

SECURING WATER FOR FOOD:

A GRAND CHALLENGE
FOR DEVELOPMENT

RD. 4 CONCEPT NOTE WEBINAR



Government of the Netherlands



science
& technology
Department:
Science and Technology
REPUBLIC OF SOUTH AFRICA



Welcome

- Deidre Jackson, Office of Acquisitions and Assistance, USAID; SWFF Agreement Officer
- Dr. Ku McMahan, Team Lead, Securing Water for Food Grand Challenge for Development



Objectives

- By the end of the webinar, 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
 - Have a good understanding on how your application is being evaluated



AGRICULTURE REPRESENTS

70%

**OF GLOBAL
WATER DEMAND**

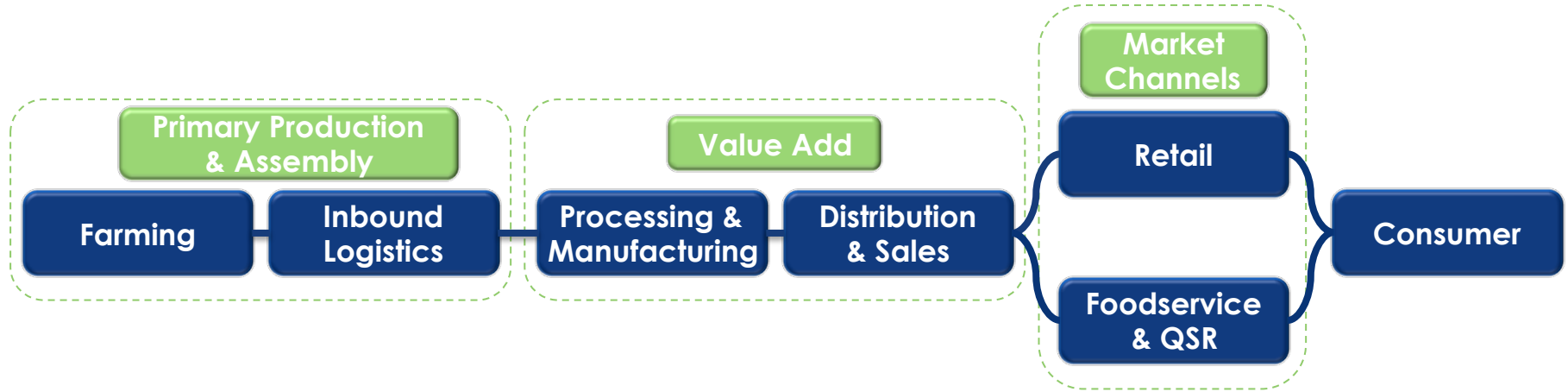
OUR CHALLENGE

Having enough water to feed
9 BILLION PEOPLE

SUPPORTING NEW AND SUSTAINABLE
WATER SOLUTIONS

for the food value chain

The Food Value Chain





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

\$32 MILLION DOLLARS

for 3 focus areas

1



Re-use/Efficiency

2



Capture/Storage

3



Salinity

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



SWFF INNOVATORS IN 28 COUNTRIES



Key Barriers

Objective	Barriers	Interventions
Increase private sector investment in water salinity, re-use, efficiency, capture and storage technologies development and deployment	Lack of business models appropriate for developing world market	Provide funding for technologies and business model innovations
	Distribution Systems aren't adequately disseminating water technologies	Build relationships between existing distributors and water tech companies and build new relationships through SWFF Technical Assistance Facility
	Difficult to find private investment to bring solutions to scale	Incentivize private investment to scale solutions with risk mitigation and project development

Fourth Call for Innovations: **RFA Round Four**

- Women-focused and highlight the roles, skills and capacities of women
- Increased focus on cutting-edge, advanced technologies and business models that address the three focus areas: (water efficiency and reuse; water capture and storage; salinity and salt water intrusion)
- 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



RFA Round **Four** 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, gender inclusivity, and business viability

