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

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

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
Success - What does success look like?

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?