



USAID



**ANNUAL PROGRAM STATEMENT
CONCEPT NOTE- B4R SIF PARTNER PRE-SELECTION**

THE CONCEPT IDEA is a brief outline of the project/activity/initiative you have in mind. A simple version of it will include an introduction, a background, proposed objectives and results and a budget overview. Ideally, it should not be more than 5 pages excluding any attachments to this Concept note.

Ia	Organization Particulars				
	Company Name				
	Ownership/Type of Entity				
	Year of Incorporation		Physical Location / Address		
Ib	Legal Status				
	Year and Place of registration (Attach registration Certificate)		Company Registration Number		Valid Trading License Number

Ic. Management team: *(Brief on Key senior management team) – list names and roles*

Id.Organizational Capacity and Experience – *explain what your systems are, capacities (e.g. finance, operation, marketing) and track record, short description: (1-2 paragraphs) of the organization and its main activities (history of operation, milestones)*

2.a Project Title: *Have a title that captures intent, targets (age and number), and the partnership pursued.*

2.b Background/context *State the business/market opportunity and what it tries to address. When stating the opportunity be as specific as possible by providing quantitative information.*

2.c Objectives of the initiative *Keep these to no more than 3 objectives. Make sure that the objectives clearly state their linkage to the issue at hand.*

3. Location :*(describe specifying areas where business is conducted, communities, sub counties, etc.), esp. as related to a conservancy or CFR*

4.Product / Service Description / Target Market – *including your competitive strengths, advantages, and plans for growth*

5.Target Beneficiaries and Social Inclusion Impact (Gender, youth, and community inclusion) *including the involvement of the youth, women, and indigenous groups. Be as specific as possible, try to breakdown the target numbers according to gender and age group.*

6. Biodiversity Conservation Impact.

- a. How does your business benefit or positively impact nature in your area?
- b. How can your business positively contribute to conservation management (e.g. conservancies, forests, buffer zones and other natural resources)?
- c. How green are your operations (e.g. energy, waste, water use)?

7. Economic Impact on Local Livelihoods- *How will the project create economic incentives for conservation and improve local livelihoods?*

8. Innovation – *do you apply best practices? Are you certified? Do you develop new products/services, and/or use innovative partnerships? What is unique/different/peculiar about this initiative?*

9. What are the main activities? *Remember to link the main activities for each expected result.*

10. Implementation Plan – *how will the field operations work and phases of the project. Summary of (activities, processes, strategies) with approx timetable*

11. What are the expected results? *Remember to link the expected results to the objectives.*

12. Post activity (Sustainability Plan) *how future activities and investments will continue and scale to achieve the desired impact and profitability. What follow-up actions do you think you and other actors have to take-on to ensure continuity .*

13. Summary of the Financials

	Annual Revenue	UGX		
	Total Project Cost	UGX	Proposed Project Period	
	Award Amount Requested	UGX		
	Applicant matching funds (At least 1:1 cash, in-kind or both)	UGX		
	Use of Funds (e.g., capital expenditures, field extension, marketing, Training , other)			