Scale

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

Rd. 4 Eligible **Stages of Innovation**

{ **Validation Stage**
30% of funding }

{ **Commercialization Stage**
70% of funding }



Rd. 4 Funding

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	\$2 million

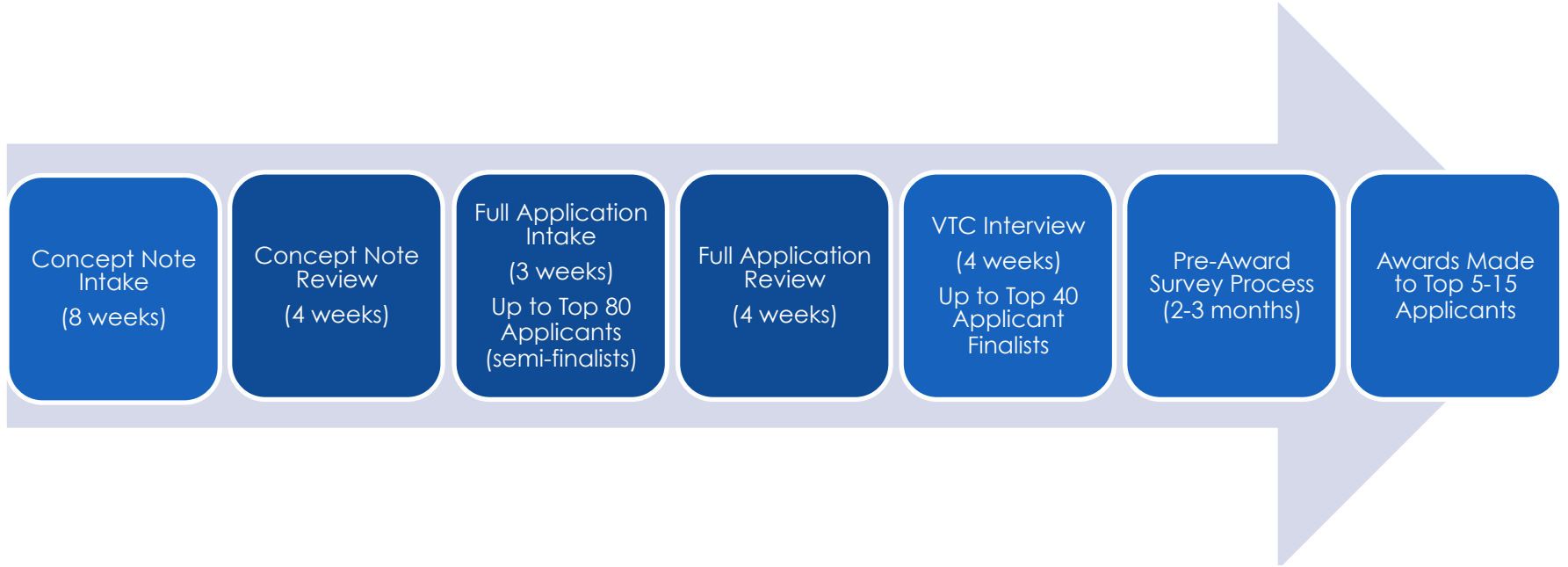
We Want **Innovations That Are:**

- **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 strong financial model** and viable business plan;
- **Backed** by local partnerships;
- **Poised to directly or indirectly benefit women and the poor** (income, products, environment, etc.); and
- **Attractive for additional funding** [in-kind contributions (stage 1) or matching funds (stage 1 or stage 2) required]

What We're Not Interested In Funding

- Applications that do not demonstrate a clear linkage between **BOTH water and agriculture**
- Innovations that fail to clearly demonstrate their positive direct or indirect impact on women and the poor
- 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. 4 Timeline



Innovation Investment Advisory Committee (IIAC)

- Standing panel of technical experts, business specialists, sustainable development experts, and researchers with extensive experience in water and agriculture innovation
- Participate in application review and award recommendations
- Participate in awardee technical and financial milestone selection for both initial and future tranches of funding

Technical

- Expertise in water and/or agricultural
- Evaluate proposals on underlying science and engineering aspects
- Assess awardee performance against technical milestones

