**COVID GRANT APPLICATION FORM**

**EFInA Request for Proposal (RFP 10)**

EFInA is pleased to announce its tenth request for proposals (RFP 10) for the COVID Grant. RFP 10 has three thematic areas – (Access to Liquidity, Access to Healthcare & Access to Food) and will only consider proposals that support solutions that can mitigate the far-reaching impact of COVID on the low-income population (defined as those earning N50,000 or less per month) in Nigeria through leveraging on financial technology delivery channels.

To apply, please fully complete sections 1 to 14 and provide your submission by January 6th, 2021 via email at**oawoniyi@efina.org.ng** **&** **nigwe@efina.org.ng**and copy**innovation@efina.org.ng**

* Section 1: Company Details
* Section 2: Project Summary Details
* Section 3: Executive Summary
* Section 4: Project Description - Deep Dive
* Section 5: Viable Business Case
* Section 6: Developmental Impact
* Section 7: Innovation
* Section 8: Consumer Protection, Awareness and Education
* Section 9: Sustainability
* Section 10: Geographic Reach
* Section 11: Risks and Assumptions
* Section 12: Work Plan Schedule
* Section 13: Project Budget
* Section 14: Mandatory Documents

***Please note: all information contained in this application will be treated with the highest level of confidentiality.***

**Section 1: Company Details**

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| Company Name |  |
| Company Address |  |
| Project Name for Use of Funds |  |
| Contact Name |  |
| Contact Job Title |  |
| Contact Email Address |  |
| Contact Mobile Phone Number |  |
| Alternate Mobile Phone Number |  |
| CEO’s Name |  |
| CEO’s Email Address |  |
| CEO’s Phone Number |  |
| Please upload the CVs of your management and project team |  |

**Section 2: Project Summary Details**

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| Project Title |  |
| Project Focus Area (Liquidity, Healthcare, Food) |  |
| Amount Requested (GBP) |  |
| Total Project Budget (GBP) |  |
| Project Start Date |  |
| Project End Date |  |

**Section 3: Executive Summary**

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| *Should be no more than two pages* |
| Please give an overview of key details such as a description of the solution, business viability, key success factors, capacity to implement, alignment with EFInA’s vision and focus segments, and technology leveraged. Explain how the pandemic impacted the project? |

**Section 4: Product Description - Deep Dive**

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| * 1. Describe the range of products/services that your organisation will offer in relation to this project
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| * 1. Describe the lessons learned since the solution launch/roll-out
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| * 1. What is the solution’s current reach in terms of customer base, states in Nigeria, volume and value of transactions, etc
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| * 1. What is the solution’s target population in terms of income class, gender, location
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| * 1. Describe how the solution has been designed to meet the needs of women and/or girls
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| * 1. What are the project targets and expected outcomes in 6 months, 1 year, and 3 years?
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| * 1. Provide the project timelines for the duration of the EFInA funding period
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|  Please complete the work plan and milestones tab in the EFInA Financial Work Plan Template |
| * 1. Describe your customer journey and touchpoints with your business and any partners, from awareness to utilisation
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| * 1. Highlight the organisation’s plans of scaling the project and the difficulties encountered
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| * 1. List your current operational partners, explaining nature of partnership (brief description, stage in partnership i.e. new contract, launched pilot, active project, etc) Give contact details of each partner
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| * 1. Do you envisage partnering with other organisation(s) to deliver this project? If so, which organisation(s) and why?
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| * 1. Name institutions locally or globally, that have successfully launched similar solutions leveraging DFS for the low-income population? Indicate whether local or global
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| * 1. What is the differentiating factor from your competitors
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**Section 5: Viable Business Case**

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| * 1. Using data and market research, provide a strong business case that demonstrates how the proposed solutions meet the needs of the low-income population and/or MSMEs
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| * 1. How will this project impact your business? How does this fit into your organisation’s plans and financial projections?
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| * 1. Describe the customer value proposition of the project. Provide convincing reasons why low-income households/individuals and/or MSMEs will take up the products/services offered. Also, describe the compelling use case for these market segments.
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| *Use case is defined as the value the products/services offer the customer and encourage the customer to subscribe to the organisation’s offering. For a strong use case, value is perceived and identified by the customer not only by the organisation offering the products/services* |
| * 1. What channels will be used to provide the products/services offered?
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| * 1. If agents will be utilised, describe the agent value proposition. Why would an agent want to offer the products/services? Describe the benefits for an agent. How will the products/services utilise female agents, if applicable? *Respond only if applicable*
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|  |
| * 1. What tools will the organisation use to monitor agent activity? *Respond only if applicable*
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| * 1. How many agents will be recruited over the project lifetime, what percentage of these agents is expected to be active at the end of the 6 months of EFInA funding? What percentage of these agents will be in rural areas? How many agents will be female? What proportion of agents will be from Northern Nigeria?

