# **ATTACHMENT 1: CONCEPT PAPER TEMPLATE**

***Instructions***

*Please delete all instructions and text box before submitting concept paper*

*A complete Concept Paper submission includes Attachments 1 and 2 and both documents must be submitted via the online grants platform found at* [*www.mspgrants.com*](http://www.mspgrants.com)*/southernafrica. Attachment 1 must be submitted in Word format and Attachment 2 in Excel. All Concept Paper submissions are due no later than 8:00pm SAST March 31, 2021.*

*Instructions for the written Concept Paper submission*

* *Format – Concept note (attachment 1) must be prepared in English in Microsoft Word using the template provided below.*
* *Font and paper size - Concept papers must use font type Times New Roman with font size 11 only. Paper size must be A4.*
* *Length – Concept note (attachment 1) must not exceed 7 pages and must follow the page limits stated below for each section.*
* *All pages in Attachment 1 must keep the APS number marking (APS-SAR-001) in the heading. Please do not delete the heading.*

**SECTION I: SUMMARY INFORMATION (1 page)**

Southern Africa Agricultural Trade & Investment Activity

APS-SAR-001

[Name and address of company / organization]

[Type of entity (select the same option used when registering online)]

[Amount of investment requested from MSP $\_\_\_\_\_\_\_\_\_]

[Amount of investment contributed by Partner $ ]

[Contact point (lead contact name and position, telephone number(s), e-mail)]

[Headquarters’ location and countries of registration (Angola, Botswana, Eswatini, Lesotho, Madagascar, Malawi, Mozambique, Namibia, South Africa, and/or Zambia).]

[Electronic signature of authorized representative of the applicant]

[Type of eligible activity being proposed (input distribution, supply chain management, business services, and/or other support services, as defined in the APS). 3-5 sentences only.]

**SECTION II – DESCRIPTION OF CONCEPT AND TECHNICAL APPROACH (5 pages)**

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

**A. The Idea:** [Describe the challenge the applicant seeks to address, the proposed partnership focal area or areas (as described on page 1 of the APS), the novel idea and innovative business model to increase the value and quality of products traded in the region or to the United States and lead to higher incomes for producers. Explain what the applicant proposes to fund, what they are requesting MSP to fund, and how it is outside of business as usual or normal operating expenditures.]

**B. The Objective**: [Describe the expected outcome and alignment with one or more of the three objectives stated on page one of the APS]

**C. The Value of the Partnership**: [Explain how the proposed concept is a departure from regular business operations and how the MSP grant will be used to reduce risks that are stopping the businesses from trying the novel idea and innovative business model on their own.]

**D. The Future of the Business: [**Describe how the ​proposed novel idea and innovative business model can be ​sustained and expanded​ ​beyond the life of the partnership. Explain how the proposed partnership will attract additional private sector investment, if relevant.]

**E. The Business and Community Impact**: [Describe how this novel idea and innovative business model will create positive change in the industry, what the benefits to the applicants will be, and what additional benefits will be created for farmers/producers. Estimate how many farmers/producers will benefit, by how much, and any available demographic information for those farmers/producers (e.g., men, women, youth, etc.)]

**SECTION III - SUPPORTING INFORMATION (1 page):**

1. Proposed total estimated investment:

|  |  |
| --- | --- |
| **Investment from Applicant:** | US$ |
| **Investment requested from MSP:** | US$ |
| **Investment from Third Party (if any)** | US$ |
| **Total:** | US$ |

1. Proposed duration of the activity (must be completed by June 29, 2023) and a project timeline with key activity dates: