

## Frequently Asked Questions

Enclosed are the responses to questions posed to the [pure@reeep.org](mailto:pure@reeep.org) email address, both before and after the launch of the Guidelines. Questions that duplicate / closely mirror those included below will not be responded to individually, only new lines of inquiry will be broken out. For technical questions, please reach out to [pure-technical@reeep.org](mailto:pure-technical@reeep.org).

Note that this version was last edited on **25 June 2025**.

### 1. Who is eligible to apply for the PURE Growth Fund?

- For-profit companies that are legally registered in their country of jurisdiction and have an established legal entity in Tanzania, or will have one set up before a contract is signed
- Productive use technology is already at the core of their business, or will be sufficiently additional to the core business / essential for the scale-up of the goals outlined in the application
- The Applicant is currently in a growth stage of development by demonstrating financial statements with a minimum revenue of EUR 50,000 and a maximum revenue of EUR 10,000,000 from main operating activities in the last financial year (2024).
- Companies that are able to demonstrate co-financing in their business plan

### 2. Are Zanzibari companies eligible to apply?

Yes, the programme is open to businesses operating in Zanzibar and/or mainland Tanzania.

### 3. Do I need to have local presence in Tanzania?

Yes, the Applicant must be registered in Tanzania at the time of contracting. International companies must either already have a local entity or be prepared to establish one before finalising the contract. The contract will be signed only with the Tanzanian registered entity.

### 4. What is the minimum or maximum size of companies that will be supported?

We support growth-stage companies that have demonstrated market traction and experience but still require funding to scale their impact. Large, well-established companies with sufficient access to commercial financing are not eligible. Companies should demonstrate a minimum revenue of EUR 50,000 and a maximum revenue of EUR 10,000,000 from main operating activities in the last financial year (2024).

### 5. Is consortium participation allowed, and what are the requirements?

Yes. Requirements include:

- A for-profit private sector entity must lead the Consortium
- Consortium members may be for-profit or non-profit entities, but all consortium members must be legally registered entities in their respective jurisdiction.
- Consortia should be complementary, ideally structured to leverage specialised expertise,

avoiding redundancy in roles and responsibilities among members.

- The Lead Applicant is the main contract counterpart and must coordinate all programme communications, reporting and accountability towards the programme.

## 6. What countries are eligible under the PURE Growth Fund?

The first funding window ('PURE Growth One') is exclusively focused on Tanzania. Future windows may expand to other countries.

## 7. What types of technologies are eligible for funding under the PURE Growth Fund?

Eligible technologies enable the Productive Use of Renewable Energy (PURE) in agri-food value chains, including:

- **Processing:** e.g. solar-powered grain mills, solar driers, clean-energy powered coffee roasting and packaging machinery
- **Storage:** e.g. Clean energy-powered cold rooms/cooling halls, other solar fridges/freezers, ice machines for fish/seafood preservation, milk fridges/chillers and cold storage facilities (including for transport)
- **Production:** e.g. solar water pumps (and corresponding irrigation equipment), technologies used to distribute/direct pesticides, herbicides fungicides or fertilisers, egg incubation/hatcheries and fish farming/pisciculture
- **Transportation:** e.g. e-motorcycles, e-boats, electric-powered three-wheelers, electric trucks, electric tractors, battery/charging stations for e-transportation, and vehicles fuelled by bio-fuels
- **Bio-energy:** e.g. biogas digesters, biomass gasifiers, pellet boilers, and manufacturing of products from agricultural byproducts

## 8. How is the funding structured and what is the duration of support?

The PURE Growth Fund provides incentive capital between EUR 250,000 and 1,000,000 per project over a 3+ year implementation period. Funding is milestone-based to incentivise impactful and scalable renewable energy solutions. Co-financing is required.

## 9. Will there be further funding rounds in the future?

Yes, depending on availability of funds. Updates will be shared on our website and social media.

## 10. Can a single installation project qualify for funding?

Single installation projects are not explicitly excluded, but they may score lower due to risks. Applicants are encouraged to propose scalable solutions with clear growth paths over at least three years.

## 11. How will my application be assessed if my company uses multiple technologies?

Companies using multiple technologies are eligible to apply. The proposal must clearly outline:

- Which technologies will be deployed and how they fit the multi-tier framework
- How they will be integrated into the project

- The intended scale and alignment with overall business plan of the Applicant

Applicants are encouraged to focus on the product lines with the strongest commercial potential and the greatest impact. A well-defined and strategic approach to technology deployment will strengthen the application.

