

SECURING WATER FOR FOOD:

A GRAND CHALLENGE
FOR DEVELOPMENT



**Securing Water for Food
Agriprofocus Workshop:
How to apply:
Sessions 1-3
April 3, 2015**



Ministry of Foreign Affairs

Welcome

- **Dr. Ku McMahan**, Team Lead, *Securing Water for Food*



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Objectives

- By the end of the training, we expect you to:
 - Understand the key elements of Securing Water for Food: a Grand Challenge for Development
 - Understand what SWFF is/isn't looking for
 - Understand what SWFF is looking for in its responses



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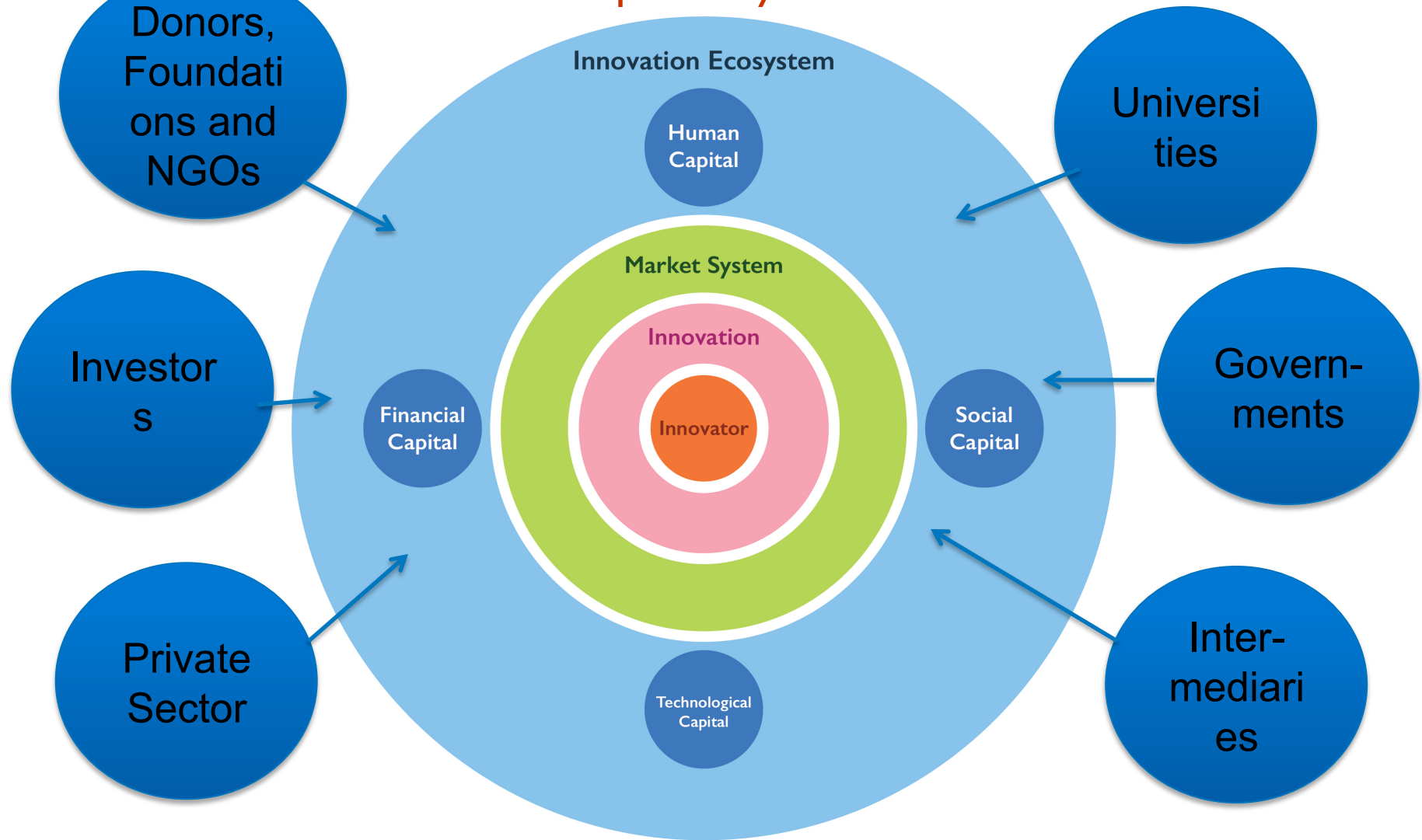
What are Grand Challenges for Development?

- Uses an open innovation approach to source and accelerate high potential solutions
- Seeks to remove critical barriers to development through science and technology innovations
- Attracts partners that are committed to working together to solve a problem
- Mobilizes diverse and non-traditional innovators from around the world
- Catalyzes investment to accelerate innovation

