***Instructions***

*Please delete all instructions, red text, and text boxes before submitting an application.*

*A complete Application submission includes the following:*

*Attachment 1: Application Form (submitted in Microsoft Word or PDF)*

*Attachment 2: Budget (Submitted in Microsoft Excel)*

*Attachment 3: Cost Narrative (Submitted in Microsoft Word)*

*All documents must be submitted via the online grants platform found at* <https://www.mspgrants.com/southernafrica2>. *All applications are due no later than* ***8:00pm EST March 25, 2022***

*Instructions for the written application submission*

*Format – Technical Application (Attachment 1) must be prepared in English in Microsoft Word using the template provided below.*

*Font - Applications must use font type Times New Roman with font size 11 only.*

*Length – Technical Applications (Attachment 1) must not exceed 7 pages.*

*All pages in Attachment 1 must keep the RFA number marking (RFA-SAR-002) in the footer. Please do not delete the footer.*

# Attachment 1: Technical Application Form

**STATEMENT OF LIABILITY (Does not count toward page limit)**

I, the undersigned, being the person responsible in the applicant organization for this project, certify that the information given in this application is true and accurate.

|  |  |
| --- | --- |
| Name and surname: |  |
| Position: |  |
| Signature: |  |
| Date and Place: |  |

**SECTION I: SUMMARY INFORMATION**

Southern Africa Agricultural Trade & Investment Activity

RFA-SAR-002

|  |  |
| --- | --- |
| Name of organization |  |
| Address of organization |  |
| Amount of investment requested from MSP | $ |
| Amount of investment contributed by applicant | $ |
| Point of contact name and position |  |
| Point of contact phone number |  |
| Point of contact email(s)  *\*Please include email address(es) that are regularly accessed the email accounts listed will be used to contact for communications related to award and clarification* |  |
| Headquarters location |  |
| Countries of registration (if different than headquarters location) |  |
| Location of proposed activities (country, province/municipality, city/village(s) if applicable) |  |
| Summary of activities proposed (3-5 sentences) |  |
| Is the concept you are proposing (select one):   1. a new business activity 2. an expansion of an existing business activity to a new geographic area, market channel, or customer segment |  |
| Please provide information on any financial or other support from donors or donor projects currently or in the past 3 years. For each donor support activity, please provide the following information: 1) donor name, 2) support type (technical assistance/training, grant, etc.), 3) timeline, 4) value of funding (if grant) |  |

**SECTION II – DESCRIPTION OF TECHNICAL APPROACH**

**Introduction:**

*This section should be used to provide brief background information on your company. It will not be scored in the technical evaluation.*

Describe your firm(s) current operations and product or service offerings:

* What is your current core business model? What are your primary products or services? Who are your target customers? Where do you operate?
* How many years has your company been in operation?
* What are your main sources of financing?