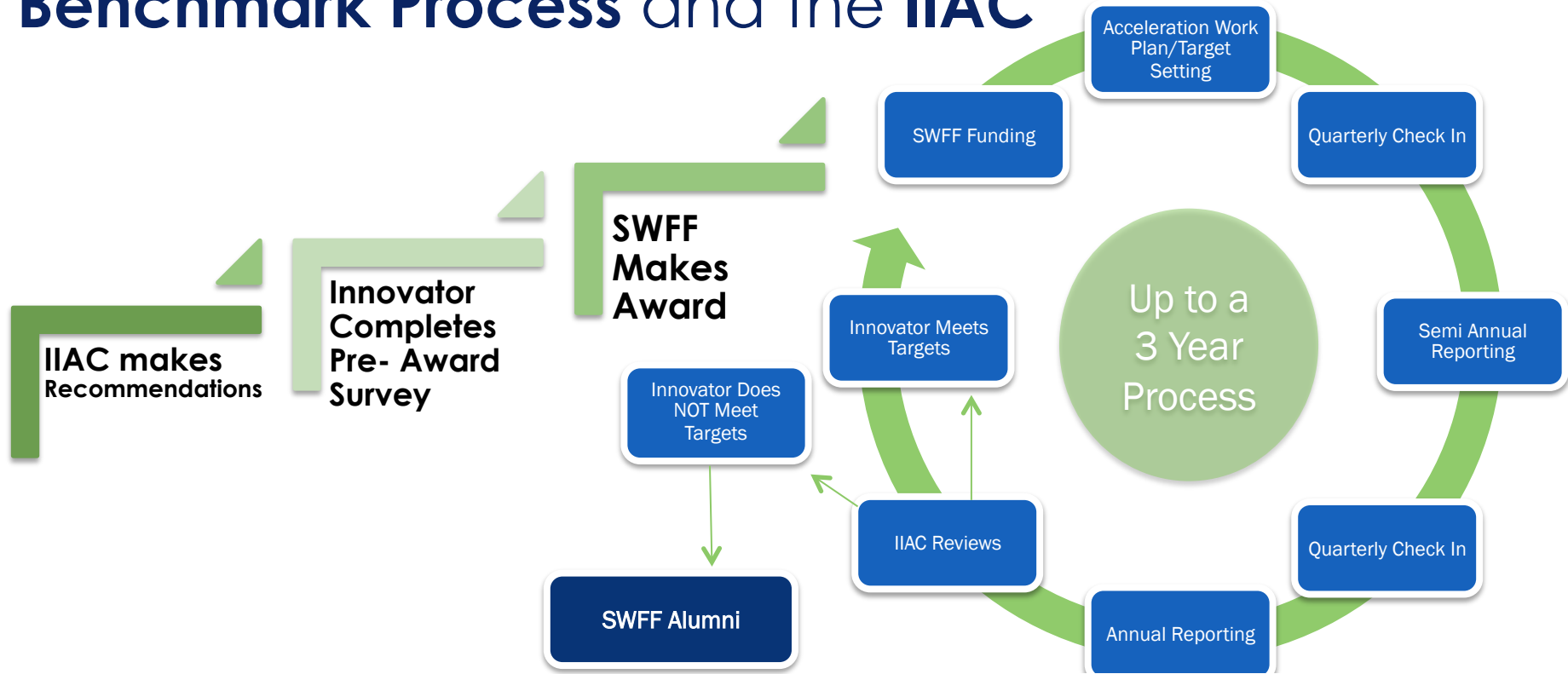
Business/Financial

- Experience in the private sector,
- Evaluate proposals based on the business viability of the solution, including the potential for wide-scale application
- Assess awardee performance against business and financial milestones

Sustainability

- Expertise in sustainable development including a background in gender, economic, social, and/or the environment
- Evaluate proposals based on sustainability aspects
- Assess awardee performance against sustainability milestones

Benchmark Process and the IIAC



Pre-Award Survey

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

SURVEY

Organizational structure, registration & legal status

Current accounting systems, financial management and reporting

Internal controls & segregation of duties

Staff capacity to manage grants component

ASSISTANCE

Provide standard templates & forms

Assist in developing standard policies & procedures

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

**WHAT
HAPPENS
AFTER IF YOU
ARE SELECTED
AS AN AWARD
NOMINEE?**

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SWFF Technical Assistance Facility **Accelerates Innovations and Provides Needs-Based Support**



DR. DONNA VINCENT ROA
Chief of Party

KEVAN HAYES
Acceleration
Facilitator

RAMI KHYAMI
Grants & Financial
Management

STEVE SIMON
M&E Specialist

CASSY RODRIGUEZ
Jr. Program Coordinator

Technical Assistance Facility **Portfolios and Objectives**

TA & SCALING

Provide needs-based technical assistance, market-driven product/business development, training, and acceleration support

M&E

Deliver monitoring and evaluation support

PROJECT MANAGEMENT & PROGRAM LOGISTICS

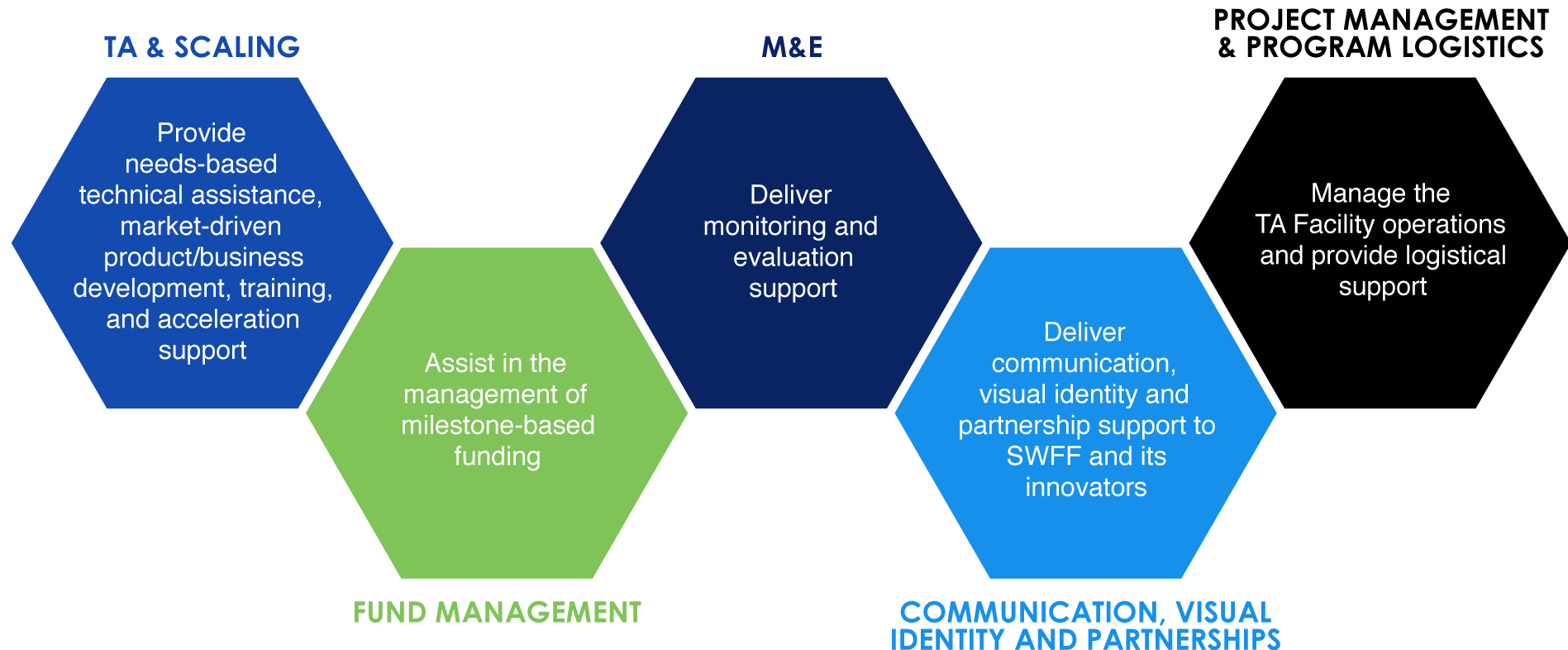
Manage the TA Facility operations and provide logistical support

