**USADF Accelerate Africa Entrepreneurship Challenge**

**Proposal Template**

(Limit proposal to fourteen pages plus attachments)

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| **Background Information** | | | | | |
| Applicant Name: |  | | | | |
| Applicant Position/Title: |  | | | | |
| Applicant Local Number: |  | | | | |
| Applicant Email Address: |  | | | | |
| Business/Venture Name: |  | | | | |
| Business/Venture Website: |  | | | | |
| Sector:  *(Please select one category; if your primary sector isn’t listed, please write it next to “other”)* | Agribusiness-☐ Health-☐ Tech-☐ Finance-☐ Retail-☐  Environmental-☐ Handicrafts-☐ Fashion-☐    Other: | | | | |
| Status of your business/venture:  *(Select the definitions below)* | Start-up ☐ Early Stage ☐ Expansion ☐ | | | | |
| Business/Venture Physical Address: |  | | | | |
| Business/Venture Full Mailing Address: |  | | | | |
| Owner(s) & Director(s): | *Name* | *Nationality* | *Verification document*  *(document type)* | *% of shares (if applicable)* | *Home address* |
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| *Add more lines on a separate sheet as necessary* | | | | |
| Registration Details: | *Legal form* |  | | | |
| *Date of Registration* |  | | | |
| *Registration Number* |  | | | |
| How did you hear about this Challenge? |  | | | | |

