**Application Form for the**

**Reach for Change Rapid Scale Program 2019**

Welcome to the Reach for Change Rapid Scale application form and congratulations for taking the first step towards being selected onto the 2019 Rapid Scale program. The Rapid Scale Program supports businesses that are improving lives, to effectively scale.

To apply, please answer the questions on this form, which is the first step of the application process. Please also pay attention to the word limit and do not exceed the maximum number of words stated for each question.

For any questions, please email Ethiopia@reachforchange.org or call +251 (0) 929107877.

Once you have completed the form, please email it to us at Ethiopia@reachforchange.org, or deliver a hard copy to our office at Haya Hulet Mazoria, Gollagul Tower, 7th Floor, Office No. 702 **by 27 January, 2019.**

By submitting this application to Reach for Change I acknowledge that I have read and understood the terms and conditions of the competition on [ethiopia.reachforchange.org](http://ethiopia.reachforchange.org) and I am giving permission for Reach for Change to use the personal data I have provided to process my application and contact me during and after the application period. I understand that Reach for Change will not distribute my application, in part or as a whole, beyond a limited group of people with the authority to evaluate my application and I will contact Reach for Change on Ethiopia@reachforchange.org if I do not want to be contacted any longer or want my data to be deleted.

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# **Section I. About Your Organization**

## 1.1. General Organization 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: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## 1.3. Primary Contact details

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Job Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Office number: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Mobile number: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## 1.4 Operational details

## Year established: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Number of full time employees: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Number of part time employees (including contractors):\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Number of volunteers: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## 1.5 Registration details *(please attached your renewed business license for the year 2018/2019)*

Type of organization

* Private limited company
* Micro and small enterprise
* Sole partnership
* Cooperative
* NGO with a private limited company arm
* Other:

Region of registration: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Registration number: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**1.7 Which geographical areas of Ethiopia do you work (regions or city administrations)?**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**List of Appendices to attach to your application (all required):**

1. Your organization's business license (if you have more than one business license, for example for different regions in Ethiopia, please submit all)
2. CVs of all leadership team members within your organization

**Section II. Questions about your Product/s, Service/s, Program/s and how you are changing lives or conditions of customers and/or beneficiaries**

* 1. **Could you please tell us what made you decide to start the social enterprise. Please clearly tell us the problem that you are addressing through your social enterprise activities. We want to know the following:**
1. **why this problem is important to address**
2. **what the main causes of this problem are**
3. **What would happen if this problem is not addressed?**

(Maximum 250 words)

**Answer:**

* 1. **Please describe the specific social problem(s) your enterprise is addressing. Please tell us about some of the key root causes and consequences of these problems, focusing on those who are primarily affected.**

(Maximum 250 words)

**Answer:**

* 1. **Based on the problem that you have described above, please tell us how your enterprise is addressing this problem through your products/services and work activities. Please state with reasons, which of your products/services and work activities very important in addressing the problem? How do your products / services / programs work to solve these problems? Please describe the core products / services / programs provided by your business.**

(Maximum 250 words)

**Answer:**

* 1. **Think of the customers or direct beneficiaries that your enterprise supports, as well as the general population within which these customers or beneficiaries are based. Tell us the number of customers that you have served over the last 3 years, and/or direct beneficiaries that you have supported over the last 3 years. Do you know the general population size within which these customers and/or beneficiaries live? If so, please state the size of the population. How many customers / beneficiaries has your enterprise served over the last three years?**

(Maximum 100 words)

**Answer:**

* 1. **Based on the problem that you stated above, which your enterprise is addressing using products/services and work activities that you also stated above, tell us about the following:**
1. **How have the customers and/or beneficiaries benefitted from your products/services and work activities?**
2. **How have the lives or conditions of these customers and/or beneficiaries changed as a result of your products/services and work activities?**
3. **How do you track and report on the benefits received by customers/beneficiaries?**
4. **How do you track and report on the changes to the lives or conditions of the customers and/or beneficiaries arising from your products/services and work activities?**

(Maximum 250 words)

**Answer:**

* 1. **What impacts have your products / services / programs had to date and how have you tracked it?**

(Maximum 250 words)

**Answer:**

* 1. **Have you expanded your work over the last three years? If so, please state in brief which areas of your work you have expanded. We would also like to know if you are thinking of expanding your enterprise work. If so, what makes you want to expand your work? What makes you think you are ready to expand your work? In which specific areas would you like to expand your work? What steps have you taken so far in terms of expansion?**

(Maximum 200 words)

**Answer:**

**Section III. Questions about how your Enterprise Generates Revenue**

* 1. **Please complete the table below to show how your enterprise generates revenue, as well as how important the sources of the revenue are to your enterprise. Please list your revenue streams and indicate how much of your total income each stream amounts to enter in.**

(Maximum 150 words)

**Answer:**

|  |  |
| --- | --- |
| **Type of Revenue** | **% of Income** |
| Sales to direct customers |  |
| Sales to parties that support our target group (beneficiaries) |  |
| Grants |  |
| Other income 1 if applicable (please specify) |  |
| Other income 2 if applicable (please specify) |  |
| Total  | 100% |

* 1. **What was your organization’s total annual revenue in?**
* **2014 (if applicable): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
* **2015 (if applicable): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
* **2016 (required) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
* **2017 (required) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
* **2018 (required) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Section IV. Questions about your Team**

* 1. **Please describe your team structure, including your advisory board if you have one. If volunteers are a key part of your organizational structure, please include this as well. Please indicate which roles make up the leadership team and list the names of any board (or advisory board) members you have.**

(You may provide a diagram to illustrate your team structure or describe in max. 150 words)

**Answer:**

**Section V. Partnership with Reach for Change**

* 1. **What are the next major targets you need to achieve for your organization to grow? Are you aware of the potential barriers and/or challenges that you may encounter as you plan to grow? If so, please clearly state these potential barriers and/or challenges. How do you plan to overcome these barriers and/or challenges? List any barriers and/or challenges that you foresee?**

(Maximum 150 words)

**Answer:**

* 1. **If you are thinking of scaling your enterprise rapidly, please clearly state what you currently have in your organization, which would enable you to succeed. Are there other elements of success that you believe you need which you currently do not have? If so, please clearly state these elements and tell us why you believe these elements are critical for rapid scale success. Finally, given what you know about Reach for Change, state clearly, with reasons, the elements of rapid scale success that you need from Reach for Change, which you know are currently missing in your organization. What does your organization need, which is does not currently have, to enable it to scale rapidly? If successful and selected onto the Rapid Scale program, what type of support would you most need from Reach for Change?**

(Maximum 250 words)

**Answer:**

* 1. **Participants on the Rapid Scale program may be able to receive some financial support, if needed. How much funding would you need to achieve scale? What would you use it for?**