

AECF REACT Household Solar Home Systems –Concept Note Questions

PROFILE & ELIGIBILITY

- Name: _____
- Email: _____
- Phone number: _____
- Name of your business: _____
- Your position: _____
- Where is your business headquarter?
- What year was your business first registered?
- In which country(ies) is the proposed project? **Tick boxes with the 4 countries**
- Is your business registered in the country(ies) of project implementation? **Yes / No**
[If no, Is there a plan for registration – please outline]
- Does your current business generate revenue from sales? **Yes / No**
- Please select the specific focus areas for your project: **Tick boxes with the 5 focus areas**
- 100% match funding will be required and cannot come from other UK AID funds. We confirm that we are able to meet the match funding criteria (*see term sheet for more details*) and that the match will be spent within the grant timeline. **Yes/No**
[If no, please elaborate on how it can be achieved] (50 words)
- How did you hear about the REACT Fund? **Dropdown menu with AECF Website / AECF contact / REACT Launch / Facebook / Twitter / LinkedIn /Local tech hub [please specify which one] / Other [Please specify]**

YOUR BUSINESS

This section refers to your core business. A later section 'Proposed Project' will give you the opportunity to tell us about your ideas for the grant money

- How would you describe your business in a tweet? **(140 characters)**
- Link to website: **Add link**
- Have you already launched a solar product/service? **Yes / No**
[if yes, please outline countries where your business currently offers products/services]
- How are you providing clean energy products and services to rural and peri-urban poor? **(100 words)**
- Describe how your business model provides an innovative solution to solve a problem/demand? **(100 words)**

PROPOSED PROJECT

This next section looks at the proposed project that would be implemented if your business is successfully awarded a grant by the AECF

Project Overview:

- Please outline the business case for the proposed project, highlighting the business model and its financial sustainability **(300 words)**
- Can you provide documentary evidence that the lead implementing partner has and is compliant with the necessary legal registrations and licences to operate in the proposed project country? **Yes / No**
- How many years is the proposed project duration in total?

Hint: Maximum duration of the grant is 4 years

Market Analysis

- Outline how you have assessed the ability and willingness to pay for solar energy in your target market. Compare against: **(100 words)**
 - The national grid prices (to avoid anti-competitiveness) and
 - The alternatives e.g. what fuel the target market is currently using now.
- Outline the target market for the project (demographics, gender analysis, % low income, and how they currently access energy for household use). **(200 words)**
- Outline how your business model is adapted to the country context and consumer culture. Please refer to market analysis or study used to inform this. **(100 words)**
- How has the impact on women, and gender analysis been considered in the design of the business model, and do you have a particular approach for marketing female headed households with the project services? **(100 words)** **Hint: Include what impacts are expected, what data has been used to determine this, and how women were involved in the design.**

Project Impact

- How many people will this project impact during the grant period?
Table: Number of jobs created and number of systems sold
Hint: Please be realistic given the grant funds requested and your match - please do not count other funds.
- Provide the expected MW (or KW) equivalent capacity that your project will install or distribute during the project? **Hint: Give numbers.**
- Describe how your project will contribute to the socio-economic impact objectives and gender objectives outlined in the Term Sheet (see section Socio-economic Impact in the Term Sheet) **(100 words)**
- Do you have a strategy for minimizing the environmental impact of your products? **(100 words)**
Hint: Product lifecycle approach including waste management

Partnerships:

- Outline the partnerships you have developed or will develop to deliver this project? **(100 words)**

Marketing and Communications

- Outline the marketing and communication strategy to promote the product/service developed by your project? **(100 words)**
- Optional - Please feel free to attach your pitch deck **(max 5 pages/slides)**
- Or a video about your business you would like us to watch: **Add link**

FUNDING

- How much funding have you raised to date? From which sources have you received funding and when? **(50 words)**
- Has your business benefited from AECF funding before? **Yes / No [if yes, please elaborate]**
- Describe any relationships and/or contact you have had with potential investors to date? **(100 words)**

- Have you ever received funding from DFID/UK Aid or other donors? **Yes / No**
[If yes, please outline what the funding was for]
Does your business have two years of unqualified audited financial accounts? **Yes / No**
[If no, what evidence can you provide of your business' financial health]
- How much funding/grant will you request for your project (excluding matching)? **Minimum amount is USD 250,000 - Maximum is USD 1,5 million**
- Why do you need funding from AECF to complete this project? **(100 words)**

YOUR TEAM

- Provide a brief profile of your leadership team and their background. **(100 words)**
Hint: Optional add LinkedIn profile of founder/s: Add links of the leadership team and in-country management team
Optional: Upload CVs
- Outline your project implementation team; including their title and qualifications, full time or part time, and their location. **Hint: Segregate by full-time and part-time project staff members (50 words)**
- Are any of your company's founders a national of the countries of implementation?
- Does the company have female ownership or management: **Yes / No**

OTHER

- Optional: Is there anything important to the project not covered in the above questions that would help us better understand the project? **(100 words)**
- We agree that the information set out in this application form is true and correct, to the best of our knowledge and will advise AECF of any changes to information or circumstances that may impact on this application. **Yes / No**
- The AECF is often approached by other funders seeking projects. Do you authorise the AECF to share this concept note with them? **Yes / No**