

**Name:**

**Gender**

Male ☐

Female ☐

**Age**

**Marital status**

**Phone Number**

**email**

**Level of education**

**Location of Business**

**Category**

Internally Displaced ☐

Refugees ☐

Young women living with HIV ☐

Young Mother ☐

Orphans ☐

Disabled ☐

Low income student/rural Youth ☐

unemployed youth ☐

**Name of Business**

**Taxpayer Number**

**Business sector**

Formal/Informal vocational trades (motomechanics, welding etc.) ☐

Agriculture/Livestock ☐

Food processing/transformation ☐

Pastries or cattery ☐

Beauty and wellness ☐

Cosmetics ☐

ICT ☐

## **1. Applicant's background**

### **1.1 Applicant/Organization profile**

Summarize key activities (business model, products / services, industry experience, major achievements). Highlight main development impact of the business/organization.

Describe when and by whom the organization has been founded, if the organization belongs to a larger group, educational qualification and experience of the applicant/key group members, key activities / products of the organization and markets relevant to it, and the historical milestones

**(Maximum of 500 words)**

### **1.2 Location and target market(s)**

Describe organization/business premises, geographical location(s) of activities and development issues prevailing in those locations. **(Maximum of 500 words)**

### **1.3 Brief summary of financing objectives**

Summarize the funding demand, innovations and strategy behind the funding request, and main use of funds (e.g., expansion plans, working capital, trade finance or other) and a twelve months cash flow forecast. **(Maximum of 500 words)**

## **2. Market opportunity**

### **2.1 Market position and competitors**

Describe the market opportunity and estimated market share (in %) of your organization. Comment on competitive environment and main competitors. Comment on key markets targeted and growth potential. Describe macroeconomic and policy environment if relevant to the project, sector, or country. **(Maximum of 500 words)**

## **2.2 Key strength of your business model**

Describe the opportunity that the project would develop. What is unique about your proposition in comparison with the competition? What are the top reasons why the should support the application? **(Maximum of 500 words)**

## **2.3 Obstacles**

Identify key obstacles and how these would be addressed by the project. **(Maximum of 500 words)**

## **3. Proposed operational model**

### **3.1 Proposed business model**

Describe how the financing will be used to improve products/services, operations, sales/production volumes, production capacity, and supply/offtake model etc (where relevant). **(Maximum of 500 words)**

### **3.2 Client base and growth potential**

Describe the key buyers / customers of the organization and main distribution channels (where relevant). **(Maximum of 500 words)**

### **3.3 Supply**

Describe key products supplied to the business/organization, how and by whom these are supplied and type of agreements (i.e., seasonal, or long-term, price setting arrangements, etc.). If supply comes from smallholders, highlight how smallholders are engaged and organized. **(Maximum of 500 words)**

### **3.4 Production process**

Describe value addition through the proposed operation, including any need for equipment, staff, skill development, digitalisation, or changes to the current operation. **(Maximum of 500 words)**

### **3.5 Job Creation potential**

Describe the job creation potential of your business/organization **(Maximum of 500 words)**

**References:** Contact information for individuals who can validate the applicant's background and abilities.

**N/B Any paragraph above 500 words shall not be taken into consideration**