**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: |  |  |

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| 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 provinces and 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-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 institution over another? |
| What is your track record? |
| |  |  |  |  |  | | --- | --- | --- | --- | --- | | # | Main indicators | Cumulative as of September 2020 or indicate date | Cumulative as of Dec 2019 | Cumulative as of Dec 2018 | | 1 | # of end-user |  |  |  | | 2 | # of customers [define your customer] |  |  |  | | 3 | # of agents, if applicable |  |  |  | | 4 | # of merchants, if applicable |  |  |  | | 5 | # of Mobile Banking customers, if applicable |  |  |  | | 6 | # of customers enrolled digitally |  |  |  | | 7 | # of branches, if applicable |  |  |  | | 8 | Annual Revenues (RM) |  |  |  | | 9 | # of full-time staff |  |  |  | |

# PROPOSED INNOVATION OR IDEA

## Overview

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| **Project Title/ Solution Name** |  |
| **Brief description of the project** |  |
| **Stage of innovation or idea** | [What stage is your innovation 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, insurance, pensions, loan, micro-business lending, remittances, P2P financial literacy tool, data analytics tool … [describe what it is]. |
| **What is your core area of strength or focus of operations** | *Choose which ones and explain why. Also explain digital interventions in these areas.*   1. **Rural or Community Banking**: This is banking targeted at the low-income segments in Papua New Guinea. This includes delivery of financial products and services to women groups, cooperatives, small holder farmers, Micro Small and Medium Enterprises (MSME’s) and other unserved and underserved segments. 2. **Insurance**: Tailor made insurance products and services suited to farmers in the agri-value chains of cocoa, vanilla and fisheries. This is to help farmers and the people in the community become resilient and be able to withstand shocks in event of the unexpected. 3. **Pensions**: An easy to understand and easy to use pensions product that will resonate well with farmers in the Agri-value chains of cocoa, vanilla and fisheries. Also, a user-friendly digitized process in place for the payment of pensions contributions and for payout to clients as and when needed. 4. **Remittances**: Provision of remittance product and services to people within the community in a manner that is user-friendly to both the sender of the funds and the receiver(beneficiary). |
| **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, micro enterprises and other vulnerable segments in the low-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? |
| Geographical scope: With focus on under-served segments in the low- income bracket; weighted points for projects that have a goal and clear strategy for the East Sepik and Sandaun Provinces of Papua New Guinea (Max half a page). |
| Describe your strategy for work in the named geographical locations. Do you already have a presence in these locations and what is the work has been done so far? |

## 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 and solution?  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/solution? (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.** |
| |  |  |  | | --- | --- | --- | | Partner | Role and responsibilities in the implementation of the innovation or idea | Has this partnership been  formalized? 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. |
| |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | # | 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. |
| |  |  |  | | --- | --- | --- | | Project milestones | Key activities | Timeline | | *Milestone 1…. describe phase* |  | *Quarter XX, 2020, 2021, 2022* | | *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)** |
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| **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. (Max half a page) |
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**-End-**