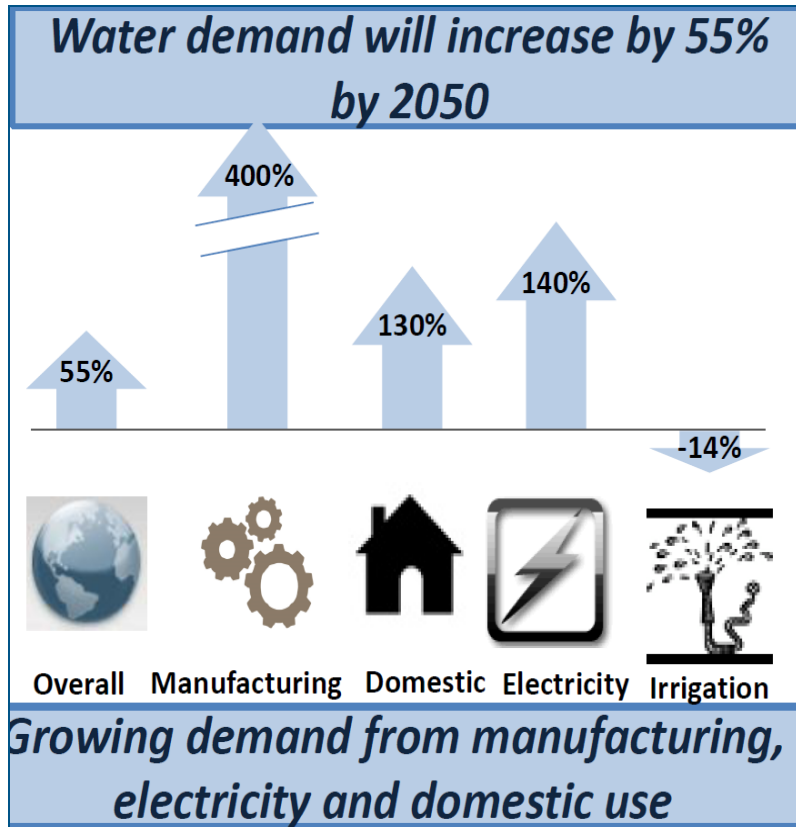


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Success in the Water/Ag Nexus is dependent on engaging a Complex System



Challenges and Opportunities



- Water is the “petroleum of the next century” according to Goldman Sachs
- Developing country water markets are expected to grow by over 10% for the next 5-10 years
- Ag represents 70% of global water demand; 55% of traditional irrigation water is wasted
- Revenues of water-related businesses focused on disruptive technologies will grow from \$522B -\$1T by 2020

OECD. Water to 2050. 2008

Securing Water for Food

- \$32 million Grand Challenge for Development funded by USAID, Sida, and the MFA-NL
- Multiple “calls” for innovations
- Technology and business model innovations
- Financial and non-financial assistance to winners



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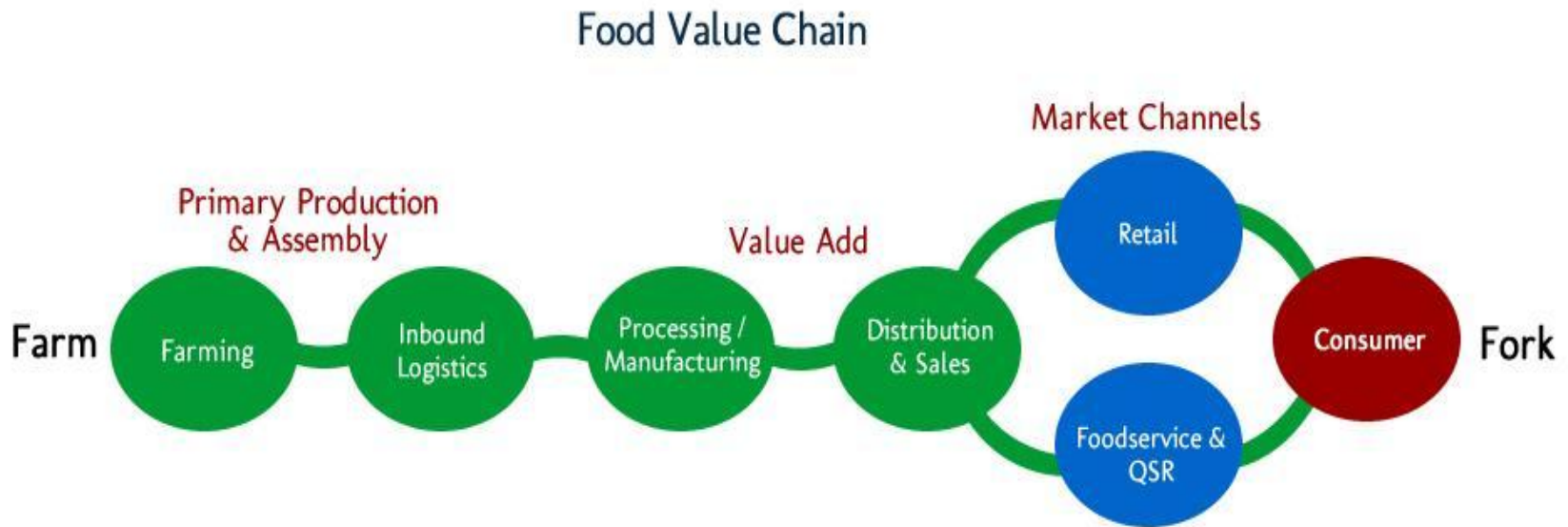


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The Food Value Chain



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WATER RE-USE/
EFFICIENCY

INNOVATIVE
WATER
CAPTURE/
STORAGE

SALINITY

MORE FOOD
USING LESS
WATER

MORE WATER
FOR FOOD
PRODUCTION/
PROCESSING/
DISTRIBUTION

Purpose of the Challenge

- Advance technologies, and business models that can promote economic growth and community stability.
- Test solutions on-the-ground that will improve health and economic well-being of local communities
- Launch point solution prizes that can apply the most innovative technology to overcome key business barriers



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Key Barriers

Objective

Increase private sector investment in water salinity, re-use, efficiency, capture and storage technologies development and deployment

Barriers

Lack of business models appropriate for developing world market

Distribution Systems aren't adequately disseminating water technologies

Difficult to find private investment to bring solutions to scale

Interventions

Provide funding for technologies and business model innovations

Build relationships between existing distributors and water tech companies and build new relationships through Water Innovation Accelerator

Incentivize private investment to scale solutions with risk mitigation and project development



Third Call for Innovations: BAA Round Three

- \$12.5 million call for innovations in all three focus areas
- Innovators can come from nearly anywhere; implementation must take place in developing or emerging country
- Released March 2015
 - Concept Note submission will close May 22nd, 2015 at 5pm EDT
 - Up to 80 Semi-finalists announced In Late June 2015
 - Up to 40 Finalists announced July 2015
 - Up to 30 Winners announced November 2015



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BAA Round Three Process

Source

- Understand the state of innovation in our three focus areas
- Clearly define barriers that we're asking innovators to solve
- Focus on solutions that have been proven in full scale operational pilots

Select

- Convene diverse panel of qualified judges from private sector, academia, and government
- Judge applications on innovation, sustainability, and business viability