Assist in the management of milestone-based funding

FUND MANAGEMENT

Deliver communication, visual identity and partnership support to SWFF and its innovators

COMMUNICATION, VISUAL IDENTITY AND PARTNERSHIPS



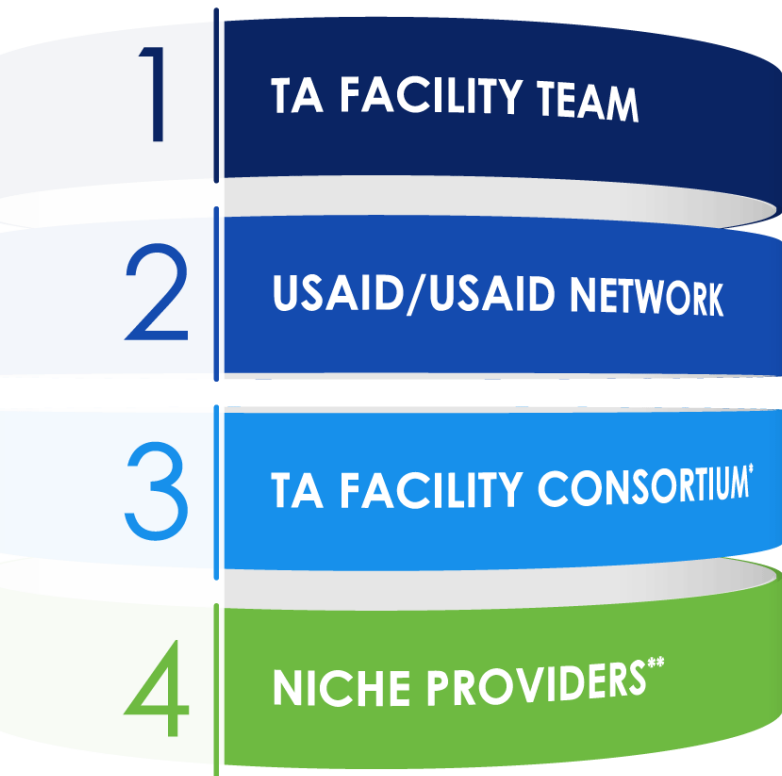
Acceleration Work Planning Process



SWFF M&E from an **Awardee Perspective**

INNOVATOR





Four Primary Lines of Support

- Degree of alignment
- Cost effectiveness
- Timeliness of service delivery
- Awardee feedback on service quality

* Imagine H2O and SNV

** 35 vetted niche providers accessed through competitive contracts under a voucher mechanism.

VOUCHER SYSTEM – SERVICE CATEGORIES

19 technical service categories: Business Development; Business Mentorship; Business Modeling; Gender; Graphic Design, Branding, and Website Development; Human Resources Management; Legal Services; Market Research and Market Analysis; Materials Science; Media Training and Presentation Coaching; Organizational Capacity Building; Partner Identification and Partnerships; Policy and Advocacy; Product Development, Refinement, and Diversification; Public Relations and Communication; Smallholder Farmer Marketing and Sales; Supply Chain Development; Technical Writing and Scope of Work Development; Travel Services (Conferences/Investor Workshops/Meetings)

ROUND 1 & 3 SWFF WINNERS

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Seed Tape – A simple, quick and effective biodegradable paper tape seed and fertilizer system

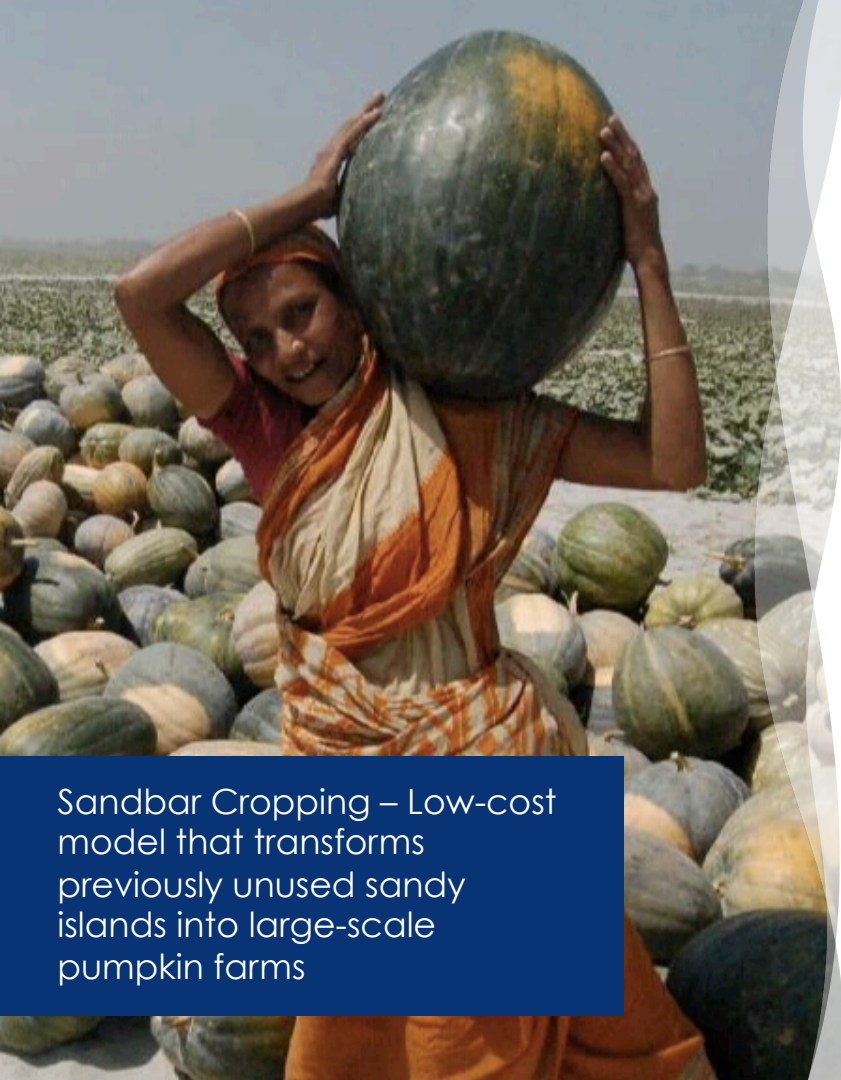
Reel Gardening

SERVICES SUMMARY

- Identifying media opportunities
- Investor pitch presentation coaching
- Seed and soil analysis
- Business model advisory
- Designing an internship program

REALIZED AND ANTICIPATED RESULTS

- Claire Reid featured in the cover story in Forbes Woman Africa
- Accelerating a buy- one-donate-one component in the business



Sandbar Cropping – Low-cost model that transforms previously unused sandy islands into large-scale pumpkin farms

Practical Action

SERVICES SUMMARY

- A demand assessment of local private sector pumpkin buyers and diversified uses of pumpkin in the national market
- Introductions to potential buyers
- Sales, marketing and branding strategies

REALIZED AND ANTICIPATED RESULTS

- Engaged in discussions with PRAN for potential MOU for pumpkin delivery
- Product differentiation leading to competitiveness in the national and international marketplaces



Mobile Weather Forecasts –
Weather model that helps
farmers to sow, fertilize and
harvest at the optimum time

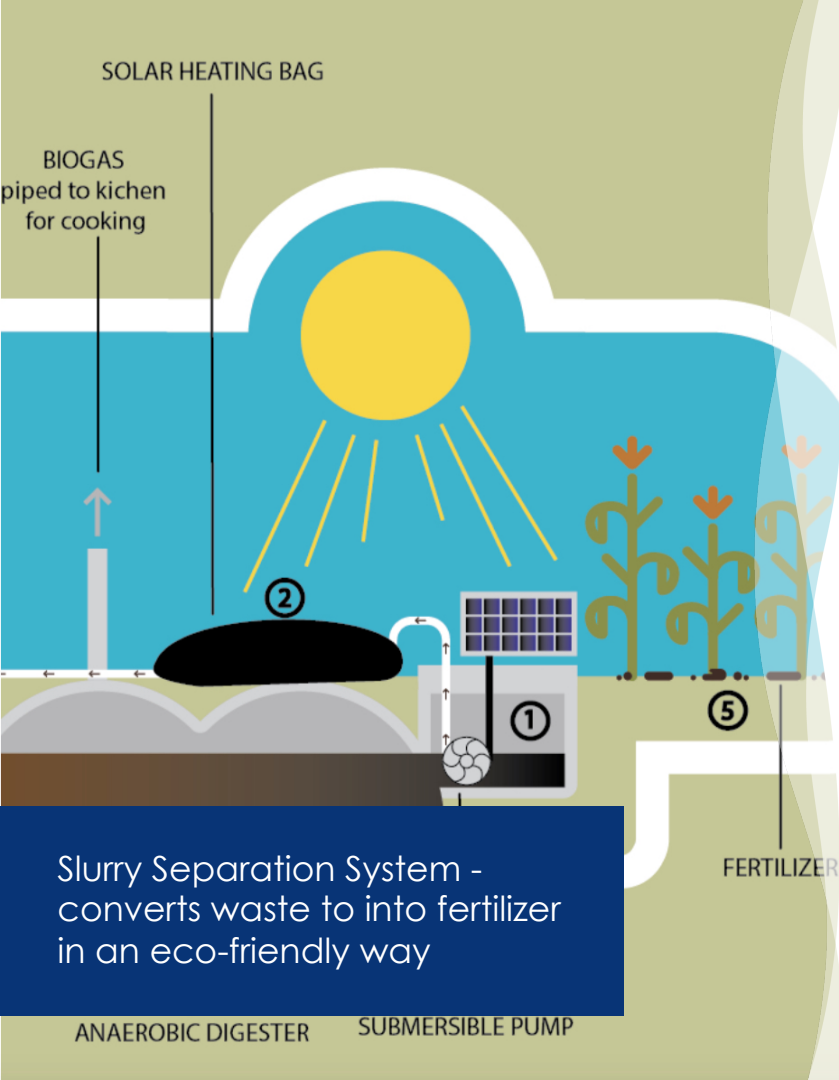
Ignitia AB

SERVICES SUMMARY

- Staff recruitment support and related processes definition
- Sales and marketing strategy and capacity building

REALIZED AND ANTICIPATED RESULTS

- Key senior management and business development positions filled and an implementable playbook for future hiring needs
- Enhanced capability of local wireless carrier partner to market Ignitia services



Green Heat

SERVICES SUMMARY

- Sales and marketing strategy
- Communications and branding strategy
- Assessment to determine strengths and weaknesses from the potential investor perspective


REALIZED AND ANTICIPATED RESULTS

- Actionable marketing and communications strategies to drive to SWFF and organizational targets sales
- Identified key business areas to strengthen to attract outside investment

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

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

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**

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

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

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

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

Stage 1 : How does your innovation directly or indirectly benefit or impact vulnerable groups, including poor, and women (for example, does this innovation engage one or more of these vulnerable groups or engage women as innovators, employees, suppliers, distributors and consumers)?

- The applicant response should be clear and direct
- The applicant clearly answers the question in one sentence. All other sentences are back-up/evidence-based sentences
- The applicant should provide a detailed description and explanation what type of social impact is intended, how the innovation may effect lives or livelihoods of women and various vulnerable groups, and ultimately contribute to (local) development
- The applicant should provide a compelling case that the innovation directly or indirectly benefit or impact vulnerable groups, including poor, and women

Stage 1 : Are there any expected gaps in the levels of participation between men and women (including age, ethnicity, disability, location, etc.)?

- The applicant response should be clear and direct
- The applicant clearly answers the question in one sentence. All other sentences are back-up/evidence-based sentences
- The applicant should attempt to list any expected gaps in the levels of participation between men and women
- The applicant should attempt to explain how cultural norms/beliefs, access to/ and control over assets, and patterns of power and decision-making could be causing any of the gaps mentioned, and how their innovation will shrink those gaps

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)?

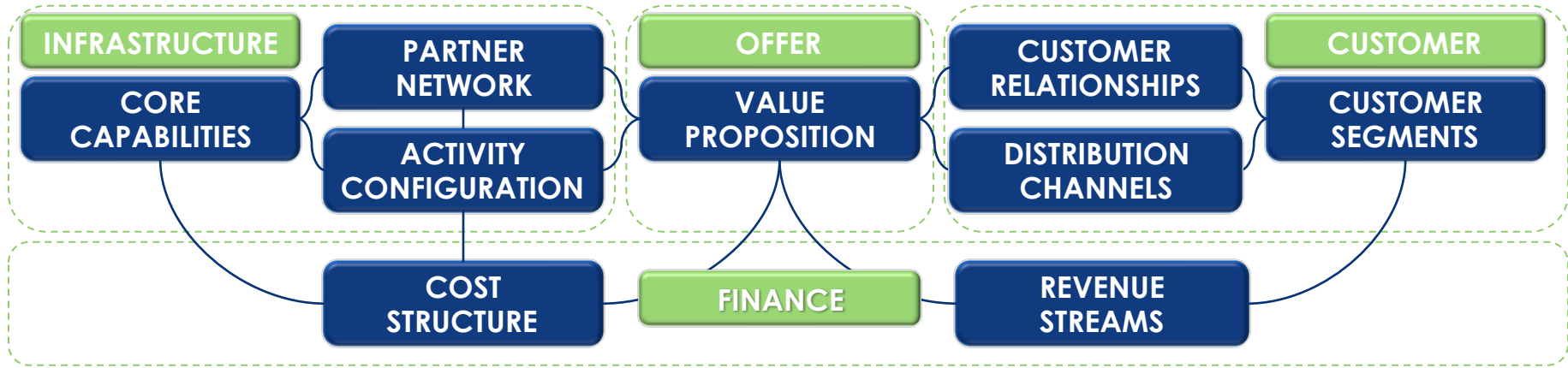
- The applicant response should be clear and direct
- Applicant clearly answers the question in one sentence. All other sentences are back-up/evidence-based sentences
- Applicant should provide a detailed description and explanation of both the key metrics and separate targets for each of those metrics 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

Stage 2 Applicants: Why will your innovation in the long run contribute to development and environmental sustainability?

- 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 and detailed description of what the intended developmental or social impact is, and describes why these will be sustainable effects

SWFF VALUE PROPOSITION

Business Model Ontology



Business Model Exercise

- Channels (how do you deliver value to the customer?)
 - How do you reach each customer segment?
 - What are your points of interaction with your customers?
 - Physical or virtual?
- Customer Relationships (the long-term connection with the customer)
 - What relationships are you establishing with the customer?
 - What type works best? Personal, automated, acquisitive, or retentive?
 - What's your 'unfair advantage



Business Model **Exercise**

- Revenue Streams
 - What are customers really willing to pay for?
 - Are you generating transactional or recurring revenues?
- Key Resources (elements required to offer and deliver the product)
 - Which resources underpin your business model?
 - Which assets are essential to your business?
- Key Activities (actions a company must take to operate successfully)
 - Which activities do you need to perform well?
 - Which ones are crucial for sustainable operations?



Business Model **Exercise**

- Cost Structure
 - What is included in your cost to deliver?
 - Which key elements drive your costs?
 - Can you provide value at your cost?