## 12. What forms of financing does the PURE Growth Fund provide?

The PURE Growth Fund provides Incentive Capital which is non-recourse and non-dilutive and does not require repayment or equity consideration. The capital is disbursed via an initial payment and milestone-based tranches aligned with project progress.

## 13. Will it be mandatory for applicants to raise co-funding and at what ratio?

Yes, co-financing is mandatory. Specific ratios will be determined for each company individually.

## 14. Can one company apply for the full amount of incentive capital funding?

No. Individual companies can apply for a maximum of EUR 1,000,000. The fund will be distributed among selected projects.

## 15. Will the fund include technical assistance or business development support?

Yes. Support will be tailored to company needs and may include:

- Finance facilitation
- Business strategy
- Marketing
- Logistics and supply chain
- Value chain management and agronomic optimisation
- Environmental and social management systems
- Gender mainstreaming
- Compliance
- Governance

The support will be provided by in-house experts in the REEEP team as well as selected third-party providers.

## 16. Will the PURE Growth Fund provide PURE technologies for my agribusiness?

No, the PURE Growth Fund will not provide any technologies. It will support PURE technology providers to grow their business as well as agribusinesses that want to integrate renewable energy into their operations. The sourcing of the technology is the responsibility of the applicant. The specifications (incl. type of technology, costs etc.) should be clarified by the time of the application and clearly described in the application documents.

## 17. Will there be opportunities for direct engagement in policy dialogue to shape the enabling environment for clean energy adoption?

We aim to create an enabling environment for the PURE sector by working with policymakers and bringing different stakeholders together. We will ensure the articulation of private sector concerns to the public sector. Moreover, we will work closely with companies and also consider any feedback provided. Finally, we will keep you informed about any planned events.

**18. If my company is not selected in this financing window, will the application be considered in the next funding round?**

No, every funding window will consider applications separately. High potential companies that were not selected initially might be put on the reserve list and could receive financing if additional funding is coming in or if initially selected companies do not pass the due diligence stage. Any decision and updates will be clearly communicated.

**19. If my company is not selected for this financing window, would I still be able to access services such as mentorship, networking, links to funders, financial and business plan coaching?**

No, while the PURE Growth Fund offers a range of services (Incentive Capital and technical assistance being the main components), they will only be available to selected companies. REEEP is happy to keep you informed about any parallel opportunities with other programmes in Tanzania and elsewhere, as well as keep you informed about any market-level engagements of REEEP under PURE Growth and other programmes as well as within its network. You can stay informed by subscribing to REEEP news on our [website](#) and following REEEP on [LinkedIn](#).

**20. Will the PURE Growth Fund also be available in other countries?**

We are aiming to build a multi-country programme with Tanzania being the first country of implementation. The expansion will depend on additional funding of the programme. We will keep you informed about potential expansions, updates and new funding windows of the programme through emails, our websites and social media channels.

**21. How long will the implementation period be?**

The current funding window implementation period is about 3 years, at least until the end of 2028.

**22. Does this call focus on those who are start-ups or only those already established before?**

Please consult Section 3.1 of the PURE Growth Fund Application Guidelines for a detailed description of eligibility. Applicants should be able to prove a minimum revenue of EUR 50,000 in the last financial year (2024), and as such should have been operating in 2024.

**23. What about partners, are we allowed to partner so that we can give this service through partnership? Or if someone can decide to join hands to work as a team?**

Yes, consortiums can apply for the PURE Growth Fund incentive capital. Please consult Section 4 of the PURE Growth Fund Application Guidelines for more information on how consortiums can be formed. As well the overall eligibility criteria in section 3.1 of the Application Guideline

24. What is our requesting fund may be below the target budget you have as 250,000\$ but maybe we only need 150,000/= \$ or below is that allowed for we to apply?

Applicants that cannot convincingly demonstrate a capacity to productively utilize a minimum of 250,000 Euros of incentive capital in the three years of implementation will not be eligible to apply for this window of the PURE Growth Fund.

25. What if we have 2 different strategy in one solution, as we started with one now we want to apply to get fund, are we allowed to apply with either one or two strategy as long as it's in the same solution with one company ?

Applicants are welcome to combine different technological solutions and strategies as they see fit. These do not need to be submitted as different applications. These different solutions should interact in a coherent way to support the activities of one or more agri-food value chains. Applicants are encouraged to focus on the product lines with the strongest commercial potential and the greatest impact. A well-defined and strategic approach to technology deployment will strengthen the application.

26. I wish to request for information on Eligibility for a Kenyan organization. We are in Kenya, East Africa. Kindly advise us if we can apply for a grant.