**Description of the proposed activity and partnership:**

1. **Proposed Business Concept:** [Describe the new or expanded business concept that is feasible, viable and innovative and provides a market-based solution to an identified business challenge aligned with core business goals. Business concepts include a supply chain or marketing model, a product or service offering, etc. Responses to this section should fully answer the following questions:
   1. Clearly describe the viable, feasible and innovative business concept. Specify if this a greenfield operation (new) or an expansion of an established model, product or service offering into new and underserved geographic or customer markets.
   2. Briefly describe the current market for the proposed concept. Explain any market analysis done to date assessing market context (e.g., demand analysis, pricing studies, customer insight surveys, etc.) and any evidence that supports your proof of concept.
   3. Do you have experience introducing new models/products/services to market, and/or working with these target supplier/end market demographics? Do you have the management or technical expertise on staff to do this successfully?
   4. What is the specific challenge to your business and/or the broader industry that this concept addresses? Preference will be given to concepts that have the potential to impact / contribute to addressing industry-wide challenges (e.g. a product that reduces costs or risks for many firms; a processing innovation that increases the industry’s competitiveness in regional/global markets).
   5. How does the proposed concept differ from your current business strategy, strengthen or build on existing practices or assets?
   6. What are the proposed business targets you expect to achieve during the life of this partnership from this proposed concept? (e.g. the value and volume of increased sales from the new product or service)?]
2. **Development Impact (Result)**: [The specific measurable, and significant impact on MSP USAID target populations (e.g. smallholders suppliers, bottom of the pyramid (BOP) consumers, small and growing businesses) and contribution to industry-wide concerns/growth the applicant seeks to directly achieve through the proposed partnership—aligned with the objectives of the Southern Africa Agricultural Trade & Investment Activity Facility.[[1]](#footnote-2) Responses to this section should fully answer the following questions:
   1. Which groups from the defined target population will you engage in this proposed concept (e.g. smallholder farmers as suppliers, women and/or youth suppliers)? Preference is given to concepts that engage women as suppliers, customers or employers and offer meaningful economic or social benefit.
   2. How many people from the defined target population will benefit from the proposed concept? How will they benefit (e.g., increased sales volume, higher market prices, reduced input costs, expanded market access, better wages or benefits, reduced vulnerability to supply chain or weather risks, etc.)? What is the estimated quantified benefit to each individual engaged?
   3. Do you currently engage with these populations? If yes, how are the populations currently engaged and what portion of your overall base do they make up? What is your engagement strategy for this concept?
   4. How will this concept specifically benefit women as suppliers, customers, or employees? Roughly what percentage of those benefiting do you expect to be women?
   5. What are the broader impacts from this concept that could benefit other market actors (e.g. firms in your market or associated markets, industry groups) beyond your immediate suppliers/consumers? How can you contribute to this during this partnership?]
3. **Sustainability**: [Explain the strategy for the business concept to successfully continue without additional donor assistance beyond the life of the MSP partnership. Responses to this section should fully answer the following questions:
   1. What are your estimated financial needs to sustain the proposed concept at the conclusion of MSP's support, and what is your plan for attracting investment or accessing commercial financing after MSP's support? How will the MSP partnership position your firm to attract debt financing or equity investment?
   2. When is the break-even point at which you will begin seeing a positive return on investment (without donor support)?]
4. **Scale: [**Describe the potential pathway to scale—when the investment or approach will expand or scale, and by how much. Responses to this section should fully answer the following questions:
   1. Please describe how you anticipate expanding or scaling this activity to higher volumes, other markets, and/or product lines after the partnership ends. What is the timeline?
   2. How does your proposed concept help you determine if this will make good business sense to do this?
   3. If you succeed, how will this influence the number of people or firms in MSP’s target population groups that you engage? Please provide 5-year estimates on the number of people from the target population engaged, and any increased benefits to them.
   4. What are the challenges you see in scaling the proposed concept (e.g. adapting distribution model, size of market demand, actions others would need to take)? What are your plans to mitigate those challenges?
   5. Over a 5-year period, what are the long-term estimated business targets from this proposed concept (e.g. increased sales and profit generated from the new product or service)? Please provide 5-year projections of volume of sales, revenue, and net profit using the table below.]

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |
| Revenue (total in USD) |  |  |  |  |  |
| Sales (volume of product) |  |  |  |  |  |
| Net Profit |  |  |  |  |  |

1. **Funding Justification**: [Describe the justification for why you cannot execute the proposed concept on your own, without MSP’s participation. Responses to this section should fully answer the following questions:
   1. Why is MSP support needed and why is traditional debt financing or investment not a viable option?
   2. What are the specific risks that are mitigated through MSP’s engagement?
   3. What key resources will your company invest in as part of this partnership? What resources are you requesting MSP to invest? Why are these resources (e.g., equipment, inventory planning or traceability systems, marketing and distribution efforts) essential to achieving the concept goals?
   4. What kind of support do you need from MSP, or from USAID more broadly, other than grant funding (e.g. introductions to other market actors, including government; convening with other key actors; developing peer networks; facilitating public-private dialogue)?]

1. Objectives of the RFA include: 1) Increase agricultural trade from regional countries to South Africa; 2) Increase agricultural investment from South Africa to the region; and, 3) Increase agricultural exports from southern African countries to the United States through the African Growth and Opportunity Act (AGOA). [↑](#footnote-ref-2)