

ANNEX A – CONCEPT PAPER FORM

Please use the following format to submit your concept paper.

Concept papers shall be submitted in English and may **not be more than five (5) pages** (Times New Roman 12 pt. font.) The Concept paper must be signed by a senior representative authorized to make commitments on behalf of the Applicant.

This concept paper is in response to APS-KCDMSD-2018-001.

A. Applicant Information

1. Name of Organization	
2. Type of Business (Sole proprietor, partnership, limited company, cooperative, small or micro-enterprise)	
3. Address	
4. County & Sub-county	
5. Telephone and email	
6. Key contact person(s) and title	
7. Length of proposed Investment (in months)	
8. Cost share funds	
9. Total funds requested from KCDMSD	
10. Total cost of Investment	

B. Background: Briefly describe your business. Be sure to answer:

- What is your organization's vision and objectives?
- What is your current business model?
- What is the size of your business (approximate annual sales)?
- How long has your business been in operation?
- Who are your customers (currently)? Who are your suppliers?
- If this is a new business venture, please explain briefly about the origin of the business idea and any prior business experience of the lead business proponents.

C. Investment Idea: Briefly describe your idea for investment collaboration with the KCDMSD activity.

- What is your business's idea for growth or innovation? What is the goal? How would this change your business?
- What market need would this idea meet? What is the anticipated competition in this market?
- What required changes would your business need to make in order to do this?
- Why has your firm been unable to accomplish this independently?
- What are the associated risks?
- What is the scale of the activity? (e.g. geographic, expected growth in business volume, customers, etc.)

- What is the expected timeframe for the collaboration?
- If the proposed idea will scale up an existing activity or approach, please provide results and learning from previous work

D. Expected Results: Demonstrate return on investment (expected profit as a result of your investment) within 3 years, including a plan for how the business will sustain the activity in the absence of USAID support. How will your investment benefit other players in the value chain?

E. Previous Donor support/Investment: Has your organization had any previous support or investment from a donor organization? If so, please provide information as per the table below:

Name of Donor	Contact Address	Period/duration	Amount	Activities covered

F. Cost share: Applicants must provide a clear plan of the resources they propose to contribute to the collaboration and demonstrate to the maximum extent possible that the cost share is realistic. They must:

- Express the total value as a percentage of the overall budget.
- Explain how cost share was estimated, listing the proposed sources, activities and the total amount.

G. Budget Estimate (KES): Please provide an estimated total budget for the concept. This can be a rough estimate which is expected to be revised at the full application stage.

Total Activity Cost	Anticipated Firm Contribution (cost share)

Please provide an estimated rough breakdown of the investment costs, indicating which expenses the business will cover, and what support is requested from KCDMSD using the table below.

Type of expenditure	Total expected investment	Requested support from KCDMSD	Cost share from business
TOTAL ESTIMATED AMOUNT			

By affixing my signature below, I certify that to the best of my knowledge, the information provided in this application is accurate and correct:

Submitted by: (name): _____

(title): _____

Signature: _____ Date: _____