**Export Competitiveness Fund (ECF) Concept Note Template**

**Section 1: Overview**

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| --- | --- | --- |
| 1. Name of Organization: |  | |
| 1. Contact Person: | Name: | Telephone: |
| Title: | Email: |
| 1. Address: |  | |
| 1. Registration Type |  | RRA TIN Number: |
| Date of Registration: |
| 1. Project Title: |  | |
| 1. Category of Support | Technical Assistance  Transaction Advisory/  Investment Readiness  Analysis and Market Research  Technology Innovation  Other (please specify) | |
| 1. Type of Organization (check all that apply) | Large Buyer  Processor  Trader  Exporter  Marketing Cooperative  Equipment Dealer  Agrodealer  Transaction Advisory  Financial Services Provider  Business Services Provider  ICT Company  Other (explain)  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | |
| 1. Export Products   (check all that apply) | Coffee  Tea  Horticulture  Animal Products  Essential Oils  Other (explain) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | |
| 1. Geographic Zone (check all that you are operating in/sourcing from or selling to) | Bugesera  Burera  Gakenke  Gatsibo  Karongi  Kayonza  Ngoma  Ngororeo  Nyamagabe  Nyamasheke Nyabihu  Rubavu  Rutsiro | |
| 1. Stage of Business | Number of Years Registered: | |
| 1. Estimated Budget | Total Project Cost (USD): | |
| Investment Requested (USD): | |
| Applicant Leverage Amount (USD): | |
| 1. Period of Performance | Number of Months: | |
| Anticipated Start Date: | |
| Anticipated End Date: | |

**Section 2: Technical Approach (limit 2.5 pages)**

*(Instructions have been provided in italics. They do not count toward page limits and you may choose to delete them)*

1. Background *(Provide a brief background of your organization, current operations in terms of scale (i.e. value and volume of export products, buyers, investments made, jobs created), business model, plans for growth, challenges and market constraints; limit ¼ page)*
2. Project or Investment Objectives *(These objectives should be clearly formulated, oriented towards an impact (i.e., improve or expand exports and/or service offerings), be specific, measurable, realistic, and have a time limit; limit ½ page)*
3. Activities and Investments: *(Provide a list of the activities and investments necessary to achieve the desired results, limit, include any large equipment to be purchased that is over $500 USD; ½ page)*
4. Impact *(Describe direct benefits to the applicant if funding is awarded, and what additional benefits will be created for other market actors (e.g., number of farmers benefiting, number of jobs created, value of new investment; limit ¼ page)*
5. Leverage *(Describe proposed co-investment from the applicant and the source of that co-investment; limit ¼ page)*
6. Targeted Beneficiaries & Social Inclusion (gender, youth and persons with disabilities) (*Indicate who will benefit from successful implementation of activities or investments and why; and state how your program will incorporate social inclusion, limit ¼ page)*
7. Sustainability and Scale *(Describe how future activities and investments will continue and scale after USAID funding has ended; applicants are encouraged to demonstrate how their activities and investments are catalytic, market driven, demonstrate local ownership, attract additional private sector investment, and commitment and can achieve scale in the long term, limit ½ page)*

I, the undersigned (Mr./Mrs./Ms. Chairman/President/Representative) of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, that is requesting financial assistance from the Feed the Future Rwanda Kungahara Wagura Amasoko’s Export Competitiveness Fund for the implementation of the proposed activity, certify that all information within the application file is exact and correct.

Signature:

Date: