**Application Form for the Reach for Change Business Readiness Program 2019:**

**“Boosting Business; Increasing Impact”**

Welcome to the Reach for Change application form and congratulations for taking the first step towards being a participant in our Business Readiness Project. This project enables social entrepreneurs to establish and build a pioneering social enterprise, a business which is changing the lives of children, youth and women in Ethiopia.

Through the project, participants will receive intensive training and coaching in the areas of legal business establishment, business development, financial sustainability and pitch training for investment. The highest performing candidates will also be connected to funders/investors. In addition, we will provide financial support to 2-5 highest performing social enterprises, to be used specifically to help them towards financial sustainability and to come sustainable firm.

**We are looking for solutions that demonstrate innovation, impact with proof of concept, cost-effectiveness, and a potential to grow sustainably. Solutions that are**

* **Innovative** - social innovations that are unearthing fresh new ways to impact children, youth and women; environmentally friendly solutions are encouraged.
* Will have a **big social impact** – a piloted and tested social innovation solutions that can solve pressing problems faced by children, Youth and Women in Addis Ababa, especially relating to health, education, Job creation, Women economic empowerment and other related problems.
* Are **scalable** – social innovations that have the potential to change the lives of many Children, Youth and women in Ethiopia or even globally
* Can be **financially sustainable** – social innovations that 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.

The program will run from **April 2019** – **November 2020**.

To apply, please answer the questions on this form. Please read each question and its help text carefully and make sure to answer all parts of the question.

For any questions, please email [Ethiopia@reachforchange.org](mailto:Ethiopia@reachforchange.org) or call **+251 (0) 929107877, +251 118 222212**

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](mailto:Ethiopia@reachforchange.org) if I do not want to be contacted any longer or want my data to be deleted.

Once you have completed the form, please email it to us at [Ethiopia@reachforchange.org](mailto:Ethiopia@reachforchange.org), or deliver a hard copy to our office at Haya Hulet Mazoria, Gollagul Tower, 7th Floor, Office No. 702 **Before 29th of March 2019.**

\* Please note, the questions under “Demographic information” are not part of your application, but allow us to gather data on those who apply to better understand our audience and improve our call for applications for next time.

**Contact Information**

**Full name**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Residential Address:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Region:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**City:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Sub city/Zone:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Woreda:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**House Number:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

**Phone number:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Demographics and Statistics**

The following questions are NOT a part of your application. They are only for Reach for Change’s internal data. We will use this information to evaluate our own work and our campaign.

1. **Gender (female/male) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
2. **Which of the following best describes your employment status?**

(Please underline one option below)

* 1. I am currently employed in full-time work
  2. I am currently self-employed
  3. I am currently seeking employment
  4. I am a student
  5. I am a full time “homemaker” / working domestic / house-holding
  6. Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. **Education level** (Please underline highest level of completed education)
2. Primary education
3. Secondary education
4. University education undergraduate degree
5. Post graduate education
6. Not completed primary education
7. **In which sector has your previous work experience primarily been (working or running your own organization)?**
   1. Business (private) sector
   2. Public (government) sector
   3. Social (non-profit) sector
   4. Social enterprise sector
   5. Informal sector work experience with family, friends or networks
   6. None, I have no previous work or volunteer experience
8. **Do you have any experience running your own business(es), and if so, how many years total experience do you have?**
9. 0 years (I have never run my own business)
10. 0-2 years
11. 2-5 years
12. More than 5 years
13. **How did you learn about the opportunity to apply to us?** 
    1. Radio
    2. Newspaper Ad
    3. Newspaper article
    4. Information from businesses
    5. Social Media / Internet
    6. From a friend
    7. From someone who works with Reach for Change
    8. Other
14. **If you heard about the opportunity to apply from an individual or organization, including someone who works with Reach for Change, please write the name of the person or organization below.**

# \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. **Have you or your co-founder applied for funding/support from Reach for Change accelerator/Incubator program before? (Yes/No)**

# \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. **Have you or your co-founder applied for funding/support from** Reach for Change accelerator/Incubator Program previously been selected for accelerator/Incubator Program? (Yes/No)

# \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Section I. Basic Eligibility Questions**

Please underline the option for each question which applies to you.

**1.1. Are you the originator of the idea and founder or co-founder of the organization proposing the solution?**

* + - * 1. Yes
        2. No

**1.2. Are you, or will be, the leader of the project/organization established to deliver this solution?**

* + - * 1. Yes
        2. No

**1.3. If you win this competition do you agree to commit fully the program, including attending all training sessions during the program (April 2019 – November 2020)?**

* + - * 1. Yes
        2. No

**Section II. Questions about the Problem Identified**

Each question includes ‘help text’ which provides guidelines on how to answer, as well as a word limit for your answer. Please write your answers in the space provided.

**2.1 Please describe in just one sentence, the specific social problem affecting children, youth and women, in your society that you have identified and will address through your idea. (**Maximum 60 words)

***Help Text:***

*Being focused on a specific, core problem will enable you to create a clear and focused solution and will help you attract others who care about that specific problem, to work with you.*

**Answer:**

**2.2 Please provide the most relevant statistics and references that prove this is a problem that needs addressing. List most significant root causes and effects of the problem and explain why** *These could be facts or references you have gathered from reliable research papers and reports/statistics that show that the problem exists. (*Maximum 200 words)

***Help Text:***

*Having facts and figures from expert sources regarding the problem you have identified will help you convince other people that this is a problem that needs solving. Also, the better you understand the problem, the stronger position you are in to create an effective solution.*

**Answer:**

**Section III. Questions about your Innovative Solution to the Problem**

Use this section to briefly describe your innovative solution and project design. Make sure that your idea directly fits the scope of Business readiness Project.; otherwise your application may be disqualified.

