



IYBA WE4A
Investing in Young Businesses in Africa
Women Entrepreneurship for Africa

IYBA WE4A: Rolling call for applications

Funding partners



Implemented by





Call for Applications

Investing in Young Businesses in Africa: Women Entrepreneurship for Africa

Application Period: Starting from June 2025

Target Countries: Kenya, Tanzania, Malawi, Mozambique

Program overview

Goodwell is partnering with IYBA WE4A (Investing in Young Businesses in Africa: Women Entrepreneurship for Africa) to introduce a new technical assistance and investment initiative for women entrepreneurs who are driving climate transformation. We are seeking applications from innovative small- and medium-sized enterprises (SMEs) in Kenya, Tanzania, Malawi, and Mozambique that demonstrate unique, high-potential solutions in climate-aligned sectors.

The two-year programme supports women-led businesses with:

- Technical assistance via NYUMBA: An exclusive knowledge hub and online community for impact entrepreneurs (available to all approved applicants)
- Tailored support to scale your business, refine your strategy, enhance operations, and maximise climate impact (available to all approved applicants)
- Financial support: Low-interest concessional loans or loan guarantees to unlock credit (available to 35 applicants)

We are seeking specialised, high-potential SMEs in the following climate-aligned sectors:

- Sustainable agriculture
- Renewable energy
- Blue economy / aquaculture
- Eco-tourism
- Circular economy / waste management / biomass
- Transport / logistics
- Construction

Other sectors may also be eligible if the core business activities clearly contribute to reducing environmental impact, such as through climate-smart technologies, resource efficiency, or emission reduction.

If you are a woman entrepreneur leading a dynamic, niche venture with a clear climate impact, apply now to join a community of like-minded business owners.

Eligibility criteria

To qualify, your business must be a niche and dynamic venture, characterised by a unique value proposition, novel technology, adaptive business model and/or market-disruptive solution with strong growth potential. Additional requirements include:



- Ownership: The business is owned or co-owned by a woman
- Leadership: Led by women in executive roles (e.g., CEO, CFO, COO)
- Company size: Between 10 and 250 employees
- Company maturity: Minimum two years of operation, with evidence of revenue generation (ideally €200,000+ annually)
- Climate commitment: Demonstrated contribution to achieving climate goals such reducing emissions, creating green jobs, or enhancing resilience
- Sector focus: Active in one of the priority sectors listed above
- Location: Registered and operating in Kenya, Tanzania, Malawi, or Mozambique

Application Process

We're accepting applications on a rolling basis starting in June 2025. Be sure to submit your application as soon as possible to be considered for the next funding cycle.

How to Apply

- Submit online: Create an account and complete the application process at our online portal:
Financial assistance: <https://app.unconventional.capital/apply/dDzEZJ>
Technical assistance: <https://app.unconventional.capital/apply/zNEQSt>
- Required documents:
 - Business profile (1-2 pages): Overview, leadership, niche focus, and climate impact.
 - Financial statements (last 2 years or equivalent).
 - Growth plan: How funding will scale your dynamic venture (max 500 words).
 - Proof of registration and women ownership/leadership.
- For additional support: If you have any questions, you can reach our team at iyba_we4a@goodwell.nl

Review Process

- Applications are reviewed monthly by our project management team (first review: end June 2025).
- Shortlisted SMEs will undergo screening to assess alignment with the listed criteria. They will then move on to due diligence (financial, operational, and impact assessment) within 30-45 days of submission.
- Successful applicants will be notified about their selection for technical assistance, financial assistance, or both, with disbursements starting from 60 days after application.

Why Apply?

This is your opportunity to:

- Access tailored financing and technical support to grow your niche and dynamic venture.
- Scale your innovative solution while contributing to climate resilience.
- Join a movement of women leaders driving sustainable change across Africa.



Contact Us

For inquiries or assistance, please contact our team at iyba_we4a@goodwell.nl. We're looking forward to supporting you in your next stage of growth.