

BID Tool: Digital platform for Business Investment Decision

Turning business ideas into investment-ready plans!

The BID Tool helps SMEs and agribusinesses build professional business plans, test financial feasibility, and attract investment. Accessible on web and mobile, it enables entrepreneurs to make smarter decisions, manage risks, and grow sustainably even in competitive markets.



International Potato Center (CIP)

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This technology is **pre-validated**.

7-7



Scaling readiness: idea maturity 7/9; level of use 7/9



Open source / open access

Problem

- Businesses often struggle with unclear financial planning, which reduces profitability.
- Many enterprises lack structured ways to evaluate investments and growth opportunities.
- Weak internal systems make it difficult to manage costs, revenues, and risks effectively.
- Limited ability to build strong partnerships holds back expansion and competitiveness.

Solution

- Supports better financial planning and investment decisions.
- Reduces risks and improves profitability of enterprises.
- Builds stronger partnerships to expand market reach.

Key points to design your business plan

- Use the BID Tool to plan operations, track finances, and manage risks efficiently.
- Ensure staff access and provide training.
- Engage advisors or partners to maximize profitability and growth opportunities.

Inclusion assessment



Climate impact



Commodities

All Crops

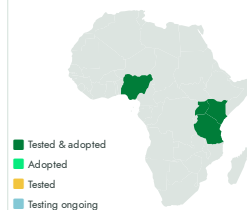
Sustainable Development Goals



Categories

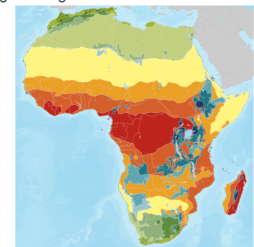
Pre-production, Digital applications, Advisory and information service, Financial Access and Digital Extension Services

Tested/adopted in



Where it can be used

This technology can be used in the colored agro-ecological zones.



Target groups

Development institutions, Farmers, Governments, Processors, Seed companies, Sellers, + 4 more



BID Tool

<https://taat.africa/qaq>

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