

The Development Marketplace for African Diaspora in Europe (D-MADE)
“Promoting Diaspora Investment Projects and Innovative Entrepreneurial Activities in Africa”

STEP-BY-STEP INSTRUCTIONS FOR FILLING OUT THE PROPOSAL FORM

GENERAL NOTES

1. **Proposals must be submitted as an attachment through the D-MADE email address: competition@dmade.org.** For detailed application instructions please visit our website at www.dmade.org. If you are unable to access the website, please send an email to: info@dmade.org. **The D-MADE Team MUST receive your proposal by 4 p.m. Brussels time on November 23rd, 2007.**
2. Please only use the D-MADE applications form in MS WORD as provided. No other form will be accepted.
3. Applications will only be accepted in English or in French. All fields are mandatory.
4. You will **NOT** have an opportunity to change or edit your proposal once you have sent it to the D-MADE team.
5. The proposal form contains 6 sections that cover the following areas:
 - Background Information – general information about the applicant organization submitting the proposal.
 - Basic Project information – basic information about the proposed project title, sector, country of implementation, duration of activities, etc.
 - Partner information – background information about the main partner of the proposed project, duration of partnership, partner responsibilities, etc. Please note that:
 - If the Team Leader is an individual, they must have a partner that is a registered entity (e.g. private business, academic institution, nongovernmental organization, government entity, foundation, or development agency).
 - The partner must be based in the country of implementation, in Sub-Saharan Africa.
 - Proponent Capability Statement – information about the applicant’s and project team’s previous background / expertise /experience related to the intended business.
 - Project Details – implementation information including innovation, outcomes or results, sustainability, and nature of activities.
 - Project Costs – breakdown of activities and equipment costs, overall cost of project, funding requested from the D-MADE and funding committed from other sources.
6. **Please note that the 5-page limit will be strictly enforced.** Any proposal **OVER** the specified limit will **NOT** be considered.

1. BACKGROUND INFORMATION			
Name of Organization	<i>List name of your organization. Do not use acronyms or initials.</i>		
Name (Last, first) of Project Team Leader	<i>List last name (surname) and first name of the person who will be the primary contact with the D-MADE (DM) team.</i>		
Title of Project Team Leader	<i>Identify primary contact’s position or role within the organization.</i>		
Current Nationality	<i>List your current citizenship.</i>	Nationality of Origin	<i>List your citizenship of origin.</i>
Email Address	<i>Provide the most reliable e-mail address available. The D-MADE team will correspond with applicants primarily via e-mail. Failure to provide a valid address may prevent you from receiving</i>	Website	<i>If your organization has an active website, kindly provide the link or address, otherwise leave blank.</i>

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	<i>our messages or notifications.</i>		
Telephone	<i>List most reliable telephone number. Include country code, area code and extensions as necessary.</i>	Fax	<i>List most reliable fax number. Include country code, and area code.</i>
Alternate Telephone	<i>Indicate a secondary telephone # if available, that will only be used if we are unable to reach you via the primary number.</i>	Mobile phone	<i>Provide your mobile phone number. This will be used only if the D-MADE team cannot reach you via the other means provided.</i>
Mailing Address	<i>Provide a mailing address. If possible, use street number and names in place of postal boxes. Include city, postal code, and country as they should appear in any document addressed to your organization.</i>		
City	<i>List city here, even though it appears in your address above.</i>	Country	<i>List country where your organization or office is based.</i>

2. BASIC PROJECT INFORMATION

Project Title	<i>Identify the title of your proposed project. Your title should be an indication of the objective you hope to achieve. Avoid using general titles such as “Sustainable Energy Project.”</i>			
Country of implementation	<i>List the country where this project will be implemented. If it covers more than one country or is global in scope, please write “multi-country.”</i>			
Sector or service	<i>List the sector or the service to which your project pertains.</i>			
Organization status (select one)	Existing	<i>Indicate “X “ here if your if your organization is fully operational.</i>	Start-up	<i>Indicate “X “ here if your organization is not yet operational.</i>
For existing organizations : Year and Place Registered	<i>Indicate the year and place (city, country) your organization was officially registered. If you are not registered confirm that you understand that you must register your organization in order to receive the funding.</i>			
Project Implementation Timeframe (MM/YY – MM/YY)	<i>Indicate how many months it will take you to implement this project. Please note that the <u>maximum</u> implementation timeframe for activities funded by D-MADE is 12 months.</i>			

3. PARTNER INFORMATION

Name of Partner Organization	<i>List full name of partner organization.</i>		
Partner Contact Name	<i>List names of primary contact person within the partner organization that is helping you carry out this project. Please list surname (last name) first.</i>		
Title of Partner	<i>Identify position or role of primary contact person within this partnering organization.</i>		
Partner Organization type	<i>Identify the type of organization with whom you are partnering to carry out this project, i.e. academia, development agency, foundation, government, Non-Governmental Organization (NGO), private business, Individual, etc.</i>		
Partner Email Address	<i>Provide the most reliable e-mail address available for your partner institution’s contact. The D-MADE team will correspond with partners only if we are unable to reach the applicant organization.</i>	Website	<i>If your partner organization has an active website, kindly provide the link or address, otherwise leave blank.</i>
Partner Telephone	<i>List most reliable telephone number for your partner organization. Include country code, area code and</i>	Fax	<i>List most reliable fax number for your partner organization. Include country code and area code.</i>

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	<i>extensions as necessary.</i>		
Partner Mailing Address	<i>Provide a mailing address for your partner organization. If possible, use street number and names in place of postal boxes. Include city, postal code, and country as they should appear in any document addressed to this organization.</i>		
Partner City	<i>List city here, even though it already appears in the address above.</i>	Country	<i>List the country in which your partner organization is based.</i>
Duration of partnership	Pre-existing	<i>If your partnership is pre-existing, list how long in number of months.</i>	New
			<i>Indicate “X” here if your partnership is new.</i>
Describe Partner’s Responsibilities in your business idea (max. 50 words)	<i>Briefly describe the role that your partner organization will play in supporting the implementation of the proposed project. If possible, include any in-kind or financial contributions confirmed at this point.</i>		

4. PROPONENT CAPABILITY STATEMENT

Previous background / expertise /experience in entrepreneurship related to the intended business.

Include: a list of your skills and knowledge, which will be required in your business; your personal background and education credentials.

Describe the relevant experience/education of the person who will be leading this project.

Describe the qualifications of the Project Team who will be involved in implementing your business plan. Current Human Resources situation, including positions and numbers of staff. Also, include other professionals (lawyers, accountants, insurance agents, business managers, etc.)

List the names and positions of the persons in the project team that will implement this project. Describe their respective roles and duties.

5. PROJECT DETAILS

Q1 - Business Idea/Concept: What is your business idea? What product or service do you propose?

Describe what your motivation for your business idea is. What is its purpose? Describe the services and products you propose. Describe what social and/or economic impact this project will have on the local community, i.e. will this business idea create employment? If so, then how many or to what extent, and how can you prove these outcomes at the end of the project implementation?

Q2 - Market assessment or other studies indicating relevance and customer / end-user needs: Describe the current market for your products/services. What is the demand for them?

Did you study the market for your business idea? Is your business idea responding to a need? Who will be your clients?

Q3 - Implementation: How will you implement your business idea? Describe the activities your project will undertake to realize its objective(s).

Describe the activities you will carry out with the D-MADE funding. Include the length and scope of each activity (e.g. 4 months training of local cooperatives in safe cooking methods in 3 localities). Describe where the business is/will be located and what infrastructure is currently in place. Include information on what has been done already toward execution of your business plan (ex: land acquisition, purchase of equipment, etc). You do not need to list the outcomes of the activities. They will be covered in a different question.

Q4 - Innovation: What elements of your business are innovative or different from what is currently available in the country of implementation? Describe your advantage over current products/services of other major competitors.

Describe how your idea varies from current approaches. Explain if your idea has been tested elsewhere but not in the country or region where you plan to implement it, and why this is the case. Indicate whether you are

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proposing to replicate a methodology currently being tested elsewhere. Your idea will be reviewed based on its context within the country of implementation.

The D-MADE is especially interested in creative approaches that, for example,

- link micro, small and medium enterprises with local, national or regional markets;
- connect the rural poor to the rest of the economy;
- advances Africa’s women, young, or indigenous entrepreneurs;
- provide new prospects for growth;
- develop new products and services;
- increase job opportunities and incomes;
- link enterprises with repositories of knowledge and skills and lead to a knowledge-driven transformation of local MSMEs; or
- offer a high potential impact on poverty reduction and economic development.

Q5 - Outcomes/Results: What are the expected outcomes/results of your project? Whom will it benefit? How will you measure the impact of these outcomes/results? Note: Outcomes are the desired result or effect that the project hopes to achieve.

List the expected outcomes of your activities that will lead to achieving the objective. Identify the indicators you plan to use in measuring the success of such outcomes. Provide estimates on the number of beneficiaries that your project aims to reach.

Q6 - Financial Viability: How will your project continue beyond the phase funded by D-MADE? Describe the project/organization’s projected expenses and revenue/income stream (from grant and non-grant resources such as user fees, sales revenues, community contributions, etc.) over the next 3 to 5 years. If relevant, provide an estimate of when you expect to cover your operational costs through revenues.

Describe how the activities of your project will be sustained **beyond** D-MADE funding over the next 3 to 5 years. Provide a realistic strategy for funding project activities after completion of D-MADE support from other sources. Projects should also include a realistic path to revenue break-even point. If break-even point is not expected by the end of D-MADE support, the strategy for external donor or investor support should be stated.

Q7 - Sustainability: Describe any major challenges that your project/organization faces and how you will overcome them. Describe the extent to which your project has local participation/support. Describe the extent to which your project addresses social problems or generates social benefits.

Describe the factors related to the capacity of your organization and your partner organization that will enable the project to grow and expand. Implementing organizations involved should demonstrate a track record or experience in the field of their project idea. They should also display a capacity to grow and continue their operations. Explain the elements of your project model that will promote sustainability. Indicate the level of involvement of the local community in the implementation. If applicable, explain how your project deals with social problems or contributes to the well-being of the local communities.

Q8 - Replication and Scaling-Up: What is the possibility of implementing your business idea elsewhere (in a different region/country)? What is the potential for this business idea to be expanded or applied on a large scale? Be specific on opportunities and constraints, and define the scale that the project could achieve in the short to medium-term timeframe under favorable circumstances?

Describe whether or not your business idea can be replicated in other places and/or can be “scaled-up” from a local to a regional/national/global level? What are the characteristics of your business idea that would make it replicable or scalable? Describe possible opportunities and constraints, and explain your project’s potential for growth over the next 3 to 5 years.

Please refer to the following definitions on replicability and scalability:

Replicability refers to whether a concept or idea can be adopted by other groups.

Scalability refers to whether a concept or idea can be applied to benefit more people, more quickly. D-MADE places a premium on projects that have the potential to be implemented on a large scale. For example, a local project that can be expanded to a province, or region, or nationally.

Q9 - Technical Assistance. If you are selected as a winner, what sort of technical assistance or capacity building would be useful to help you launch/sustain/expand your business?

This information will be needed to tailor the technical assistance to your specific needs, e.g. training in accountancy, management of information systems, marketing and management skills, trade promotion activities etc.

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6. PROJECT COSTS

Instructions:

- a) UNITS ARE IN EURO (€).
- b) Applicable taxes, if any, should be included as part of your budget.
- c) "Personnel Costs" should include overall cost of wages, salaries, and benefits associated with the project.
- d) "Materials and Equipment", "Training", and "Travel" refer to any expenses in these categories needed to achieve project objectives.
- e) "Other" expenses must be explained in text box below.
- f) "Evaluation/ Information Dissemination" should include the costs of assessing the impact of the project and to share that information with the development community.
- g) "General Administration/ Overhead" should not exceed 10% of Total Project Expenses.
- h) "Other funding sources" refers to contributors other than D-MADE. If applicable, please explain in notes section.
- i) Funding requested from the D-MADE is to be calculated by subtracting "Other Donor Funding" from the "Total Project Expenses". Your requested amount can not exceed the maximum award amount of €40,000.
- j) "Estimated Project Revenues" refers to any income-generation expected during project period and should also be described in the notes section.
- k) Any in-kind contributions should be described in notes section

Expenses	Amount (€)
1. Personnel	<i>This item should include overall cost of wages, salaries, and benefits of staff/consultants associated with project.</i>
2. Materials and Equipment	<i>List major supplies needed to carry out activities. Include computers, vehicles, construction/manufacturing materials, etc. Identify them in the comments section.</i>
3. Training	<i>List the cost of training, counseling, capacity building, and other such activities that you plan to carry out for project personnel or project beneficiaries.</i>
4. Travel	<i>Include any potential local, regional, or international travel required by personnel for the activities of this project.</i>
5. Evaluation/ Information Dissemination	<i>If you plan to disseminate information about your project, either through awareness campaigns or other means, indicate such anticipated expenses here. Additionally, you will be required to submit a final report of the project including lessons learned and success factors. We recommend that you plan for this activity in this budget and include it in the overall project costs.</i>
6. General Administration/Overhead	<i>List any administrative support related to the project including office rent, utilities, etc. This should not exceed 10% of your project costs.</i>
7. Other Expenses (Explain below)	<i>List any costs not categorized above and describe their nature in the comments/explanations sections.</i>
8. TOTAL EXPENSES	<i>Calculate the total sum of lines #1-7.</i>
9. Other Funding Sources	<i>If your project costs exceed the funding requested from the D-MADE, indicate amount in this section. In the notes section explain who the other potential funders/contributors are and whether or not their commitments have been confirmed.</i>
10. Total D-MADE Funding Requested	<i>IMPORTANT – This figure identifies the exact amount you plan to request from the D-MADE. Subtract line #9 from line #8. To adjust amount either you must modify inputs of line #1-7 and/or line #9. Note that this figure cannot exceed €40,000.</i>
11. Estimated Project Revenues, if applicable	<i>If your project will generate income from any source (e.g., sale of goods and services, user fees, etc.) please indicate how much you anticipate this amount to be and when such revenues are expected.</i>

Notes. If applicable, please describe “Other Expenses”: Describe the nature of any Other Expenses you accounted for in the above budget. Include information about other funding sources.