

APPLICATION FORM - CONCEPT NOTE

A. ELIGIBILITY

Before you start an application, please take the time to understand what we are looking for in our investments by reading carefully our [Application Guidelines](#). The fund's review process is highly selective and rigorous, and only those that are rated highly according to the selection criteria, also included in the Application Guidelines, are invited to submit full proposals. Keep in mind that in the process of filling in the application form, you can save the information and continue at a later time.

Am I eligible for IAP?	Yes	No
My business idea will be inclusive of low-income people* (LIP) either as producers, suppliers, employees, distributors, sales agents and/or consumers for mutual benefits.		
My business idea is relevant to at least one of the three focus sectors of IAP and at least to one of the four target countries.**		
My business idea brings a clear product, process or business model innovation.		
My company or partner(s) related to the proposed business idea are not involved in the arms, tobacco, alcohol and gambling industries; registered in so called tax-havens; involved in environmental or human rights abuses or corruption; or have not been an EU beneficiary of € 200,000 or more in the last three years.***		
My application is submitted and led by a private company, registered in one of the four target countries, which secures a co-investment ≥ 51%, of which part of it should directly benefit the LIP.		
My company has been operational for at least two years.		

* *Low-income people (LIP): those living in urban or rural areas on USD 8 or less per capita per day; equivalent to USD 2,920 per capita per year.*

** *Focus sectors: Agriculture and food, energy, and water, sanitation and hygiene (WASH). Business ideas from the ICT sector that create impact in one of IAP's three focus sectors are also eligible to apply. Target countries: Cambodia, Ethiopia, Uganda, and Zambia.*

*** *According to EU regulations, a company in the EU may receive a maximum of €200,000 in public funding from European authorities during a three-year period. Sida as the donor of IAP applies the same rule to companies which are not based in the EU.*

B. ABOUT YOUR COMPANY

1. General data

Company name:			
Address		Contact person	
Telephone number		Year of establishment and business registration No.	
E-mail		Country of registration	
Website		Type of legal entity*	

* For example: registered companies (private and public), branch office of a foreign registered company, partnership, limited liability partnership, sole proprietorships, societies.

2. Company description

Describe the following: history of the company, relation to any mother or sister organizations, organizational and, mission, vision and future strategy, sector active in, products and/or services of mother or sister organization (max. 1200 characters).	
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3. Staff information*

	2017	2018	2019
# of full-time employees (male)			
# of full-time employees (female)			

*Number of unique individuals employed by the company in full-time roles, excluding temporary employees.

4. Financial information

	2017	2018	2019
Revenues (EUR)			
Net Profit (EUR)			
Liabilities (EUR)			
Equity (EUR)			

C. GENERAL INFORMATION AND INCLUSIVE BUSINESS IDEA

1. General information

Short name of the proposed inclusive business project*	
One sentence pitch summarizing your idea (max. 180 characters) <i>Please give a pitch summarizing your</i>	

<i>innovative inclusive business idea in one sentence only</i>		
Expected duration of the proposed project <i>Please note that the project duration cannot extend beyond June 2023 and total IAP funding cannot exceed €200,000. In case there is sufficient time left between IAP project completion and June 2023, and you have an extended business idea, the option of top-up funding by IAP could be considered, up to the maximum of amount €200,000 in total.</i>	<input type="checkbox"/> 2 years <input type="checkbox"/> 2.5 years <input type="checkbox"/> 3 years	
Country/countries where project will operate	<input type="checkbox"/> Ethiopia <input type="checkbox"/> Uganda	<input type="checkbox"/> Zambia <input type="checkbox"/> Cambodia
Sector of this project <i>Please pick only the most relevant sector</i>	<input type="checkbox"/> Agriculture and food <input type="checkbox"/> Energy	<input type="checkbox"/> Water, sanitation, and hygiene (WASH)
Development challenge(s) that the proposed project aims to address <i>Please tick all the relevant development challenges</i>	See development challenges at http://innovationsagainstpoverty.org/about-us/ Please note, that the proposed inclusive business ideas should ideally be aligned to any of the themes listed, but Applicants are free to propose solutions to other pertinent development challenges within the three focus sectors not mentioned in the table.	
Current stage of the project (multiple answers allowed)	<input type="checkbox"/> Concept <input type="checkbox"/> Pilot	<input type="checkbox"/> Implementation <input type="checkbox"/> Scaling up <input type="checkbox"/> Other:...
Describe project partners and their roles (max. 1200 characters)		

* An inclusive business generates core business benefits while supporting and improving the lives of low-income people and protecting the environment.

2. Inclusive business idea

	Descriptions
1. What is the market opportunity ? (max. 1200 characters)	
2. What is the proposed inclusive business idea that can create social impact* and business growth – while contributing to environmental sustainability – and how is this profitable for the company? (max. 3000 characters)	
3. Describe how the proposed project is innovative and the rationale behind the innovation (max. 1800 characters).	
4. Describe how the proposed project addresses poverty (max. 1800 characters). Please read the Application Guidelines to understand the multiple dimensions of poverty.	
5. What is the proposed timeframe and what are the expected results of the project? (max. 1200 characters)	
6. Describe how the business model will be sustainable and scalable after the IAP funding and support (max. 1200 characters).	

7. Describe your key team members and how their skills will contribute to implementing your project successfully, i.e. reaching the targets set within the indicated time frame (max. 1800 characters).