Scale

- Intensive financial and technical support to winners
- Mentoring from private sector coaches
- Structured pitch days with investor circles
- Rigorous media/PR effort to shine a light on most promising innovations



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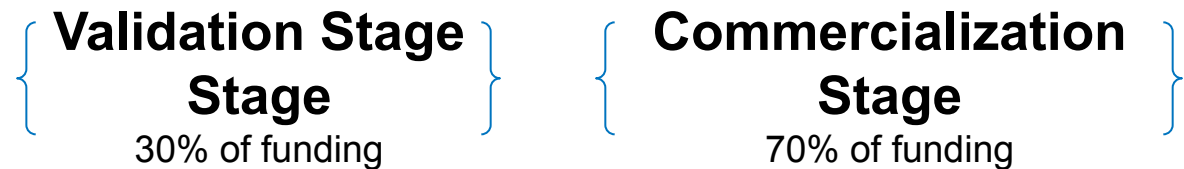


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Rd. 3 Eligible Stages of Innovation



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Rd. 3 Funding

- Awards made for “up to” amount based on stage in lifecycle

Stage of Innovation	Maximum Initial Financial Support	Maximum Total Financial Support (initial Y1 funding as well as potential funding in Y2 and Y3)
Stage 1 – Validation	\$100,000	\$500,000
Stage 2 – Commercialization/Scaling	\$500,000	\$3 million



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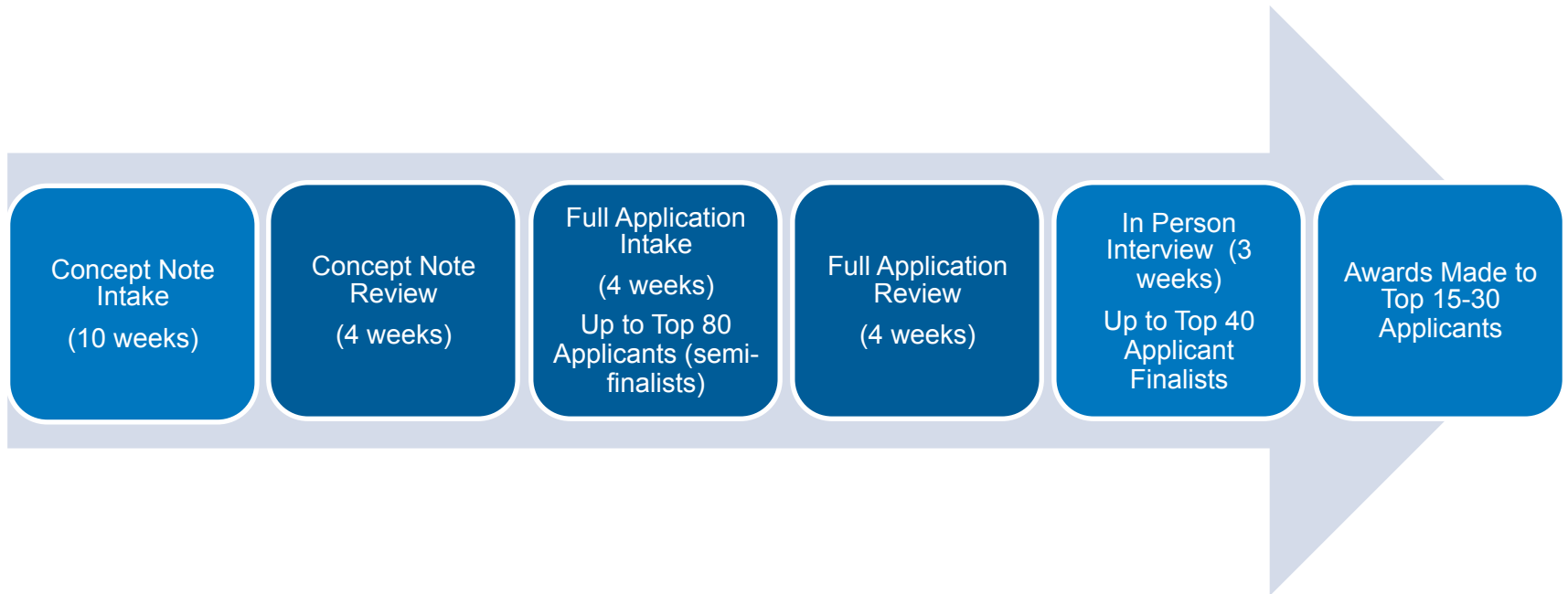
We Are Looking for Innovations That Are:

- **Proven**, yet would be **game-changing** in a new developing or emerging market, and/or that could be game-changing for the water and agricultural industries in developing countries writ large;
- **Aligned** with the Founding Partners' development initiatives;
- **Cost-effective** for users in emerging and developing countries;
- **Scalable**, evidenced by (for example) demand, urgency, partnerships, and an understanding of the enabling environment;
- **Supported by a financial model** and viable business plan;
- **Backed** by local partnerships;
- **Benefit women**
- **Attractive for additional funding** (matching funds or in-kind contributions required); and
- **Poised to directly or indirectly benefit the**
¹⁶ **poor** (income, products, environment, etc.).

