



**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.

<b>Ia Organization Particulars</b>					
Company Name					
Ownership/Type of Entity					
Year of Incorporation		Physical Location / Address			
<b>Ib Legal Status</b>					
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 paragraph) 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. 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, other)		