# APPLICANT INFORMATION

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| Your Organization | |
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| **Name of your Organization (legal name)** |  |
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| **Your name and surname** |  |
|  |  |
| **Your e-mail** |  |
|  |  |
| **Your Phone number** |  |
|  |  |
| **Your role in your organization** |  |
|  |  |
| **Are you the legal representative?** | Yes  No |
|  |  |
| **if No, Provide name and surname of the legal representative** |  |
|  |  |
| **email of the legal representative** |  |
|  |  |
| **Phone number of the legal representative** |  |

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| **Year of Incorporation of your Organization** |  |
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| **Country of incorporation** |  |
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| **Address of the registered office of your organization** |  |
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| **Address of the Operational headquarters (if different from the Registered office** |  |
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| **Type of Entity / Legal Status in Uganda** |  |
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| **Website URL** |  |
|  |  |
| **Social Media URL (Facebook)** |  |
| **LinkedIn** |  |
| **YouTube** |  |
| **Instagram** |  |
| **Other** |  |
|  |  |
| **Number of employees** |  |
| **Percentage of female employees** |  |

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| Tell us more about your organization |

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| **Tell us more about your company? (Max 1 pages)** |
| What is your mission, vision and values?  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, refugees/host community?  Would any of your customers be in the low- income bracket? What percentage could that be? |
| **What is your track record?** |
| |  |  |  |  |  | | --- | --- | --- | --- | --- | | # | Main indicators | Q1 2020 | Dec, 2019 | Dec, 2018 | | 1 | # of registered users |  |  |  | | 1.a | # of female registered users |  |  |  | | 2 | # of active users |  |  |  | | 2.a | # of female active users |  |  |  | |  |  |  |  |  | |  |  |  |  |  | |

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| Tell us more about your proposed solution |

## Overview

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| **This Request for Application is looking for solution that can answer to three key areas of intervention. Please select one of the 2 areas of intervention, your solution falls under.** | | *Solutions that leverage drone technology to address community livelihoods and service*  *delivery challenges.*  *Area 2: Innovative e-learning solutions for delivering curricula to students.* | |
| **Project Title/ Solution Name** | |  | |
| **Brief description of your solution** | |  | |
| **Which of the following SDGs, are you answering to? You can select up to two SDGs.** [UN Sustainable Development Goals (SDGs)](https://www.un.org/sustainabledevelopment/sustainable-development-goals/) | | *GOAL 1: No Poverty*  *GOAL 2: Zero Hunger*  *GOAL 3: Good Health and Well-being*  *GOAL 4: Quality Education*  *GOAL 5: Gender Equality*  *GOAL 6: Clean Water and Sanitation*  *GOAL 7: Affordable and Clean Energy*  *GOAL 8: Decent Work and Economic Growth*  *GOAL 9: Industry, Innovation and Infrastructure*  *GOAL 10: Reduced Inequality*  *GOAL 11: Sustainable Cities and Communities*  *GOAL 12: Responsible Consumption and Production*  *GOAL 13: Climate Action*  *GOAL 14: Life Below Water*  *GOAL 15: Life on Land*  *GOAL 16: Peace and Justice Strong Institutions*  *GOAL 17: Partnerships to achieve the Goal* | |
| **Status of your solution** |  | | The solution t is not available: still an idea/concept, or still in development phase |
|  | | Final testing stage, ready to be launched in next 3 months. |
|  | | Pre-launch. Some modules are available/has MVP |
|  | | Recently launched |
|  | | Already live > 6 months, went through multiple iterations |
|  | | Product has already been in market for 2-3 years. |

## Business Model Canvas

Please complete the Business Model Canvas. When filling in the template. Please refer the guidance note provided within the table below.

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| **Solution:** | | | | **Problem/Market Need:** | | |
| **Key Partners**  Who are our Key Partners? Who are our key suppliers?  Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?  motivations for partnerships: Optimization and economy Reduction of risk and uncertainty  Acquisition of particular resources and activities | * **Key Activities**   What Key Activities do our Value Propositions require?  What key activities Our Distribution Channels required ?  What key activities our Customer Relationships require | **Value Proposition**   * What value do we deliver to the customer? Which one of our customer’s problems are we helping to solve? * What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying? | | | **Customer Relationships**  What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established?  How are they integrated with the rest of our business model? How costly are they? | Customer SegmentsFor whom are we creating value? Who are our most important customers?  Mass Market Niche Market Segmented Diversified |
| **Key Resources** | **Channels**   * Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? * How are we integrating them with customer routines?How do we deliver a Value Proposition to customers? |
| **Cost Structure**  **What are the most important costs inherent in our business model?**  **Which Key Resources are most expensive?**  **Which Key Activities are most expensive?**  **Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing)** | | | **Revenue Streams**   * For what value are our customers really willing to pay? For what do they currently pay? * How are they currently paying? How would they prefer to pay? * How much does each Revenue Stream contribute to overall revenues? Value Driven ( focused on value creation, premium value proposition) | | | |

## 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.** |
| |  |  |  | | --- | --- | --- | | Partner | Role and responsibilities in the implementation of the business idea | Has this partnership been  formalized? What type of agreement is in place? | |  |  |  | |  |  |  | |  |  |  | |

