**ANNEX 1: SUBMISSION FORMAT**

**Project Description**

# BASIC INFORMATION

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| --- | --- |
| Applicant’s legal name  |  |
| Type of Entity / Legal Status  |  |
| Start of Operations in Country of Operations (Proposed) |  |
| Address in Country of Operations (Proposed) |  |
| Head office address (if different from above): |  |
| Other countries where the company operates |  |

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| --- | --- | --- |
| Key Personnel: | Legal Representative | Lead of proposed project  |
| Title: |  |  |
| First Name, Last Name: |  |  |
| Email: |  |  |
| Tel: |  |  |

|  |  |
| --- | --- |
| Applicant Website and/or Social media URLs |  |

# ABOUT THE CORE BUSINESS

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|  What is your core business? (Max 2 pages) |
| What is your mission, vision and values?What is your capability, and track record? What are your key services and products? What is your business model? What are your main revenue drivers? Which regions do you serve?  |
| Who are your current customers? (Max half a page) |
| How many customers/users do you have? How would you describe your core customer base? Can you segment them by gender, age group, income level? If B2B, what type of businesses are your main customers?Would any of your customers be in the low-to-moderate income bracket? What percentage could that be?  |
| What is your value proposition? (Max half a page) |
| Describe the uniqueness of your value proposition.What pain points do you solve for your customer? Why would your customer choose your product over another?  |
| What is your track record?  |
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| --- | --- | --- | --- | --- |
| # | Main indicators  | Cumulative as of August 2019 or indicate date | Cumulative as of Dec 2018 | Cumulative as of Dec 2017 |
| 1 | # of end-user  |  |  |  |
| 2 | # of customers [define your customer] |  |  |  |
| 3 | # of agents, if applicable |   |  |  |
| 4 | # of merchants, if applicable |  |  |  |
| 5 | # of branches, if applicable |   |  |  |
| 6 | Annual Revenues (RM) |  |  |  |
| 7 | # of full-time staff |  |  |  |
|  |  |  |  |  |
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# PROPOSED BUSINESS IDEA [[1]](#footnote-1)

## Overview

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| **Project Title/ Solution Name** |  |
| **Brief description of the project**  |  |
| **Stage of business idea** | [What stage is your business idea at: market research, MVP or In-market validation, ready for deployment , ready to scale-up] |
| **What type of digital product/service?**  | e.g. e-wallet, remittance, insurance, loan, micro-business lending, P2P financial literacy tool, data analytics tool … [describe what it is] |
| **What component of financial health does your solution have an impact on?[[2]](#footnote-2)** | *Choose which ones and explain why.* * ***Spend?*** *An individual’s ability to successfully manage their cash flow and spend less than their income directly affects their ability to build savings and be resilient in the face of unexpected events.*
* ***Save?*** *Having sufficient liquid savings is important for coping with an unexpected expense, like a car repair, or a sudden drop in income, like losing a family member or getting laid off from a job*
* ***Borrow?*** *Having a manageable debt load suggests that individuals will not be consumed by late fees or become over-indebted which may lead to further financial difficulties, including bankruptcy*
* ***Plan?*** *Having appropriate insurance allows individuals to be resilient in the face of unexpected expenses, such as the death of a loved one or a medical emergency. Planning ahead for expenses indicates that an individual is future-oriented and interested in improving their financial situation.*
 |
| **What SDG does your project have an impact on?** | [*UN Sustainable Development Goals (SDGs)*](https://www.un.org/sustainabledevelopment/sustainable-development-goals/) |