COLLABORATIONS AND PARTNERSHIPS

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Collaborations **and** Partnerships

Partnerships are a key element of an application to SWFF:

- All applicants must have a local presence, and be registered and authorized by the national government in the countries in which they propose to work or at least have one local partner that is registered to work in the country(ies) of implementation
- All applicants should pursue market-driven partnerships that can help bring their innovation to scale
- If working with a local partner, the local organization should have a tangible stake in the innovation and its development rather than, for example, a local merchandiser who stocks the product
- All Stage 2 applicants will demonstrate partnerships that bring financial benefits, such as leveraged funding



Collaborations **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

ONLINE APPLICATION PLATFORM

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SWFF Platform

- How to use the SWFF application platform
- <https://swff.forms.fm>
- All applications must be submitted via the platform
- Application intake will close on **October 10, 2016 at 5pm EST**



Securing Water for Food: A Grand Challenge for Development - Round 4 Call for Concept Notes

[Ask a question](#)

Welcome to the Securing Water for Food Round 4 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), Sweden through Swedish International Development Cooperation Agency (Sida), South African Department of Science and Technology, and the Foreign Ministry of the Kingdom of the Netherlands invite eligible organizations to respond to the fourth 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 \$7.5million USD in award funding. Individual awards are expected to be between \$100,000 USD and \$2,000,000 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.

Start



[View a previous submission or resume a draft](#)

CONTACT EMAIL

swffplatformhelp@dobt.co

DEADLINE

Oct 10 at 5:00pm

QUESTIONS DUE

Aug 26 at 5:00pm

SHARE THIS



REMINDE ME

Enter your email to receive a reminder before the deadline arrives.

Remind me

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.
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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/web/grants/view-opportunity.html?oppld=287360> or the Attachments section below.

A live question-and-answer webinar will take place on August 31, 2016 from 12:00-1:30pm EDT. For those who could not attend, the responses will be recorded and located here (<https://ac.usaid.gov/rd4rfa/>) and are shared on the Securing Water for Food website.

Applications will be accepted until 5:00 PM ET on Oct. 10, 2016.

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!

FILES



Final_-_RFA_-_SWFF_Round_4_-_8.12.16.pdf
570 KB

REMIND ME

Enter your email to receive a reminder before the deadline arrives.

Remind me



Securing Water for Food: A Grand Challenge for Development - Round 4 Call for Concept Notes

Editing draft

Finish this later

Name *

Email *

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 the Kaizen Company, a contractor of the United States Agency for International Development (USAID). *

☐

Yes

Preview



SAVED



Securing Water for Food: A Grand Challenge for Development - Round 4 Call for Concept Notes

Editing draft

Finish this later

← PAGE 2 OF 7 →

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.

Did you previously apply for Securing Water for Food Round 1, Round 2 (the Desal Prize) or Round 3? *

Yes ▾

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

Yes ▾

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? *

Yes ▾

This does not include private investment.

From whom? *

Government ▾

How much funding have you received for this innovation? *

0-\$10,000 ▾

This does not include private investment.

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

Securing Water for Food Mailing list ▾

Why are you applying for SWFF funding? *

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

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
- ☐ China

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? *

Enter between 350 and 1000 characters.



Evaluation criteria: Provide a compelling response describing how and why the innovation is game-changing and daring in premise, urgent for consumers, and clearly differentiated from existing products/models on the market.

What is transformative or "game-changing" about it? *

Enter between 350 and 1000 characters.



Evaluation criteria: Provide a compelling response describing how and why the innovation is game-changing and daring in premise, urgent for consumers, and clearly differentiated from existing products/models on the market.

Why do your customers or end-users think that there is an urgent need for your innovation? How does your innovation differ from existing products on the market? *

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? *

Enter between 350 and 1000 characters.

0

Evaluation Criteria: Provide a compelling response describing how and why the innovation is game-changing and daring in premise, urgent for consumers, and clearly differentiated from existing products/models on the market.

What is transformative or "game-changing" about it? *

Enter between 350 and 1000 characters.

0

Evaluation Criteria: Provide a compelling response describing how and why the innovation is game-changing and daring in premise, urgent for consumers, and clearly differentiated from existing products/models on the market.

Why is there an urgent need for your innovation? How does your innovation differ from existing products on the market? *



Securing Water for Food: A Grand Challenge for Development - Round 4 Call for Concept Notes

Editing draft

Finish this later



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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.

Preview



SAVED



Securing Water for Food: A Grand Challenge for Development - Round 4 Call for Concept Notes

Preview

Edit submission

Export as PDF

Finish this later

Name

Cassy Rodriguez

Email

crodriguez@thekaizencompany.com

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 the Kaizen Company, a contractor of the United States Agency for International Development (USAID).

✓ Yes

Point of contact phone number

9175734435

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

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

Application title

Test

Name of organization

Test

Organization address

1234

Washington, District Of Columbia 20006

US

Submit



DEADLINE

Oct 10 at 5:00pm

Thanks!

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 October/November to determine semi-finalists. We will contact your organization via this platform should you be named a semi-finalist.

Good luck to you!

[View your submission →](#)

[Start a new submission](#)

FREQUENTLY ASKED QUESTIONS

SECURING
WATER
FOR FOOD:
A GRAND CHALLENGE
FOR DEVELOPMENT



1. Can individuals apply?


Answer: Individuals may not apply for SWFF funding. However if the applicant is an organization, they can apply with multiple concept notes, provided that the products or services are materially different in each concept note. SWFF will not provide any comment on the merits of an individual proposal before concept note review.

2. How will I get the status of my application after submission?

Answer: Concept note applicants will receive an email notification that their application has been submitted. In addition, once all concept notes have been reviewed, applicants will be notified by email as to whether they have advanced to the Semi-Finalist stage and invited to submit a full application or if they have not advanced to the Semi-Finalist stage.