As per section 3.1 of the PURE Growth Fund Application Guidelines, for-profit companies legally registered in their country of jurisdiction are eligible to apply for PURE Growth Fund incentive capital. This includes organizations from Kenya. The Applicant must have an established legal entity set up in Tanzania before contracts are signed. The contract will be signed only with the Tanzanian registered entity.

27. For Solar Pumps, the use of water output alone to define a Tier seems problematic. In dryer regions like Dodoma, farmers may need to extract water from 80+m of depth. In hilly areas like Njombe, a farmer may pump from a river up a hill with a similar lift requirement (TDH of 80m or more). The cost of such a system is 4-8x that of a similar-water-output-system at a lower TDH of say 5m. Aligning these different pump-scenarios in terms of incentive seems to disadvantage farmers living in regions where greater water lift is necessary. A larger incentive is needed for the farmer in Dodoma or Njombe even if the water output is the same, as the pump system cost is so much greater. Can you help me understand how we can design our incentive structure to still be able to support farmers in areas with higher TDH?

Applicants are free to determine the customer-specific incentive level that is required for technology deployment in specific areas and are able to vary this incentive in several ways. The incentive levels required for customers in different regions requiring different product specifications accordingly should be reflected in the total incentive capital request and could be e.g. averaged based on internal priorities and strategic decisions on target regions. The incentives under PURE Growth Fund are not fixed to a certain level per customer as such. It is understood that those areas with deeper groundwater sources will require more power to pump the same amount of water as those areas with more shallow groundwater sources, and

Applicants are encouraged to take these variations into consideration when requesting subsidies. Applicants with specific questions as to how to categorize their offerings can supply performance information of their chosen solutions to [pure-technical@reeep.org](mailto:pure-technical@reeep.org)

28. The co-financing requirement is not totally clear, as it is referenced as being unique to each company. Will we be asked to propose a co-financing amount at the application stage, and if so how should we think about it?

There is no minimum co-financing threshold. However, applications with no co-financing are not eligible. Applicants should, at the application stage, describe their existing co-financing commitments as well as how they will plan to raise co-financing throughout the proposed 3-year execution period of PURE Growth Fund activities. Higher levels of committed co-financing is valued positively in the operational readiness evaluation. Higher credibility of indicated co-financing fundraising efforts are similarly valued positively in the operational readiness evaluation.

29. Should Market Access and Ag Best Practices be considered as being introduced during the project, a) would we assign them as milestones with funding amounts associated with them, and b) would the inclusion of these benefits be considered in the application evaluation scoring, or does the application evaluation only consider what is already in place (backwards looking vs. forward looking)?

When filling out the ICR Calculator, Applicants are requested to describe their current level of Market Access and Agricultural Best Practice support (this could be considered backwards-looking, or a snapshot of current capacities). Applicants who plan to increase their capacity to deliver Market Access or Agricultural Best Practices services over the three years of project execution are requested to factor in any costs associated with these improvements into their project budgets (forward-looking changes are to be reflected here). Improvement of related services is valued positively in the operational readiness evaluation and will be reflected among others in scoring for quality and reliability of the technology, project risk, competitive advantage, and innovation and market additionality, with applicability in some cases to co-financing leverage.

30. I have two separate entities (company A and B) in Tanzania: While the second one has been incorporated in 2022, it has only started operation in 2025 but has already achieved the required turnover. The business plan and foreseen investments are all for company B. Which company should I apply with? Should I apply as a consortium between company A and B?

A consortium application is not required as consortia are envisaged between two different companies / organisations that come together to deliver the envisaged impact for their proposed project. Applications should be made with the business that is currently in operation and that you are basing your business plan on, i.e. has the most relevance for the PURE Growth fund. The revenue requirements listed in the PURE Application Guidelines are meant to give Applicants a chance to demonstrate sufficient market traction, and as such more recent demonstrations of market traction can be used. Please include information on your company's overall track record and experience which includes company A and an explanation of the set-up of company B. Moreover, please provide information on

why company B has not been operational until 2025 and the relationship between the two companies accordingly (as far as relevant in operational or financial terms).

**31. Could you please confirm which documents are required in the sections in the application portal?**

You are able to upload documentation in the different sections of the application form by clicking on the “+” sign in the respective section accordingly. These upload options are labelled and describe which kind of documentation should be uploaded, e.g. CVs for showing your organisation’s capacity, or case studies / references for showing your track record. Please note that certain documents are optional and can be uploaded as additional information while other documents are a requirement as part of the application (e.g. the ICR calculation). You will not be able to submit your application without having uploaded the mandatory documents and you will receive error notifications from the system to indicate this accordingly.