## The Customer and solution

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| **Target segment:** UNCDF is interested in smallholder farmers, women, youth, migrants, informal and formal workers, micro enterprises and other vulnerable segments in the low and moderate income groups. **(Max one page)** |
| Which segment are you targeting? Give us a rough idea by gender, age group? Is this a new segment that you are targeting, or are they already your customer base? Why are you targeting this segment(s)? What is the problem, pain point that you are trying to solve for the target segment?Have you done any research on this segment? What do you know from your on-going engagement with them? Share your findings/insights here. How will your solution address the customers’ pain point? How does the solution work? Describe a typical transaction / customer journey between your solution and the user. |
| What is the total addressable market? What is the total reachable market? (Max half a page) |
| Total addressable market: how big is the largest possible market?Total reachable market: what proportion of that market can you serve? Beyond the initial collaboration with UNCDF.   |
| Geographical scope: Can be nationwide, with a focus on under-served segments in the low-to-moderate income bracket; weighted points for projects that have a goal and clear strategy to go outside their core customer base and area of operation, especially to peri-urban and rural areas. (Max half a page) |
| Which areas will you focus on, and why? How do you see the geographical scope expanding during the project?  |

## Sales and marketing

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| **What is your marketing and distribution strategy? (Max one page)** |
| How will you promote and advertise the proposed product?How will you reach the last mile? Will you go directly or through third party partnerships? Will you differentiate your strategy compared to your core customer base? If so, how? |
| **How much do users have to pay for it, and for what? How will the customers pay for the product/service? (Max one page)**  |
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## Partnerships / Consortium Members

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| **Do you have any partners that you are/would like to work closely with in this project? e.g. companies from other industries, NGO, government, etc.** |
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| Partner  | Role and responsibilities in the implementation of the business idea | Has this partnership beenformalized? What type of agreement is in place? |
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|  Targets Outline the targets that the proposed product/business idea will aim to reach. Explain the logic behind the proposed figures above and the assumptions you made. |
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| --- | --- | --- | --- | --- | --- |
| # | Key Performance Indicators | Definition | Baseline  | Mid of the project (add period)  | End of the project (add period) |
| 1. | # of end-users or end-users impacted  |  | If product is in the market |  |  |
| 2. | Total value of transaction (RM) |  | If product is in the market |  |  |

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| Financial viability |
| Provide revenue and expenditure cost projections for the proposed project. Please provide assumptions. You can present scenarios.  |

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| Project milestones Detail out the project’s activities, sequencing, time frame and milestones that will be achieved for the duration of the grant |
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| --- | --- | --- |
| Project milestones | Key activities | Timeline |
| *Milestone 1….describe phase* |  | *Quarter XX, 2019 , 2020, 2021* |
| *Milestone 2….* |  |  |
| *Milestone 3….* |  |  |
| *Milestone 4….* |  |  |
| *Milestone 5….* |  |  |

Add as needed |

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| Budget Summary |
| Please use the Excel spreadsheet provided in Annex 1 – Submission form. The budget should include all costs of the project kind and in-kind. |

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| Project Management |
| **Project team members**  |
| Team Lead: Name, Position, Contacts, Experience/Skills |
| Team Member: Name, Position, Contacts, Experience/Skills |
| Team Member: Name, Position, Contacts, Experience/Skills |
| **Describe how the project will be managed and the involvement of senior management in the implementation. (Max half page)** |
|  |
| **Do you have track record in launching similar initiatives? If so, please describe what it was. (Max half a page)** |
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| What areas do you need UNCDF support on? What areas can UNCDF complement your team’s expertise? (e.g. agent management, customer research, data analysis, impact measurement, etc.)UNCDF can provide advisory services through a dedicated digital financial services expert, and other experts that can add value to the partner’s project team. UNCDF can also curate and manage corporate innovation challenges through FinLab, to crowdsource solutions to specific problem statements defined with the partner. Ideas can be crowdsourced either within the partner organization, or from the market. (Max half a page) |
|  |

**-End-**

1. This section is to describe the proposed idea; not for your core business [↑](#footnote-ref-1)
2. Financial health: Financial health matters because what people do in terms of savings, spending, borrowing, and planning affects their ability to build resilience and pursue opportunities. When speaking about financial health, UNCDF refers to the conceptual framework developed by the Center for Financial Services Innovation. For more information [visit link.](https://s3.amazonaws.com/cfsi-innovation-files-2018/wp-content/uploads/2016/05/09212818/Consumer-FinHealth-Metrics-FINAL_May.pdf) [↑](#footnote-ref-2)