



REQUEST FOR PREQUALIFICATION

Title: Development of a Youth Entrepreneurship in Agriculture Digital Platform

Client: Alliance for a Green Revolution in Africa (AGRA)

1. Background

AGRA, in partnership with the Mastercard Foundation under the YEFFA Program, seeks to catalyze a continental youth-focused digital transformation initiative. The initiative aims to empower and create dignified work opportunities for youth and women across Africa's agricultural value chains through a robust, integrated, sustainable and scalable digital platform.

2. Objective

AGRA invites qualified firms to express interest in being shortlisted to design, develop, and deploy a **comprehensive digital platform** that will serve as a central engagement hub for youth agripreneurs across seven countries: **Tanzania, Rwanda, Mozambique, Malawi, Ghana, Burkina Faso, and Mali.**

3. Scope of the Assignment

Prequalified firms will be invited to submit full proposals for:

- a) Conceptualization and architecture of a youth-focused digital platform
- b) Design and implementation of the following components:
 - Pre-boarding
 - Onboarding & registration module
 - Interactive engagement platform
 - Visual analytics dashboard
 - Partner collaboration portal
 - Integration with third-party platforms via APIs
 - Robust data privacy and security infrastructure
 - E-commerce, digital training, mentorship, and youth aspiration mapping tools
 - Artificial Intelligence (AI) engines

The platform must support multilingual capabilities (English, French, Portuguese and others where applicable), be mobile-responsive, scalable, and inclusive (e.g., accessible to people with disabilities).

4. Duration

The assignment is expected to span **18 months**, with phased deliverables and milestone-based payments.

6. Eligibility Criteria

Interested firms must:

- Demonstrate experience in building and scaling digital platforms, preferably across multiple countries
- Show a track record of youth-focused digital engagement in agriculture or development
- Possess strong technical capacity (data security, APIs, AI-driven analytics, scalable architecture)
- Have experience working with African institutions and stakeholders
- Provide 2–3 relevant references and case studies
- Submit company profile and financial capacity documentation

7. Submission Instructions

Firms should submit an **Expression of Interest (EOI)** including:

- Company profile
- Relevant project experience (within the last 5 years)
- Team qualifications
- Initial conceptual understanding of the assignment (max 2 pages)
- Evidence of legal status and registration
- Contact information

EOIs must be submitted electronically to procurement@agra.org by **14th May 2025** with the subject: **“Prequalification: Youth Entrepreneurship Digital Platform”**

8. Evaluation and Shortlisting

EOIs will be evaluated based on experience, technical capacity, past performance, and regional experience. Shortlisted firms will receive a **Request for Proposals (RFP)** for the full assignment.