*Respond only if applicable* |
|  |
| * 1. How many customers will the products/services reach over the 6 months of EFInA funding?
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| * 1. Explain why this project requires funding from EFInA

*Please explain why internal capital or any other sources of funds are not available to implement this project* |
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| * 1. Describe the long-term profitability of the products/services being proposed
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| **5.11** Provide details of any other sources of funding (including other grants received) for this project |
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**Section 6: Developmental Impact**

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| * 1. Does the solution have the potential to create new jobs?
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| N/  |
| * 1. Does the project have the capacity of impacting the low-income population directly within 6 months? Explain and provide evidence
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| * 1. How will this solution impact people who are more likely to be excluded, such as women and youth? Will this project have an impact on any other under-served groups (such as persons living with disabilities, internally displaced persons, etc)?
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| **6.4** Clearly explain how the solution will increase access to food, money and/or healthcare, with supporting evidence |
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| * 1. Describe other indirect impacts (financial and non-financial) which the proposed products/services could have on the community
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**Section 7: Innovation**

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| * 1. Describe the innovative elements of the products/services. Also explain how the proposed project will offer a different solution, service, or delivery mechanism from what is typically offered in the Nigerian market
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| * 1. Describe the DFS components of the products/services, where applicable
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| * 1. Provide a price list of all products/services as well as terms and conditions that will be offered to the customers
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| * 1. What technology will be employed to extend the reach of the products/services and potentially reduce the cost for customers?
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| * 1. Is the technology required to implement this project already in place or will the current technology require change as part of this project? If the technology will need to change, clearly explain what will change and by when in the project timeline.
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**Section 8: Consumer Protection, Awareness and Education**

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| * 1. How will the organisation communicate the pricing, terms and conditions to customers? How does your organisation ensure that they are fair and transparent?
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| * 1. What current redress mechanisms have the organisation put in place to address customer complaints?
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| * 1. What types of promotional materials will be used for this project?
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| * 1. Explain the measures your organisation has put in place that ensures the technology platform is secure and consumer data is protected?
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| * 1. Provide a detailed plan for educating customers on how to access this solution; and for agents on the benefits of being an agent, *if applicable*
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**Section 9: Sustainability**

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| * 1. Describe how the proposed product/service will create customer behaviour change that will lead to continued usage of the products/services over time?
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| * 1. Provide evidence that the organisation can continue to offer these products/services after EFInA funding has been fully disbursed?
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| * 1. Provide evidence that the Board of the organisation is committed to implementing this project (in terms of strategic direction, funding and other resources needed) for the proposed project duration
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**Section 10: Geographic Reach**

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| * 1. What states will be targeted in the next 6 months? How many Local Government Areas (LGAs) in each proposed state will be covered? Please provide details on the rural/urban focus of the project
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**Section 11: Risks and Assumptions**

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| * 1. Describe the key assumptions the organisation made in undertaking this project. Include the assumptions the organisation has made about the business, legal, social and economic environment in which this project will be implemented. Describe any relevant assumptions related to the COVID pandemic.
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| * 1. Provide a list of the risks that could affect the project, the potential impact on the project, the probability of occurring and the mitigation strategies. Fill out the table below
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| --- | --- | --- | --- |
| **Risk** | **Impact**(Low, Medium, High) | **Probability of Occurring**(Low, Medium, High) | **Mitigation Strategies** |
|  |  |  |  |

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| * 1. List the critical success factors for the project
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| * 1. List critical milestones for the project
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| Workstreams | Milestones (3 months) | Timelines | Milestones (6 months) | Timelines |  |  |
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| * 1. What enablers/obstacles exist in the regulatory environment:

**Consider the regulatory environment in which you operate and whether this will enable your organisation to successfully implement the project. Please specify any potential obstacles, how they will affect the project, and how the impact will be managed** |
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**Section 12: Work Plan Schedule**

*Please complete the Financial and Work plan template.*

**Section 13: Project Budget**

*Please complete the Financial and Work plan template.*

**Section 14: Mandatory Documents**

The following documents must besubmitted with a completed COVID Grant Application Form.

1. EFInA financial & work plan template (available [here](https://www.efina.org.ng/wp-content/uploads/2019/08/EFInA-Financial-Workplan-Template.xls))
2. Sheet 1: Work Plan
3. Sheet 2: Milestones
4. Sheet 3: Project Budget
5. Sheet 4: Projected P&L
6. Capacity statements
7. Copies of relevant licenses/regulatory approvals for the proposed project from relevant regulators, e.g., Central Bank of Nigeria (CBN), National Insurance Commission (NAICOM), Nigerian Communication Commission (NCC) license(s)) and any other regulator
8. Curriculum Vitae (CV) of the members of the proposed project team
9. Copies of the following documents:
10. Certificate of incorporation
11. Memorandum and Articles of Association
12. Most recent Corporate Affairs Commission (CAC) 7 (Particulars of the Directors)
13. Most recent Corporate Affairs Commission (CAC) 2 (Statement of share capital and return of allotment of shares)
14. Form Corporate Affairs Commission (CAC) 10 (Form of annual returns) filed for the year preceding the year of the Grant
15. Audited accounts statements for the last 2 years preceding the year of the Grant (however, new entities or joint ventures may present the audited statements of their main sponsor or shareholders)
16. Signed Memorandum of Understanding (MOU) with all implementation partners
17. Letter from the organisation’s Board approving the EFInA Grant application and stating their commitment to the proposed project

All completed Innovation Grant Application Forms and Templates together with supporting documentation should be submitted online via email atowaoniyi@efina.org.ng& nigwe@efina.org.ng and copy innovation@efina.org.ngby **5pm on Wednesday, January 6, 2021.**

**All information submitted will be treated with the highest level of confidentiality**