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| **Profile Information** | | | | | | | | | | | | | |
| Applicant Information: *Brief Bio of the entrepreneur applying for grant funding. Please include any relevant experience: (200 words or less).* |  | | | | | | | | | | | | |
| Business/Venture Vision Statement:  *(Include business concept and mission statement.)* |  | | | | | | | | | | | | |
| Applicant’s Business/Venture History & Track Record of Accomplishments  *(Business History: please provide a brief overview of activities of the business and milestones to date)*  *(Accomplishments: please list 3 noteworthy accomplishments)* | Business/Venture History: | | | | | | | | | | | | |
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| Current business activity |  | | | | | | | | | | | | |
| Describe Past Financial performance *(attach Prior audited financial statements (up to three years where available)* |  | | | | | | | | | | | | |
| Business references (*please list 3 including Name, Address, and Cell phone number)* | *1.* | | |  | | | | | | | | | |
| *2.* | | |  | | | | | | | | | |
| *3.* | | |  | | | | | | | | | |
| **Proposal** | | | | | | | | | | | | | |
| **Proposal Details** | | | | | | | | | | | | | |
| (i) Problem your proposed concept addresses (250 words) |  | | | | | | | | | | | | |
| (ii) Solution: Summary of business/venture concept  *Summarize what activities your enterprise will undertake under this investment in two sentences.* |  | | | | | | | | | | | | |
| (iii) Location and target market/population  *Explain how your enterprise will benefit marginalized, grassroots people.* |  | | | | | | | | | | | | |
| *How large is the addressable market?* | | | | | | | |  | | | | |
| *Who is the customer?* | | | | | | | |  | | | | |
| *Who are the competitors?* | | | | | | | |  | | | | |
| (vi)Description of business/venture concept  *Provide a specific description of the activities you intend to carry out; how they will be implemented; what the outcomes are; who will benefit; and what the benefits will be.* | *Brief description of proposed activities* | |  | | | | | | | | | | |
| *Intended goals, objectives, and impact (be specific about economic, social, and environmental impacts)* | |  | | | | | | | | | | |
| *How many direct or indirect jobs will be created? How are you accounting for this data?* | |  | | | | | | | | | | |
| *Plans to replicate beyond the investment period* | |  | | | | | | | | | | |
| (vii) Key Risks and Plans to Mitigate  *Describe 3-5 risks and the mitigation actions.* |  | | | | | | | | | | | | |
| (viii) Environmental, Health, Safety & Security Compliance  *Describe any potential environmental, health, safety, and security impacts from the activities, and proposed mitigation measures.*  *Examples may include disposal of batteries, chemical inputs, disposal of waste, construction accidents.* |  | | | | | | | | | | | | |
| (ix) Management & Technical Team (Attach CVs, provide LinkedIn URLs)  *Provide nationality of each member of the management team and attach a verification document (e.g., Passport)* |  | | | | | | | | | | | | |
| (x) Enterprise Ownership & Governance  *Describe the ownership and governance structure of the enterprise.* |  | | | | | | | | | | | | |
| (xi) Relevant Expertise  *Describe the expertise you must have to successfully achieve the proposed outcomes.*  *Identify any expertise or skills gap and how you will acquire the necessary expertise.* |  | | | | | | | | | | | | |
| (xii) Proposed Timeline/ Milestones:  *List at least 3 critical accomplishments, the required deliverable to assess completion of the milestone, and expected completion date given 12- to 18-month investment duration.* | Description of milestone | | | | | Required deliverable | | | | | | Completion date | |
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| Add more lines if necessary | | | | | | | | | | | | |
| (xiii) Financial sustainability  *Show how the enterprise will demonstrate profitability, including at a minimum revenues covering operating costs, before the investment period ends.* |  | | | | | | | | | | | | |
| **(xiv) Financial Estimate *(Please provide indicative values, based on your own prior experience)*** | | | | | | | | | | | | | |
| Revenues *(based on initial assumptions for types of customers, service units and pricing)* | ***Indicative Category*** | | | | ***Year 1*** | | | | | | ***Year 2*** | | ***Year 3*** |
| *e.g. Service fees* | | | |  | | | | | |  | |  |
| *Usage fees* | | | |  | | | | | |  | |  |
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| ***TOTAL*** | | | |  | | | | | |  | |  |
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| Expenses *(please indicate categories and forecasts for recurring operating costs)* | ***Indicative Category*** | | | | ***Year 1*** | | | | | | ***Year 2*** | | ***Year 3*** |
| *e.g. Ongoing Maintenance* | | | |  | | | | | |  | |  |
| *Operating Expenses* | | | |  | | | | | |  | |  |
| *Staff* | | | |  | | | | | |  | |  |
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| ***TOTAL*** | | | |  | | | | | |  | |  |
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| Net Profit *(Revenues – expenses before tax and depreciation)* |  | | | | ***Year 1*** | | | | | | ***Year 2*** | | ***Year 3*** |
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| Net Income *(Net profit after tax and depreciation)* |  | | | | ***Year 1*** | | | | | | ***Year 2*** | | ***Year 3*** |
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| (xv) Estimated Return on Investment |  | | | | | | | | | | | | |
| (xvi) Total Costs  *Please describe all costs associated with the proposed activities.*  *Examples include: Buildings, Capital equipment, Other development costs, Working Capital* | *Cost Item* | | | | | | | | | *Cost Estimate* | | | |
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| (xvii) Status of Other Investors/Funders:  *List other funding sources, amounts and status of funding request.* |  | | | | | | | | | | | | |
| (xviii) Status of any outstanding liens or loans:  *List all loans and liens including the sources, amounts and status.* |  | | | | | | | | | | | | |
| **Proposed Use of Funds** | | | | | | | | | | | | | |
| (xix) Proposed Use:  *Please explain briefly* |  | | | | | | | | | | | | |
| (xx) Budget Detail:  *Provide a budget for the use of the Challenge funds. Provide an estimate for each identified item.*  *Be as specific as possible on items over US$1,000.* | *Budget Item* | | | | | | *Budget Estimate* | | | | | | |
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| (xxi) Budget Justification  A detailed budget justification is to be included. A narrative describing why the proposed equipment is appropriate in size and scope for this plan. This is to show why each budget item proposed is required and why each budget item is needed at that level.  *NOTE: Three quotes are to be included for all items over US$3,000. Contact information for the quotations is to be included. Quotations should provide specifications of items being proposed. During the due diligence phase, all costs for budget items over US$3,000 will be verified.* | *Budget Item* | | | | | | | *Justification* | | | | | |
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|  | *Add more rows to sections (xx) and (xxi) if necessary.* | | | | | | | | | | | | |

Attachments:

1. Nationality verification documents of owners and managers (passports)
2. Proof of registration (registration document)
3. Referral letters
4. Technical system design & single line diagram
5. Financial projections
6. Prior audited financial statements for the past 2 years (where available)
7. CV of Key Management & Technical Personnel
8. 3 quotations for items over US$3,000 (contact information for each quotation included)