What We're Not Interested In Funding

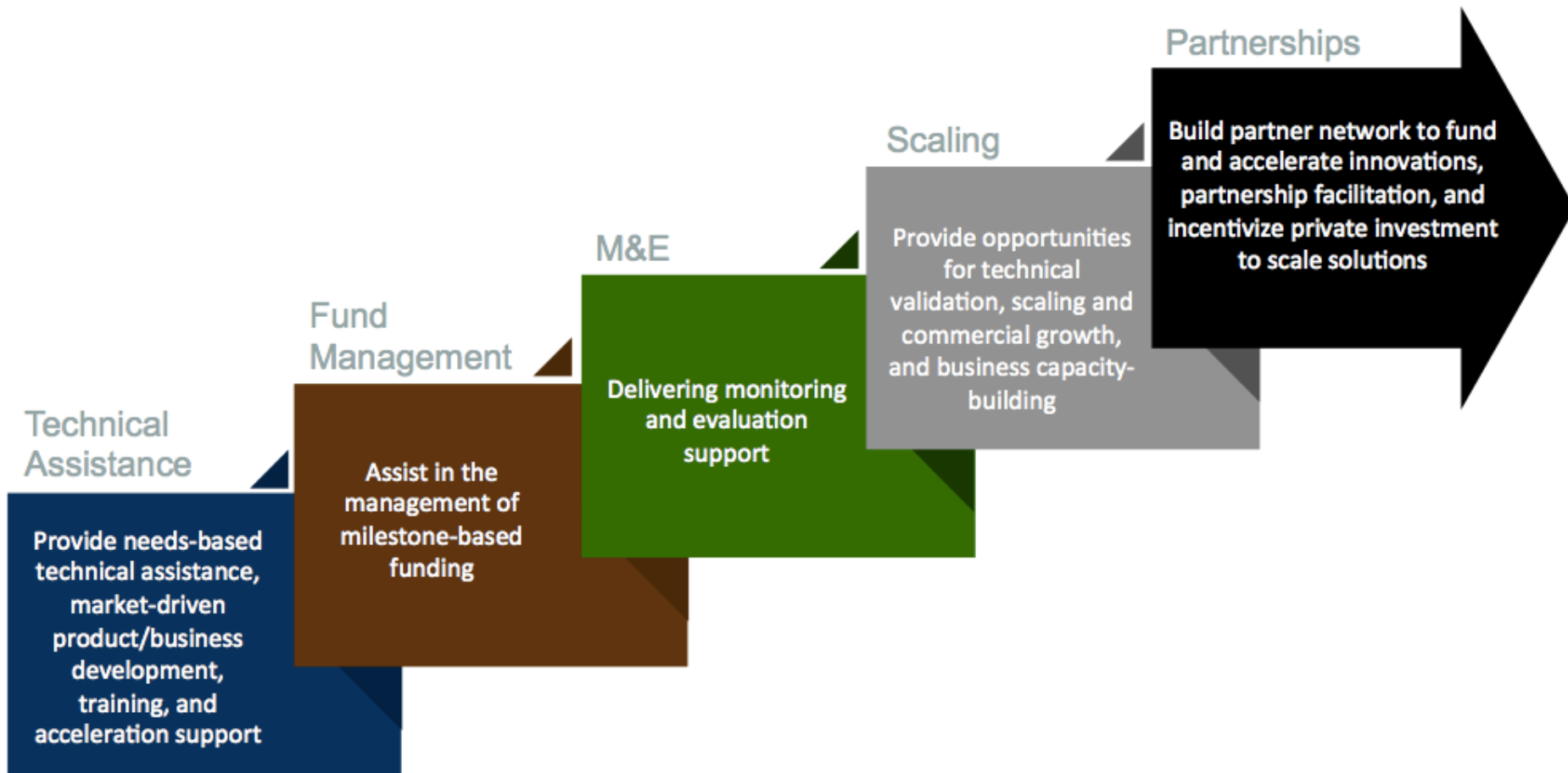
- Applications that don't demonstrate a linkage between **BOTH water and agriculture**.
- Applications focused on research and development for a product without a clearly defined market or the likelihood of commercialization within a three-year timeframe. **This includes technologies that have not yet been piloted.**
- Applications focused on sustainable water supply access without an explicit benefit to the food sector or ag projects without a sustainable water component.
- One-off water technology installations or pilot projects to support proven technologies for proven applications, unless they include an innovative component(s) to achieve scale, such as a new business model.
- Established, commercially viable technologies that are currently used throughout the eligible countries.
- Traditional development applications that are only seeking grant funding and do not have an end-user to purchase the innovation.

Rd. 3 Timeline



What happens after if are selected as an award nominee?