**32. Would it be possible to submit a brief concept note for feedback before submitting a full application? Alternatively, could we schedule a short conversation with an advisor to evaluate whether our proposed PURE technology qualifies for support under the Fund?**

Please note that all applicants are treated equally and there will be no detailed individual feedback.. You have the opportunity to submit general questions under [pure@reeep.org](mailto:pure@reeep.org) but all information shared will be made available with all applicants. Moreover, there is the opportunity to submit specific technical questions to [pure-technical@reeep.org](mailto:pure-technical@reeep.org) in case you have questions on e.g. assigning your technology to specific tiers or calculating the Impact Cost Ratio for your project. These clarifying questions are answered individually; however questions unrelated to tier allocation or Impact Cost Ratio will not be answered through this channel.

**33. Must the technology proposed in the project be proprietary, or can we utilize market-available equipment as part of our processing approach? Would solar powered processing equipment qualify under the PURE Growth Fund?**

The technology used must not be proprietary and can be purchased externally. If you are an agri-business company, please ensure to demonstrate that the PURE technology is a crucial component of your business model and how the renewable energy component will have a positive impact on your operations.

**34. If the equipment is manufactured abroad (outside Tanzania), would we still be eligible given the “proven commercial demonstration at scale in relevant settings” requirement? In how far do we need to substantiate that the equipment had demonstrated performance at scale? If the manufacturer can provide evidence of scaled performance, would that meet the requirement? If so, how should such demonstrations be reported or documented?**

The requirement for proven commercial demonstration is not limited to Tanzania but is referring to your specific business model and applications of the technology in agri-food value chains. The PURE Growth



Fund supports technologies that are tested in the market and does not fund new technological interventions. Relevant market experience will be verified in the due diligence phase..

35. Is it mandatory to include partners in the project application? Would an application be viewed less favorably if submitted without a formal partner? If we do include a partner, what are the expectations of such a partner regarding co-financing contributions, and can these contributions be in-kind as well as cash?

It is not mandatory to form a consortium for your application. Please note that consortia are encouraged if they are required to deliver the envisaged impact and the respective roles and responsibilities as well as the rationale for forming a consortium should be clearly outlined. The financial information provided should include consortium members but the split of contributions is as well as the potential financing received will be up to the Applicant. Please refer to the Consortium section (section 4) as well as Annex C – Eligible co-financing in the Application Guidelines for further information.

36. Is it allowable within the budget to include demonstration plots or other farmer-facing activities to market the product and introduce it to the target market?

Agricultural best practice support, e.g. in the form of demonstration plots and other farmer-facing activities, is encouraged and incentivized under the PURE Growth Fund (please see Annex B – service levels in the Application Guidelines). Parts of the potential funding received can also be used for improving these services during the project implementation.

37. The application form requests a business plan and financial model, should these documents reflect the overall business, or be focused specifically on the product/technology proposed in the project?

The business plan and financial model should reflect the overall business of the Applicant.. However, to be eligible for the PURE Growth Fund, please note that PURE technology needs to be a core part of your business model or is sufficiently additional to the Applicant's core business / essential for the scale-up of the goals outlined in the application. Please refer to the section “General Eligibility” in the Application Guidelines for further information.

38. Our company already has slightly more than EUR 10 million in revenues. Still the business model requires considerably more scale to become profitable. Do we meet your definition of a 'growth stage company' and are we eligible for funding?

The revenue thresholds apply for all companies. Companies with revenues above EUR 10 million are not eligible for the PURE Growth Fund.

39. Our business comprises different business lines with revenues from all business lines combined exceeding the maximum of EUR 10 million. Is it possible to extract revenue



numbers for the business line for which we are seeking funding to stay within the EUR 10 million limit?

The company's financials need to include all different business lines which cannot be separated to meet the revenue thresholds for the eligibility under the PURE Growth Fund. Please note that we can therefore not consider different extracted business lines.

**40. Our company in Kenya sources products from the supply chains in Tanzania in which we aim to invest with funding from the PURE Growth Fund. Is our company eligible?**

Every company supported under the PURE Growth Fund needs to be legally registered and have operations in Tanzania, sourcing products from Tanzania into Kenya does therefore not fall under the eligibility criteria. However, a Kenyan company, who aims to expand its operations into Tanzania and can demonstrate credible plans accordingly would be eligible.

