**Application Form for the Big Ideas for Children Challenge -**

**Reach for Change Incubator Program 2020**

Welcome to the Reach for Change application form and congratulations for taking the first step towards being a participant on our Incubator Program. This program enables social entrepreneurs to build a pioneering social enterprise which is changing the lives of children and the mothers of young children in Ethiopia. Through the program, participants receive grant funding, capacity building and connections to networks to help them become a scalable and sustainable social enterprise.

As a reminder, we are looking for initiatives that:

* Are **innovative** - organizations that are unearthing fresh new ways to impact children.
* Will have**big social impact** – organizations that are already solving pressing problems faced by children age 0-18 years and/or young mothers from low-income households in Addis Ababa, especially relating to:
  + Pre and primary school education: working to improve access to and/or quality of pre and primary education for all
  + Early childhood development: supporting children’s survival growth, development and learning from 0-6 years old, including initiatives supporting pregnant and lactating mothers
* Are **scalable** – organizations that are legally registered in Addis Ababa 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; please note that these can be Private Limited Companies. NGOs with a PLC arm, or cooperatives
* 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.

The program will run from (June, 2020 – December,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. 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](mailto:Ethiopia@reachforchange.org) or call +251 118 222212.

Once you have completed the form, please email it to us at [Ethiopia@reachforchange.org](mailto:Ethiopia@reachforchange.org), **before (May 30, 2020).**

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.

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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: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Is the primary Contact a founder or co-founder of this organization? Yes / No

* Gender (female/male): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Nationality :\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## 1.4 Operational details

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

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

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

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

In what locations are you currently operating? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## 1.5 Registration details *(please attached your renewed business license for the year 2018/2020)*

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: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**1.6** **Have you or your co-founder applied for funding/support from the Reach for Change Accelerator Program before?** (Yes/No)

**1.8 For applicants who took part in a previous Reach for Change Accelerator, are you applying with the same project or a new project?**  (Yes/No)

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

**2.1 Please describe the specific social problem affecting children, pregnant women, or mothers of young children in your society that you have identified and will address through your idea. (**Maximum 100 words)

**Answer:**

**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)

**Answer:**

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

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

**Answer:**

**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)

**Answer:**

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

**Answer:**

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

**4.1 What is your vision for your social enterprise? What are the outcomes you intend to achieve during the course of the Incubator Program (need to make sure about the date Please include how many direct and if possible indirect beneficiaries you intend to reach.**  **(**Maximum 300 words).

**Answer:**

**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)

**Answer:**

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

4.5 **If yes, how many children (0-18 year olds) or pregnant women and mothers of young children did you reach in 2018?**

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

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

**Answer:**

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

**Answer:**

**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.)

**Answer:**

## 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.)

**Answer:**

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

**Answer:**

**7.3 What is your projected income and expenditure up until December 2020? Please indicate high level confirmed an estimated revenues and costs.** (200 words max.)

**Answer**

**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.)

**Answer:**

**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.)

**Answer:**

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

**Answer:**

**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.)

**Answer:**

# **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