Technical Assistance Facility Objectives

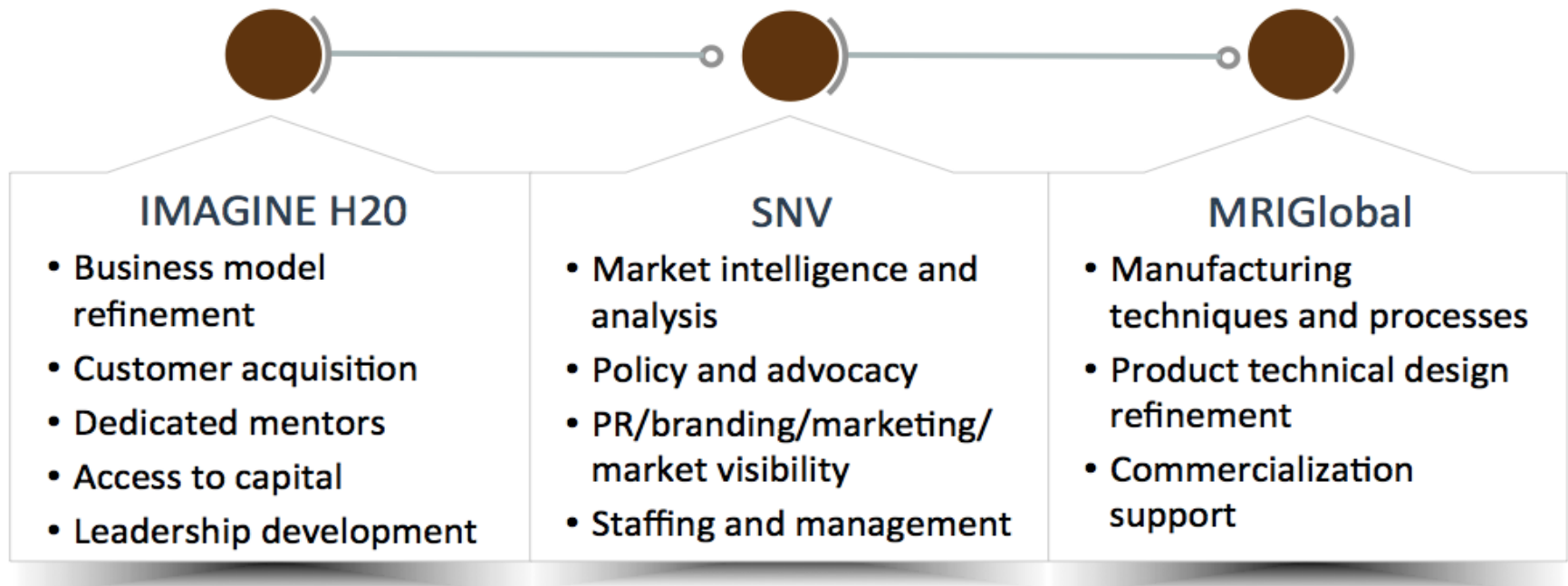


Needs-Based Assistance

SAMPLE SERVICE OFFERINGS

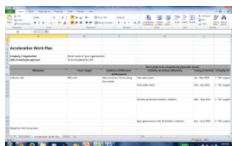
FROM THE SWFF TAF CONSORTIUM

The Technical Assistance Facility selects the appropriate service provider based on need.



Acceleration Work Planning Process

Step 1: Acceleration Work Plan Template



Awardee completes the Acceleration Work Plan Template for review with the TAF.

Inputs:

Cooperative Agreement; project work plans

Step 2: TAF/SWFF/Awardee Phone Conversation



TAF, SWFF, and Awardee review Acceleration Work Plan to clarify support needs.

Inputs:

Completed Acceleration Work Plan

Step 3: Acceleration Work Plan Narrative



Awardee writes narrative description of Acceleration Work Plan; enters in DevResults

Inputs:

Acceleration Work Plan; TAF feedback

Step 4: USAID Approval



USAID approves/revises Awardee's Acceleration Work Plan

Inputs:

Acceleration Work Plan; narrative description

Step 5: TAF Service Delivery



TAF delivers support services and connects awardees to resources and opportunities

Inputs:

Acceleration Work Plan; narrative description; TAF/awardee communication

Timeline

1/21-30: TAF prepares AWP for awardee completion

1/26-30: TAF sends AWP to each awardee for completion

1/26-2/6: TAF schedules call with each awardee

2/1-28: TAF conducts calls with awardees and awardees finalize AWP

Pre-award Survey

Objective: To ensure that awardees have adequate and proper financial/administrative policies, procedures, and controls in place and the organizational capacity to effectively manage grants.

Organization structure, registration and legal status.

- ✓ Organization properly registered.
- ✓ No legal actions pending against the organization.
- ✓ Organization chart that sets forth the actual lines of responsibility.

Internal controls and segregation of duties.

- ✓ All transactions are properly authorized through proper determination of cost reasonableness.
- ✓ Steps in the procurement process (e.g., ordering, receiving, paying) are shared among different people.

Current accounting systems, financial management and reporting.

- ✓ Standard written accounting procedures.
- ✓ Proper accounting system.
- ✓ Standard financial reporting, review and approval procedures.
- ✓ Annual audits are up-to-date.

Staff capacity to manage grants component.

- ✓ Roles are clearly defined.
- ✓ Award conditions on procurement are known by finance staff, budget managers and procurement staff.
- ✓ Bookkeepers/accountants understand the difference between direct and indirect costs.

Provide standard templates and forms

Assist in developing standard policies and procedures

Provide one-on-one training sessions on accounting and financial operations, and access to grants consulting services

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Agriprofocus Session 4:

Collaborations and Partnerships



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Collaboration and Partnerships

Partnerships are a key element of an application to SWFF:

- All applicants must have a presence in the countries in which they propose to work or at least one local partner in the countries
- All applicants should pursue market-driven partnerships that can help bring their innovation to scale
- All Stage 2 applicants will demonstrate partnerships that bring financial benefits, such as leveraged funding

Collaboration and Partnerships

- Ideal characteristics of a good partnership?
- Consider these necessary functions: technical expertise, grants management, communications, government relations, distribution, outreach
- If you don't have all of the skills and expertise you need within your organization, it will be beneficial to look for partners in those areas

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Agriprofocus Session 5:

SWFF Concept Note Questions: Tips and Feedback from Reviewers



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- NOTE: THE FOLLOWING SLIDES ARE SUGGESTIONS FOR BETTER APPLICATIONS. GIVEN THE LARGE NUMBER OF APPLICATIONS RECEIVED BY SWFF, EVEN IF ALL OF THE FOLLOWING SUGGESTIONS ARE FOLLOWED, SWFF DOES NOT GUARANTEE THAT ANY APPLICATION WILL ADVANCE BEYOND THE CONCEPT NOTE STAGE.

**Stage 1 & Stage 2 Applicants: What is your innovation?
What is transformative or “game-changing” about it?
Why is there an urgent need for your innovation?**

- Applicant response should be clear and direct.
- Applicant clearly answers the question in one sentence. All other sentences are back-up/evidence-based sentences.
- Applicant should be able to describe the innovation to an investor in 30 seconds (2 sentences) and capture their attention.
- Applicant should provide a compelling response describing how and why the innovation is game-changing and daring in premise, and urgent for consumers.
- Applicant provides specific examples of differentiation (this also gets at how well they know the market). Could be proof of: unmet need; speed; lower price; quality; ease of use; fueled by renewable energy; etc.



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Stage 1 & Stage 2 Applicants: What is/are the specific critical barrier(s) or problem(s) – related to water for food security – that your innovation addresses?

- The applicant response should be clear and direct.
- Applicant clearly answers the question in one sentence. All other sentences are back-up/evidence-based sentences.
- The applicant should thoroughly understand the problem that they're trying to solve and should be able to provide a specific description in narrative and numbers.
- Applicants should be able to clearly and succinctly describe the linkage to both the agriculture and food value chain.
- The applicant should clearly articulate the specific and critical barrier to water for food security that they will be addressing.
- The applicant should provide a compelling case that the innovation addresses the barrier(s) that they identified.