**41. We are planning to purchase processing equipment (that is solar powered) to manufacture inputs to be used by farmers to grow their crops, would this qualify under the PURE Growth technology criteria.**

Yes, processing equipment for production of inputs to be used within agri-food value chains is eligible for PURE Growth Funding.

**42. Is it permissible for a single application to cover multiple sectors within the agri-food value chain—for example, production, storage, and processing?**

Yes, activities in several sectors are possible if PURE technologies are applied. However, you would need to demonstrate the impact of your proposed intervention for each sector and we encourage you to focus on your most impactful activities as part of your project application.

**43. Are smaller-scale projects, with funding needs below EUR 250,000 and focusing on a single sector, eligible for your funding?**

No, please note that the ticket sizes for this funding window are between EUR 250,000 and EUR 1,000,000. Moreover, the Applicant needs to demonstrate the ability for co-financing in their business plan. Projects focusing on a single sector are eligible for funding. Please note that future funding windows might cover different ticket sizes – you will be informed through our website and social media if further funding windows are open.

**44. Does biomass briquette production and its deployment in agri-food processing and institutional cooking qualify under the PURE Growth fund?**

Organizations able to deploy biomass briquettes in agri-food processing can be eligible for application to the PURE Growth Fund/ Agri-food processing in this specific case would refer to value addition to agricultural products. The advantages of biomass briquettes for the proscribed agri-processing tasks should be clearly articulated, and how these briquettes are situated inside agri-food value chains should be clearly explained.

No forms of cooking (including residential, commercial or institutional) qualify for funding under the PURE Growth Fund.

45. Are other milestone deliverables assigned a value, separate from and additional to the Product installation? For example, if we offer a new after-sales service that requires investment, and include some portion of award for that, would it earn "points" that ensure it is not diluting our overall score? Put differently, for a given number of Products, units, and water production, is additional funding requested always dilutive to the score?

Higher level and/or Improvement in an Applicant's capacity to deliver after-sales service (or agricultural best practices, or market access support) will have the effect of raising an Applicant's Pure Impact Index (PII) and thus lowering a company's Impact Cost Ratio (ICR).

At the time of application an Applicant must capture their current after-sales service capacity; which will be the basis for the assessment. Any projected budget for the period of implementation should also capture the investment envisaged in support services (including after-sales services). The contracted service levels will be those incorporating the envisaged improvement (and reflected in the PII and Impact Cost Ratio accordingly). Additional funds requested for the improvement will be dilutive in the ICR portion of the assessment but will be assessed positively in the operational readiness portion of the assessment.

During the implementation phase, If the contracted service levels are exceeded, this improvement will raise the future PII and thus lower future ICR. Practically, this could mean that a company could maintain their PII while deploying less product.

To give a practical example, Company Z proposes to offer 1000 Tier C water pumps (for a total PII of 7,000, and a total ICR of 50.00 EUR). At the time of their Application, Company Z has no capacity in Repair and Maintenance, Market Access, or Agricultural Best Practice, and thus their PII or ICR receives no benefit from these services.

During implementation, Company Z has reached a High level of Repair and Maintenance service provision though planned to only maintain their current service level. This would give them a 15% increase in their PII (and thus reduction in their ICR). This could allow them to deploy less technology while receiving the same level of incentive capital (keeping their ICR stable against their funding request). Thus during the implementation, the cost of this movement from no Repair and Maintenance service to a High level of Repair and Maintenance service should be weighed against the potential ICR benefits reaped from moving to this higher level of service. and requests for funding beyond technology deployment should not be viewed as 'dilution' of the total funding request but should be understood as investments in the applicant's business that could (if successful) allow them to benefit more for each piece of technology deployed. Manipulation of the Service Level sheet (and observation of the effects on the ICR calculator sheet) in the PURE Growth Programme - ICR Calculator Excel document should demonstrate some of these potential trade-offs.

46. Regarding solar water pumps, it seems that an additional 2 points are granted for every incremental 1,000 Liters per hour. Is there an upper bound? For example, if a hypothetical pump produced 53,000 Liters per hour, would it receive a weighting of 109?

There is no upper boundary for incremental water bonuses in the ICR calculator itself. Very large solar water pumps will receive a benefit of weighting for every incremental 1,000 Litres (in the example of

53,000 Litres, the score would be for a Tier D+ solar water pump (9) + the incremental value of 50,000 Litres per hour above the tier minimum for D+ (100) equaling a weight of 109. Applicants would, of course, need to articulate how deployment of such a large single piece of technology would provide benefit to agricultural value chains.

Applicants are encouraged to manipulate the Pure Growth Programme \_ ICR Calculator Excel workbook to understand how prospective technologies would be scored.