget**

Is there a fit? - Stop/ Go

Develop a strategy before you start

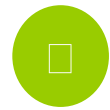
Develop a timeline - Sufficient time?

Consider the reader

Follow the instructions !!!

Solve the issue /answer the question

Respond the criteria



**Risks &  
Assumptions**



**Context**



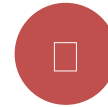
**Experience**



# Success - What does success look like?



**Evaluation**



**Logistics**



**Reporting**

**Will you make a difference?**

**Can you deliver what you promise?**

**Is your budget realistic?**

**Is your team really available?**

**Have you understood the risks?**