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Stage 1 & Stage 2 Applicants: Has this innovation been piloted (yes/no)? Where? What were the results of the pilot?

- The applicant response should be clear and direct.
- Applicant clearly answers the question in one sentence. All other sentences are back-up/evidence-based sentences.
- The applicant should describe where the pilot took place, when the pilot occurred, the size of the pilot, and the results of the pilot.
- The applicant should provide details about the pilot(s). The applicant should clearly articulate how lessons learned from the pilot have led or will lead to adaptation of the innovation in a new/different/expanded context.
- **NOTE: Innovations that have not been previously piloted are not eligible for Securing Water for Food funding.**



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Stage 1 & Stage 2 Applicants: Describe the demand for your innovation. In what country/region/market are you proposing to expand with Securing Water for Food funding? What is the total addressable market and potential market share for your innovation? What is the basis for your claim?

- The applicant response should be clear and direct.
- Applicant clearly answers the question in one sentence. All other sentences are back-up/evidence-based sentences.
- Applicant provides facts and examples (focus groups, market research) showing the applicant knows what their target market (users) need and want.
- Applicant can clearly articulate the size of the total addressable market with evidence.
- Applicant has provided a response that is tailored to the country(ies) of operation and demonstrate a clear understanding of the local operating environment.
- Applicant provides proof on the ability of the innovation to be readily and easily adopted in the target implementation area.



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Stage 1 & Stage 2 Applicants: What are your expected sources of matching funds and/or in-kind contributions?

- The applicant response should be clear and direct.
- Applicant clearly answers the question in one sentence. All other sentences are back-up/evidence-based sentences.
- Applicant provides a clear description of the source(s) of in-kind contributions and has a high level of detail, and describes any cash/cash equivalent (if applicable) as part of the matching requirement.
- Applicant describes the source of those funds for each year of funding that is expected from SWFF.



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Stage 1 & Stage 2 Applicants: Describe your expected end-users. Who are they and how might end users need to modify their existing practices or behaviors to use your product or service? Was this innovation designed with end user input? Can the innovation be utilized by (or be adapted to) vulnerable populations such as women and the poor?

- The applicant response should be clear and direct.
- Applicant clearly answers the question in one sentence. All other sentences are back-up/evidence-based sentences.
- Applicant provides facts and examples (focus groups, market research) showing the applicant knows what their target market (users) need and want
- Applicant provides a clear and detailed description of who their customers/end-users are. and explanation of the end-users and whether or not those end-users might need to modify their existing practices or behaviors to use the innovation.
- Applicant responses should be tailored to the country(ies) of operation and demonstrate a clear understanding of the local operating environment, highlighting any previous end user input in innovation design.



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Stage 1 & Stage 2 Applicants: Who is/are your local partner(s)? Who are other potential partners (be specific about partners; e.g. provide names and type of organization, not just categories)? If no local partners, describe your experience working in the country(ies) of implementation listed in this application.

- The applicant response should be clear and direct.
- Applicant clearly answers the question in one sentence. All other sentences are back-up/evidence-based sentences.
- Applicant provides a detailed description and explanation of each (if more than one) local partner's experience.
- Applicant clearly demonstrates that the local partner has the ability and capacity to manage and execute the proposed action plan in this application.
- Applicant describes any future potential partners.
- If applicant has a local presence but no existing or proposed local partners, please write N/A and describe why no local partners are needed.



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Stage 2 Applicants: Describe key elements of your go-to-market strategy in the country(ies) in which you propose to work. What are the biggest challenges and opportunities?

- The applicant response should be clear and direct.
- Applicant clearly answers the question in one sentence. All other sentences are back-up/evidence-based sentences.
- Applicant shows evidence and examples of distribution and marketing channels (where they're located, who is in them, etc)
- Applicant clearly explains both challenges and opportunities.

Stage 2 Applicants: What are the key, quantifiable metrics related to your innovation's performance or expected performance (e.g. total increased installed storage capacity (cubic meters); liters of water saved or used per hectare of land)?

- The applicant response should be clear and direct.
- Applicant clearly answers the question in one sentence. All other sentences are back-up/evidence-based sentences.
- Applicant should provide a detailed description and explanation of both the key metrics and separate targets for each of those metrics for each year of requested funding
- Applicant should ensure that metrics are both objective and verifiable.
- Applicant should attempt to articulate metrics beyond technical indicators, including potential measures of social impact/cost-effectiveness.



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Agriprofocus Session 6:

SWFF Value Proposition



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Business Model Exercise

[illegible]

Business Model Exercise

- **Channels** (*how do you deliver value to the customer?*)

1. How do you reach each customer segment?
2. What are your points of interaction with your customers?
3. Physical or virtual?

- **Customer Relationships** (*the long-term connection with the customer*)

1. What relationships are you establishing with the customer?
2. What type works best? Personal, automated, acquisitive, or retentive?
3. What's your '*unfair advantage*'

Business Model Exercise

- **Revenue Streams**

1. What are customers really willing to pay for?
2. Are you generating transactional or recurring revenues?

- **Key Resources (*elements required to offer and deliver the product*)**

1. Which resources underpin your business model?
2. Which assets are essential to your business?

- **Key Activities (*actions a company must take to operate successfully*)**

1. Which activities do you need to perform well?
2. Which ones are crucial for sustainable operations?

Business Model Exercise

■ Key Partners (*any external sources you need*)

1. Do you need any partners?
2. Which partners and suppliers leverage your model?
3. Who do you need to rely on?

■ Cost Structure

1. What is included in your cost to deliver?
2. Which key elements drive your costs?
3. Can you provide value at your cost?



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Agriprofocus Session 7:

SWFF Online Application Platform



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SWFF Platform

- How to use the SWFF application platform
- <https://screendoor.dobt.co/swff/rd3>
- All applications must be submitted via the platform
- Application intake will close on May 22, 2015 at 5pm EST



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Securing Water for Food: A Grand Challenge for Development

[View project](#)

[Your responses](#)

Welcome to the Securing Water for Food Round 3 Request for Concept Notes!