## Target market

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| **Describe quantitatively and qualitatively the social needs that the project intends to answer to. Describes your target segment (Max half page)** |
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| **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: Which areas (Kiryandongo, West Nile, Acholi and Lango) will you focus on, and why? How do you see the geographical scope expanding during the project? (Max half a page)** |
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## Project Implementation and solution piloting

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| **Provide a description of the project that allows UNCDF to understand in a concise way the objective, main activities, characteristics of the product / service, key elements. (max. half a page)** |
|  |
| **Describe the technological solution used and provide more details on the status of development(max. half a page)** |
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| **Explain how your solution can be matched to the country’s post-COVID-19 strategy – if any – and how the solution can be matched with local level partnerships. (max. half a page)** |
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## Monitoring and results

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| **Select the indicators applicable to your solution and provide an overview of at least three key performance indicators and targets for the upcoming three years. Make sure to include gender-disaggregated projections.** |
| |  |  |  |  | | --- | --- | --- | --- | |  | **Dec. 2020** | **Dec 2021** | **Dec 2022** | | **Type / number of use cases (services) rolled out** |  |  |  | | **Number of beneficiaries / customers reached** |  |  |  | | **Number of female beneficiaries / customers reached** |  |  |  | | **Number of users trained on the new solution** |  |  |  | | **Number of female users trained on the new solution** |  |  |  | | **Number of schools using the e-learning solution** |  |  |  | | **Number of students using the e-learning solution** |  |  |  | | **Number of female students using the e-learning solution** |  |  |  | | **Number of teachers using the e-learning solution** |  |  |  | | **Number of female teachers using the e-learning solution** |  |  |  |   Explain the logic behind the proposed figures above and the assumptions you made |

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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** |
| |  |  |  | | --- | --- | --- | | 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 |

## Budget

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| **Budget Summary** |
| Please use the Excel spreadsheet provided in Annex 3 – Submission form. The budget should include all costs of the project |

## Project team

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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)** |
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## Technical support from UNCDF

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| **Would you need any type of technical support or mentorship services. You can choose one options out of the proposed services.** |
| Technical assistance to help design the piloting, deployment and scaling of digital solutions for maximum impact. Technical assistance is provided by digital experts who are experienced in product design, business model development and go-to-market strategies in some of the most challenging markets in Africa and Asia.  Providing human centered design (HCD) insights based on customer profiles that can be incorporated into products and services to amplify impact. UNCDF helps partners to analyze and make sense of their customer data, identify and understand relevant use cases, and design products and services that leverage HCD principles and behavioral science.  Facilitating strategic partnerships with stakeholders, including public, private and development sector partners. |

Thanks for completing this Application.

We have one last question.

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| **How did you find out about this RFA** |  | Facebook |
|  | LinkedIn |
|  | Twitter |
|  | Newspaper/media |
|  | Colleagues/ Friends |
|  | UNCDF website/Newsletter |
|  | Other (please specify) |
|  | Specify |

**Annex IV Sample of the Intellectual Property Clauses Applicants will have to abide by when signing a PBA**

**6.0 COPYRIGHT, PATENTS AND OTHER PROPRIETARY RIGHTS:**

6.1 This is a project of the UNCDF, and as such, UNCDF is custodian of copyright, patents and other proprietary rights on behalf of the project. Except as is otherwise expressly provided in writing in the Agreement, the UNCDF shall be entitled to all intellectual property and other proprietary rights including, but not limited to, patents, copyrights, and trademarks, with regard to products, processes, inventions, ideas, know-how, or documents and other materials which the Recipient Institution has developed for the UNCDF under the Agreement and which bear a direct relation to or are produced or prepared or collected in consequence of, or during the course of, the performance of the Agreement, and the Recipient Institution acknowledges and agrees that such products, documents and other materials constitute works made for the UNCDF. In line with the public good nature of the Technical Assistance, UNCDF will place all the deliverables specified in the public domain with the intent that they can and should be freely and widely used by other parties and the RECIPIENT INSTITUTION shall not be excluded from the ability to use such deliverables on the same basis as other external parties.

6.2 To the extent that any such intellectual property or other proprietary rights consist of any intellectual property or other proprietary rights of the Recipient Institution: (i) that pre-existed the performance by the Recipient Institution of its obligations under the Agreement, or (ii) that the Recipient Institution may develop or acquire, or may have developed or acquired, independently of the performance of its obligations under the Agreement, the UNCDF does not and shall not claim any ownership interest thereto, and the Recipient Institution grants to the UNCDF a perpetual license to use such intellectual property or other proprietary right solely for the purposes of and in accordance with the requirements of the Agreement.

6.3 At the request of the UNCDF; the Recipient Institution shall take all necessary steps, execute all necessary documents and generally assist in securing such proprietary rights and transferring or licensing them to the UNCDF in compliance with the requirements of the applicable law and of the Agreement.

6.4 Subject to the foregoing provisions, all maps, drawings, photographs, mosaics, plans, reports, estimates, recommendations, documents, and all other data compiled by or received by the Recipient Institution under the Agreement shall be the property of the UNCDF, shall be made available for use or inspection by the UNCDF at reasonable times and in reasonable places, shall be treated as confidential, and shall be delivered only to UNCDF authorized officials on completion of work under the Agreement.