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

***Help Text:***

*Describe here the core elements of your solution so that someone who has never met you before can understand your idea immediately.*

**Answer:**

**3.2 Explain in two sentences, how your idea is substantially 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)

**Answer:**

**Section IV. Questions about your Execution Plan**

Use this section to briefly describe the project implementation plan specific to the results to be achieved with this project period .

4.1 **What activities will you run during this program (until November 2020) to achieve your objective?** *(Use the attached activity plan format)*

## Section V. Questions about your Targeted Customer & Beneficiaries

Use this section to briefly describe the main target for your product(s) or service(s). Include the estimated number of beneficiaries/customers affected by this problem (market size), plus gender, age, geographic location and any other important information that helps define your target group(s).

**5.1 Describe the primary target group for your solution (product/service).** (100 words max.)

**Answer:**

**5.2 How large is the market for your product/service ? What percentage (%) of the market, if any, are you currently reaching? What is their willingness to pay? Who are the secondary beneficiaries (if any)? (150 words max.)** (100 words max.).

**Answer:**

**5.3 How many people can be impacted by the innovation over the project period?** (50 words max.)

**Answer:**

**Section VI. Questions about your Intended Social Impact**

**6.1 What is the primary objective of your project and what impact do you intend to have on your target beneficiaries over the duration of the program (until November 2020)**?

*Your ‘target beneficiaries’ are the women, children or youth your work supports.*

**(**Maximum 200 words).

## 

6.2 **Do you currently track the number of beneficiaries reached? (Yes/No)**

6.3 **If yes, how many children, youth or women did you reach in the following years. (If no exact numbers, then estimates are ok):**

2017:

2018:

**Section VII. Questions about your** **Sustained and Scale Impact:**

**7.1 Describe your vision for success in the longer term, i.e., at the conclusion of this business readiness project, if selected and successful, what is the expected end result?** (200 words max.)

**Answer:**

**7.2 How will you develop, scale or replicate your idea in order to improve the lives of as many beneficiaries as possible in the future?** (100 words max.)

**Answer:**

**Section VIII. Questions about your** **Team Capacity and Partnerships:**

Use this section to briefly describe your team’s capacity to perform the work proposed in the application, and all partners involved.

**8.1 Describe yourself, your current professional position, experience and personal skills that show that you can build and lead an organization that will make difference in the world.**

Compulsory; 200 words

***Help Text:***

*Tell us about your work experiences and what you have done in the past to show that you have the experiences and skills needed to implement this idea and run this organization. Do you have experience of working in this field before? Have you run an organization before?*

**Answer:**

**8.2 Describe all promising or confirmed commitments of co-funding, matched funding, and/or in-kind support from partners and other funders, including local governments, to support sustainability. (if any)** 50 words max.)

**Answer:**

**8.3 What steps have you already taken to begin implementing your solution?**

Compulsory; 200 words

***Help Text:***

*We want to understand what actions you have already taken toward making your vision a reality. If you’ve already begun implementing your solution, what are the key steps you have already taken? If you haven’t begun implementing your solution, it’s likely that you’ve still already taken some steps such as doing research, speaking to people who may want to support you etc.*

**Answer:**

**8.4 Have you already established the organization that will deliver the solution?**

Compulsory; Yes / No

***Help Text:***

*We work with start-up and early stage social entrepreneurs. Some entrepreneurs have already established their organizations before they apply to us. Others establish their organizations a little later on. You don’t have to have an established organization to apply.*

**Answer: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**8.4.1 If already formally registered, what is the name of your organization?**

Optional; 50 words (leave blank if you have not already established your organization)

**Answer: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**8.4.2 What year was the organization founded?**

Optional; Year of registration

**Answer: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**8.4.3 Is the organization officially registered with the government?**

Optional; Yes / No

**Answer: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**8.4.4 What is your organization’s registration number?**

Optional; Write the number if you have one

**Answer: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**8.4.5 Current number of employees and volunteers respectively**

Compulsory; Write the number

**Answer: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**8.4.6 Total revenues (earned, donated & credit) for the past financial year**

Optional; 50 characters

***Help Text:***

*We want to understand the current scale of your operations. Please provide here the total revenues you received for the past financial year. If you have not been operating for a full financial year yet, please provide the total revenue until now. Include all donations, sales & loans received to create your total. If you haven’t received any revenues yet, please enter “0”.*

**Answer: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**8.4.7 Your organization’s platforms:**

Optional; please provide links to any of the below if you have them for your organization

**Website**: **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Facebook page**: **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Twitter**: **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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

# **Section IX. Questions about Financial Sustainability**

**9.1 How much income have you generated for your organization so far? Please specify the amount of this that is generated (earned) income, donations, investment or other.** (200 words max.)

***Help Text:***

*As a social entrepreneur, your challenge is to find a sustainable financial model which will support the delivery and growth of your social impact in a sustainable way. It can take some time to find the financial model which is most suitable for your work, and this is something we often work on with the social entrepreneurs we support. To get a better understanding of the financial side of your work, let us know which sources of financing you have already pursued and from whom, including sales, donations, loans, use of your own funds etc. Also tell us which sources of financing you intend to pursue in the future.*

**Answer:**

# 

**References**

Please provide contact information for 2 references. Your references should be two people who know you professionally. They must not be your family members or close friends. They can know you or have supervised you for example in a work, educational or volunteering setting. Please provide contact information of each reference and describe your relationship with them, e.g. former boss, co-worker:

**6.1 Your first reference:**

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

Profession: **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Workplace: **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Phone number: **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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

Nature of your relationship: **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**6.2 Your second reference:**

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

Profession: **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Workplace: **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Phone number: **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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

Nature of your relationship: **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**