3. Does the application have to be submitted in English. What options does an applicant have if they are not fluent in English?

Answer: As noted on p.26 of the Rd. 4 RFA, all applications must be in English. If the applicant is not able to effectively communicate the significance of the application during the VTC interview, the Innovation Investment Advisory Committee (IIAC) members may not be able to fully identify the value of the application. If the team present on the VTC interview can fully explain the application and answer follow-up questions in English, then the IIAC members will be able to fully value the application responses.



4. We made an application into SWFF last year, which reached the final interview stage but was ultimately not funded. If we feel that we are now better placed to address the reviewers reservations, could we resubmit the same idea, with some modifications ?

Answer: Yes, SWFF encourages Rd. 3 Finalists that have improved their application to apply for SWFF Rd. 4. However, SWFF must clearly note that all concept notes will be reviewed on their merits, regardless of any previous application.

5. What does country of implementation mean? Does that mean ALL countries where the innovation CAN be implemented? Or just the ones we are currently targeting at first? Does it hurt us to select all of the countries listed?

Answer: The country (ies) of implementation means all countries in which the applicant plans to implement and expand the use of the innovation during the potential 3-year timeframe of the SWFF award. For example, if the innovation could be used in every country on the planet, but the applicant only plans on using SWFF funding in Ethiopia in Y1, Ethiopia and Kenya in Y2, and Nigeria in Y3, then the countries of implementation would be Ethiopia, Kenya, and Nigeria, even though the innovation could be used in other countries.



6. Are we allowed to partner researchers from other countries in the proposal other than the ones stated in the call (i.e. USA, Sweden, the Netherlands)?


Answer: Yes, applicants are able to partner with other organizations from around the globe, as long as one of the organizations is based in the country of implementation.

7. Can our proposed project include two piloted innovations from two different companies if these companies have not worked together previously? Or do the innovations need to be piloted together in order to be eligible for a SWFF investment?

Answer: Yes, as long as the 2 piloted innovations have been used in combination previously. Otherwise, the application would have to be for one innovation or the other to be considered post-pilot, as required by the SWFF Rd. 4 RFA.

8. Can these companies combine the number of customers that they serve and funding they raise to be eligible for a stage 2 investment?

Answer: As noted in the RFA, though SWFF is highly supportive of partnerships, in the end one organization is responsible for the results of an award. If that organization claims that the innovation has X customers/end-users/funding, then the organization must provide evidence for those claims, and can combine that evidence from members of the partnership. However, that evidence must directly support the innovation that won the award, and not the two organizations separately that then combine their evidence.




9. Is it allowed for an agency to submit more than one application for instance one for Gambia with partner X and another for Zambia with Partner Y?

Answer: Organizations can apply with multiple concept notes, provided that the products or services are materially different in each concept note and there are different innovations. However, if there is only one innovation, the organization should only submit 1 application and note in that application that the innovation will be implemented in multiple countries.

Each application will be reviewed separately. However, please note that organizations that win multiple awards will need to have different project managers.

10. Is an applicant supposed to cover all three or any single aspect of the 3 focal areas?

Answer: An applicant can cover any single focus area or any combination of the 3 focus areas.




11. For Stage 2 applications, would USAID consider in kind contributions that come from more traditional bootstrapping methods? For example, would USAID consider allowing microcredit or beneficiary/customer investment for sources of match funding for stage 2?

Answer: As noted on p.26 of the Rd. 4 RFA for Stage 2 awardees:

Stage 2 (Scaling/Commercial Growth) awardees are required to have matching funds (cash/cash equivalent) to satisfy the matching requirements. Stage 2 awardees are not allowed to rely upon in-kind contributions to meet the matching requirements. Note also that matching funds for Stage 2 awardees must come from external sources and must be provided on market, quid-pro-quo terms. For example, the entity that is providing the external matching funds may provide cash or a cash equivalent to the awardee in return for equity, an advance purchase order, a share of royalties, rights in the technology, a percentage of profit, or any other similar combination thereof. The external funds must pay for activities that further the growth, development, or commercialization of the innovator's technology (e.g., manufacturing, distribution, marketing). The external matching funds may not be obtained through a grant, gift, or any other non-market-based terms.

Customer investment is acceptable for Stage 1 awardees, but not Stage 2 awardees.



12. Can you provide some further detail about matching funds. In particular, it states that Stage 2 matching funding must be from external sources. Does this exclude capital raised through our company shareholders to support further growth?

Answer: As noted on p.26 of the Rd. 4 RFA for Stage 2 awardees: Stage 2 (Scaling/Commercial Growth) awardees are required to have matching funds (cash/cash equivalent) to satisfy the matching requirements. Stage 2 awardees are not allowed to rely upon in-kind contributions to meet the matching requirements. Note also that matching funds for Stage 2 awardees must come from external sources and must be provided on market, quid-pro-quo terms. For example, the entity that is providing the external matching funds may provide cash or a cash equivalent to the awardee in return for equity, an advance purchase order, a share of royalties, rights in the technology, a percentage of profit, or any other similar combination thereof. The external funds must pay for activities that further the growth, development, or commercialization of the innovator's technology (e.g., manufacturing, distribution, marketing). The external matching funds may not be obtained through a grant, gift, or any other non-market-based terms.

QUESTIONS?

Securing Water for Food
Dr. Ku McMahan | Program Manager

www.securingwaterforfood.org

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THANK YOU

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