Are you a scientist, student, entrepreneur, or passionate problem solver interested in helping produce more food with less water in developing countries? Do you have a piloted innovation that you seek to share with others, highlight before experts, publicize, and accelerate?

The United States Agency for International Development (USAID), the Government of Sweden, and the Foreign Ministry of the Kingdom of the Netherlands invite eligible organizations to respond to the third round of Securing Water for Food: A Grand Challenge for Development.

This Request for Applications (RFA) is a funding competition to source and accelerate innovations that will enable the production of more food with less water or make more water available for food production, processing, and distribution. The three areas that are deemed critical to reducing water scarcity in the food value chain are listed as:

- Improving water efficiency and reusing agricultural wastewater to significantly extend the productivity of limited water resources.
- Effective water capture and storage systems for extending temporal availability of water supply in regions where precipitation is seasonal.
- Management of salinity in water supplies, as it is a major threat to food production.

Through this competition, Securing Water for Food anticipates disbursing \$12.5 million USD in award funding. Individual awards are expected to be between \$100,000 USD and \$3,000,000 USD depending on the type of funding requested. The period of performance for individual awards is up to three years; the actual period of performance for each award will be determined at the time of award.

Awards made through this RFA may be in the form of grants, cooperative agreements, or other instruments as appropriate, depending on the nature of the submitting organization and the proposal. The RFA and any future amendments can be downloaded from <http://www.grants.gov> or the Attachments section below.

A live question-and-answer webinar will take place on March 30, 2015. For those who cannot attend, the responses will be recorded and shared on the Securing Water for Food [website](#).

Applications will be accepted until 5:00 PM ET on May 22, 2015.

Have questions about the Securing Water for Food program?

If you have questions about the application process, please click on the Q&A link below. If you are experiencing technical difficulties, please e-mail swffplatformhelp@dobt.co.

We look forward to reviewing your applications!

[Submit response](#) →

Organization

[Securing Water for Food](#)

Contact email

swffplatformhelp@dobt.co

Responses due

05/22/15 at 05:00pm

Questions due

03/23/15 at 05:00pm

Organization

Securing Water for Food: A Grand Challenge for Development

Selection

The Founding Partners will select the winning innovations through a rigorous evaluation process. Winners will receive funding and acceleration support.

Funding

Stage 1: \$100,000 - \$500,000

Stage 2: \$500,000 - \$3,000,000

Questions due:

5:00 PM ET, March 23, 2015

Please send your questions to

swffplatformhelp@dobt.co

Concept Notes due:

5:00 PM, ET, May 22, 2015

☆ [Remind me](#)



- Improving water efficiency and reusing agricultural wastewater to significantly extend the productivity of limited water resources.
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We look forward to reviewing your applications!

 Questions

No questions

 Attachments



[rfa_number_sol-aaa-15-000049_swff.pdf](#)
679 KB

Selection

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Funding

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Stage 2: \$500,000 - \$3,000,000

Questions due:

5:00 PM ET, March 23, 2015
Please send your questions to swffplatformhelp@dobt.co

Concept Notes due:

5:00 PM, ET, May 22, 2015

☆ Remind me





Responding as...



Kate Carter

kacarter@usaid.gov

[Change Name / Email Address](#)

Disclaimers and Protections

Disclaimer: I would like to proceed with this application for Securing Water for Food funding. I understand that the Securing Water for Food Online Application platform is maintained by Department of Better Technology who is a subcontractor of Development Alternatives, Inc (DAI), a contractor of the United States Agency for International Development (USAID). *

☐ Yes



Responding as...



Kate Carter
kacarter@usaid.gov

[Change Name / Email Address](#)



Point of contact phone number *

Does this application include proprietary data that should not be disclosed outside the U.S. Government or with entity associated with Securing Water for Food? *

☒ Yes

☐ No

Note: If a grant is awarded to this Applicant as a result of – or in connection with – the submission of this data, the U.S. Government shall have the right to duplicate, use, or disclose the data to the extent provided in the resulting grant. This restriction does not limit the U.S. Government's right to use information contained in this data if it is obtained from another source without restriction.

Does this application contain proprietary information that should not be duplicated, used, or disclosed –in whole or in part– for any purpose other than to evaluate this application? *

☒ Yes

☐ No

Note: If a grant is awarded to this Applicant as a result of – or in connection with – the submission of this data, the U.S. Government shall have the right to duplicate, use, or disclose the data to the extent provided in the resulting grant. This restriction does not limit the U.S. Government's right to use information contained in this data if it is obtained from another source without restriction.

If you provide any commercially sensitive information in a specific text box, please add the following at the end of that text box:

"Use or disclosure of data contained in this text box is subject to the restrictions on the title page of this application."





Application Demographic Data

Application title *

Name of organization *

Individuals are not eligible to apply for funding.

Organization address *

Address

City

State

ZIP Code

Country

Organizations located in Cuba, Iran, North Korea and Syria are not eligible to apply to this program.

Which stage are you applying to? *

The Securing Water for Food Founding Partners reserve the right to move an application from Stage 2 to Stage 1 or vice versa at any point in the application process.

Type of organization *

Size of organization *

For partnerships and consortia, list the combined total.

Type of innovation *

What percent of the team, working on this innovation, is women? *

Team is defined as the organization/consortium's key operational executives (not including Board members).

Technical focus area *

- ☐ Improving water efficiency and reusing wastewater
- ☐ Innovative water capture and storage systems
- ☐ Salinity

Check all that apply.



Did you previously apply for Securing Water for Food Round 1 or Round 2 (the Desal Prize)? *

Do you currently have another application pending with one of the Founding Partners for this innovation? *

Please describe in detail with which Founding Partner program you have a pending application.

Have you received funding from any donors in the last five years for this innovation? *

This does not include private investment.

