**Business for Kingdom Impact Contest, 2020**

**Application Form**

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Welcome to Business for Kingdom Impact Contest and congratulations for taking the first step towards being a participant on our Program. This program is annual contest for EvaSUE Associates. It is aimed at helping associates to achieve their vision in the business sector by providing technical advice, professional support startup capital and other related supports.

The contest offers a grand amount of money up to 10,000 USD. Out of this amount 30 percent is free grant and 70 percent will be transferred to the winners on a loan basis at a lower interest rate. The winners also gates mentorship opportunities from senior business leaders.

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As a reminder, we are looking for initiatives that.

* Are **innovative** – organizations/Business that are unearthing fresh new ways to solve social problems.
* Will have**big social impact** – organizations that are already solving pressing problems in our society.
* Are **scalable** – organizations that are legally registered with proven social impact and a stable operation that is looking to grow the business and increase the impact of their innovation in Ethiopia or even globally.
* Are **financially sustainable** – organization that has a proven business model/ have the potential to develop a business model which enables them to be financially sustainable in the long term.
* Can be **system-changing** – social innovations that can solve societal issues in a big way and in the long-term.

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**Section I. About your organization/ company information**

|  |  |
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| **1.1. General Organization/Company information** | |
| Organization Name |  |
| Physical address |  |
| Region |  |
| City |  |
| Sub city/Zone |  |
| Woreda |  |
| House Number |  |
| Email address |  |
| Phone number: |  |
| **1.2. Organization’s platforms:** | |
| Website |  |
| Facebook page |  |
| Twitter/Telegram |  |
| Other |  |
| **1.3. Primary Contact details** | |
| Full Name |  |
| Gender |  |
| Job Title |  |
| Email address |  |
| Office number |  |
| Mobile number |  |
| Is the primary Contact a founder or co-founder of this organization? |  |
| Nationality |  |
| **1.4 Operational details** | |
| Year established |  |
| Number of full time employees |  |
| Number of part time employees |  |
| Number of volunteers |  |
| In what locations are you currently operating? |  |
| **1.5 Registration details and** **Type of organization** | |
| * Private limited company |  |
| * Micro and small enterprise |  |
| * Sole partnership |  |
| * Cooperative |  |
| * NGO with a private limited company arm |  |
| * Region of registration |  |
| * Registration number |  |
| * Others |  |

**Section II. Questions about the problem identified**

**2.1 Please describe the specific social problem in your society that you have identified and will address through your idea. (**Maximum 100 words)

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**2.2 Please provide the most relevant statistics and references that prove this is a problem that needs addressing. List the most significant root causes and consequences of the problem.** *(*Maximum 200 words)

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**Section III. Questions about your innovative solution to the problem**

**3.1 Describe your innovative solution to this problem.****(**Maximum 100 words)

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**3.2 Explain how your idea is different from other approaches to address the stated problem and how it improves upon the best existing alternatives. If alternatives exist, please provide specific examples for comparison.** *(*Maximum 200 words)

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**3.3 Explain how your solution is feasible, within the Ethiopian context. Provide evidence of this through the successes already achieved.** *(*Maximum 200 words)

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**Section IV. Questions about your intended social impact**

**4.1 What is your vision for your enterprise? What are the outcomes you intend to achieve during the course of Business for Kingdom Impact Program (Please include how many direct and if possible indirect beneficiaries you intend to reach.**  **(**Maximum 300 words).

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**4. What (if any) reliable evidence do you have that your product/service leads to the achievement of your intended outcomes? If you have not yet produced such evidence yourself, please explain how your product/service will lead to the desired outcome, drawing on other relevant examples or evidence where possible.** (Maximum 200 words)

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**Section V. Questions about your execution plan**

5.1 **Describe the major activities you would run during the program which would enable you to achieve your intended outcomes, and associated costs. (**200 words)

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5.2 **Describe potential risks and/or harmful unintended consequences and how your project will address them**. (100 words max.)

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**Section VI. Questions about your evaluation/impact measurement**

6.1 **How will you measure the impact you are having, to understand whether or not you are achieving your intended outcomes?.** (100 words max.)

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## Section VII. Questions about your business model

**7.1 Describe your revenue streams and the direct customers of your product/service. What is your value proposition to them?** (200 words max.)

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**7.2 What traction have you gained so far to prove the demand for your product/service?** (150 words max.).

**---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------7.3 What is your projected income and expenditure in one year? Please indicate high level confirmed an estimated revenues and costs.** (200 words max.)

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**Section VIII. Questions about the sustainability and scalability of your initiative**

**8.1 How will you develop, scale or replicate your idea in order to improve the lives of as many beneficiaries as possible in the future? How many beneficiaries do you expect to impact five years from now?** (100 words max.)

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**Section IX. Questions about your** **Team Capacity and Partnerships**

**9.1** **Explain your team’s capacity to execute on the proposed work. Please include any Board/Advisory Board members as team members exist. (**100 words max.)

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**9.2** **Please identify any known needs/expertise to be filled. (If any) (**50 words max.)

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**9.3** **Describe your existing partners, including government, businesses, individuals and other implementing partners (if any). Please also state any confirmed commitments you have, including financial and non-financial commitments.** (100 words max.)

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# **Additional Materials**

If you progress to the next round, you will be asked to provide further documentation to us (including but not limited to the following). Indicate which of the following documents you would be able to provide:

* Audited financial statements for the past 1 year
* Activity plan and associated budget for the duration of the Incubator Program
* Government company registration letter (copy business license)
* References
* CVs or biographies for leadership team
* Pictures and videos

**Good Luck!**

**For further information please contact us 0900791959/0900101010 or**

[**mesti2004@gmail.com**](mailto:mesti2004@gmail.com) **and copy to robel.chemeda@gmail.com**.