* Social impact here relates to new jobs created, number of LIP engaged in the value chain, LIP gaining access to basic goods and services, and contributions to gender equality and women's empowerment.

D. TRACK RECORD

List all relevant past achievements of your organization from the last three years that provide evidence of your organization's capability in implementing the proposed inclusive business idea successfully.

Duration (months)	Key activities	Type of customers served	Key achievements (incl. impact results achieved)

E. SOCIAL AND ENVIRONMENTAL IMPACT

The expected benefits and results from IAP are related to good financial performance of the company and a social return regarding new jobs created, number of LIP engaged in the value chain, LIP gaining access to basic goods and services, and contributions to gender equality and women's empowerment. Moreover, opportunities for a positive contribution to the environment and avoiding, or reducing and managing negative impacts. The following questions are related to the social and environmental impact of the proposed project.

1. Social impact indicators

Description of social impact indicator <i>Only for low-income people (<8 USD per day)</i>	Total (by project end)
Number of new jobs created	
Number of low-income people as producers, suppliers, distributors and sales agents	
Number of new low-income people gaining access to basic goods and services	
Ratio of male and female beneficiaries	%

2. Gender equality and women's empowerment

Describe how your project contributes to gender equality and women's empowerment (max. 1800 characters)

NB. IAP is interested to understand the barriers women face in specific markets and to demonstrate actions businesses can take to promote gender equality and women's empowerment.

3. Environmental impact

Evaluators will appraise the quality and the extent to which the applicant has managed to address environmental and climate change aspects. That means, they will assess how (1) opportunities for a positive contribution, and (2) potential negative impacts have been documented, prioritized, and what measures have been identified to (1) enhance them, and (2) manage and mitigate these potential negative impacts, including identified targets and indicators that can help monitor the path towards achieving them.

	Questions	Descriptions
1	1.1. Which opportunities for a positive contribution to the environment does your business idea offer? 1.2. Which are most relevant to address? 1.3. How has your project been adjusted to enhance these opportunities?	(max. 1800 characters)
	<i>Please note for the question below that nearly every business idea has potential negative environmental impacts, when considering the entire life cycle of the product or service.</i>	
2	2.1. Which potential negative impacts does your business idea have to the environment? 2.2. Which are most relevant to address? 2.3. How has your project been designed to avoid, or reduce and manage, these impacts?	(max. 1800 characters)

F. PRIORITY NEEDS FOR ADVISORY

In addition to non-reimbursable funding, applicants are eligible to receive non-financial support services provided or facilitated by the IAP team during the contract period, at no additional cost. You are encouraged to make use of these services when deemed relevant, but this is not mandatory. If your business plan is selected, your IAP contact person will invite you for a workshop to develop a tailored advisory plan for your project, taking your indicated priority needs below as a starting point.

	Type of advisory support service	Description	Justification & timing	Desired outcome
	<i>Please indicate in the first column which of the advisory support services you are likely to require during the project period by ticking the relevant box(es).</i>	<i>A brief description of each advisory support service is provided below.</i>	<i>Please provide a clear explanation why and when you would like to receive each of the advisory support services indicated in the first column.</i>	<i>Please provide a clear explanation how each of the advisory support services indicated in the first column will contribute to your project's success?</i>
<input type="checkbox"/>	1. Inclusive Innovation (defined as new solutions that have a positive impact on people's lives)	Support in your innovation process by reducing complexity and risks using design thinking, market insights and guidance to serve low-income markets.		
<input type="checkbox"/>	2. Gender Equality & Women Empowerment	Support in conducting a gender analysis and initiating a dialogue to enable your business to identify new opportunities and channels, address hurdles to open up markets and design more competitive products and services.		
<input type="checkbox"/>	3. Environmental Sustainability	Support in sustainable business model design as		

	a driver for innovation and optimized use of energy & resources to reduce costs.		
<input type="checkbox"/>	4. Marketing & Distribution	Support in marketing and distribution to make sure that your products and services reach low-income markets successfully.	
<input type="checkbox"/>	5. Organizational Strengthening	Guidance on achieving organizational integration: alignment between your company's internal and external factors*.	
<input type="checkbox"/>	6. Investment Readiness & Matchmaking	Support to increase your ability to successfully attract investors and facilitate introductions to such investors.	

*Internal factors: strategy, organizational culture, staff skills, technology, organizational structure and systems, and management style; external factors: mission/business model, input and output, the economy, technology, social and political factors, and stakeholders.

G. PROJECT BUDGET AND FINANCING REQUIRED

1. Why does your company need financial support from IAP? (max. 1800 characters)	
2. Can your inclusive business idea be implemented successfully without IAP's financing support? (max. 1800 characters) <i>If not, please provide a clear explanation why this is the case?</i>	

3. Project Budget

Budget Item	Total financing (EUR)	Total financing (cash and in-kind)						Company's contribution in cash (EUR)
		Company		IAP		Other		
Project total cost		€	%	€	%	€	%	

NB. The company's co-investment should be at least 51% of the total project investment. Other sources of funding will be added to the company's contribution. If the project will be implemented by multiple partners, please specify how much each implementing partner will contribute. The IAP funding cannot exceed € 200,000. Please refer to the Application Guidelines for further explanation by means of an example.

I confirm that the information given in this form is true, complete and accurate and accept the IAP application terms and conditions.