From whom? *

How much funding have you received for this innovation? *

This does not include private investment.

Where did you get information about Securing Water for Food? *

Why are you applying for SWFF funding? *

- ☐ Funding
- ☐ Networks
- ☐ Technical assistance
- ☐ Media exposure
- ☐ Other

Check all that apply.

Did you participate in the webinar? *

Do you think the webinar helped you improve your application? *



Country(ies) of implementation (please select all that apply) *

- ☐ Afghanistan
- ☐ Albania
- ☐ Algeria
- ☐ Angola
- ☐ Anguilla
- ☐ Antigua and Barbuda
- ☐ Argentina
- ☐ Armenia
- ☐ Azerbaijan
- ☐ Bangladesh
- ☐ Belarus
- ☐ Belize
- ☐ Benin
- ☐ Bhutan
- ☐ Bolivia
- ☐ Bosnia and Herzegovina
- ☐ Botswana
- ☐ Brazil
- ☐ Burkina Faso
- ☐ Burundi
- ☐ Cambodia
- ☐ Cameroon
- ☐ Cape Verde
- ☐ Central African Republic
- ☐ Chad
- ☐ Chile

1

2

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Technical questions

Stage 1 Concept Note

Innovation (Technical) Viability

50% of Concept Note score

Tailor all answers in this section to the country(ies) in which you are proposing to work.

What is your innovation? What is transformative or “game-changing” about it? Why is there an urgent need for your innovation? *

Between 350 and 1000 characters. Current count: 0 characters.

Evaluation criteria: Provide a compelling response describing how and why the innovation is game-changing and daring in premise, and urgent for consumers.

What is/are the specific critical barrier(s) or problem(s) – related to water for food security – that your innovation addresses? *

Between 350 and 1000 characters. Current count: 0 characters.

Evaluation criteria: Clearly articulate the specific and critical barrier, and provide a compelling case that the innovation addresses critical barrier/s to water for food security.

Has this innovation been piloted (yes/no)? Where? What were the results of the pilot? *

Between 350 and 1000 characters. Current count: 0 characters.

Evaluation criteria: Clearly describe the pilot(s) and details about the pilot(s). Clearly articulate how lessons learned from the pilot have led or will lead to adaptation of the innovation in a new/different/expanded context. Innovations that have not been previously piloted are not eligible for Securing Water for Food funding.

Business/Financial Viability

25% of Concept Note score

Tailor all answers in this section to the country(ies) in which you are proposing to work.



Technical questions

Stage 2 Concept Note

Business/Financial Viability

50% of Concept Note score

Tailor all answers in this section to the country(ies) in which you are proposing to work.

What is your innovation? What is transformative or “game-changing” about it? Why is there an urgent need for your innovation? *

Between 350 and 1000 characters. Current count: characters.

Evaluation criteria: Provide a compelling response describing how and why the innovation is game-changing and daring in premise, and urgent for consumers.

Describe the demand for your innovation. In what country/region/market are you proposing to expand with Securing Water for Food funding? What is the total addressable market and potential market share for your innovation? What is the basis for your claim? *

Between 350 and 1000 characters. Current count: characters.

Evaluation criteria: Provide a clear description and explanation of demand for the innovation, the country/region/market of expansion, and the total addressable market (TAM). Responses should be tailored to the country(ies) of operation and demonstrate a clear understanding of the local operating environment.

Describe key elements of your go-to-market strategy in the country(ies) in which you propose to work. What are the biggest challenges and opportunities? *

Between 350 and 1000 characters. Current count: characters.

Evaluation criteria: Clearly describe key elements of the go-to-market strategy, including a description of the challenges and opportunities. Responses should be tailored to the country(ies) of operation and demonstrate a clear understanding of the local operating environment.



Responding as...



Kate Carter

kacarter@usaid.gov

[Change Name / Email Address](#)



What's next

All applicants will be evaluated against the eligibility and application criteria. Demographic questions will not be scored.

Following submission of the Concept Note, a select number of applicants will be invited to submit a Full Proposal. The Full Proposal provide evaluators with in-depth information about the innovation.

Applicants will be also asked to provide a budget spreadsheet and budget narrative, past performance references, and begin the SAM/DUNS registration process.

Your response

Disclaimer: I would like to proceed with this application for Securing Water for Food funding. I understand that the Securing Water for Food Online Application platform is maintained by Department of Better Technology who is a subcontractor of Development Alternatives, Inc (DAI), a contractor of the United States Agency for International Development (USAID).

✓ Yes

Point of contact phone number

000000000

Does this application include proprietary data that should not be disclosed outside the U.S. Government or with entity associated with Securing Water for Food?

Yes

✓ No

Application title

DRAFT for platform screenshots

Name of organization

SWFF

Organization address

1300 Pennsylvania Ave NW
Washington, District Of Columbia 20009
US

Which stage are you applying to?

Stage 2 – Scaling/Commercial Growth

Type of organization

Commercial enterprise

Size of organization

0 – 10 people

Type of innovation

Business model

What percent of the team, working on this innovation, is women?

0-10%

Technical focus area

- ✓ Improving water efficiency and reusing wastewater
- ✓ Innovative water capture and storage systems
- ✓ Salinity

Did you previously apply for Securing Water for Food Round 1 or Round 2 (the Desal Prize)?

✓ SAVED



Status
Draft saved



Time remaining to submit
about 2 months
Responses due on 05/22/15 at 05:00pm



Respondent
Kate Carter
kacarter@usaid.gov



Last updated
03/25/15 at 03:08pm

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◀ Back to editing

Submit response ▶



Securing Water for Food: A Grand Challenge for Development

[◀ Back to project](#)

Thank you for applying to the Securing Water for Food: Grand Challenge for Development!

We appreciate your time and will review Concept Notes through the end of June to determine semi-finalists. We will contact your organization via this platform should you be named a semi-finalist.

Good luck to you!

Screendoor is an application by [The Department of Better Technology](#).

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For more information, please visit

www.securingwaterforfood.org

Thank you!

Any Questions?