# **Annex 1.2: Application form for profit-oriented proposals in IGF Lot 2**

**Maximum 15 pages (All project proposals over $ 10,000 in the**

**budget must be submitted in English)**

|  |  |
| --- | --- |
| **Basic Information** | |
| Company name |  |
| Company’s Legal Status: | Ltd  JSC  Cooperative  Other |
| ID/TAX ID Number: |  |
| Unique Entity Identifier (UEI) of applicant (If available): |  |
| Date of registration: |  |
| Partners/Founders: |  |
|  |
|  |
|  |
| Tel: |  |
| Address/email: |  |
| Grant Requested |  |
| Grant Amount (USD) |  |
| Grantee Contribution Amount  (USD) |  |

**1. Program Background (maximum 7 pages)**

**1.1 Main Idea:** Provide a summary that captures the core concept of your project. Describe how your proposed activities aim to generate positive outcomes for economic growth and employment, improve access to finance and trade linkages, and promote diversity and inclusivity in the entrepreneurial ecosystem of minority regions. Outline the specific objectives you plan to achieve with this project. Ensure that objectives are SMART (Specific, Measurable, Achievable, Relevant, Time-bound).

**1.2 Product or Service Offered:** Describe the product/service in detail. Address its purpose, necessary equipment, distinguishing characteristics, packaging, and overall features. Explain how your product stands out from competitors and the basis for its potential market dominance.

**1.3 Description of the Production/Service Process:** Detail the step-by-step process involved in creating your product or executing your service. This should encompass all stages, from conceptualization to delivery to the end user.

**1.4 Applicant's (Team's) Experience and Functional Duties:** Present the qualifications, experience, and expertise of the core team members. Please define the specific roles and responsibilities of each team member and emphasize why your team is ideally suited to execute the project.

**1.5 Company’s Structure:** Provide a detailed overview of your company's structure, if available including a company chart or a breakdown of departments/teams.

**1.6 Market Overview:** Validate the market segment for your product/service and your competitive advantage. Define your target customers/beneficiaries, their characteristics, and the reasons they would choose your product/service. Discuss the potential for expanding your customer base and identify the primary channels for making your product or service accessible. Analyze your competitors in the sector.

**2. Technical Approach to Implementation (3-5 pages)**

**2.1 Expected Qualitative Results (KPIs):**

* Describe how the proposed program will: 1. expand your current business activities and 2. assist the economic growth/employment; improve access to finance/trade linkages in minority regions.
* Describe how the proposed program promotes diversity and inclusivity in the entrepreneurial ecosystem in the minority regions.
* Describe how the program enables the availability of supply chain infrastructure, market linkages, skills, jobs, and youth opportunities for economic integration into minority regions.

**2.2 Expected Quantitative Results (KPIs):**

|  |  |  |
| --- | --- | --- |
| **Impact** | | **Quantity** |
| New Full-Time Equivalent Jobs for Ethnic and Religious Minorities in Company/Target Regions/Municipalities | Yes |  |
| Expected average salary (GEL) on the new Full-Time Equivalent Jobs for Ethnic and Religious Minorities in Company/Target Regions/Municipalities | Yes |  |
| Expected increase in sales (GEL) in/from the company/target regions/municipalities | Yes |  |

**2.2 Stakeholder Engagement:**

Illustrate the strategy to onboard and collaborate with stakeholders.

**2.3 Inclusion of Women and Youth:**

Highlight the project's focus on issues faced by women and youth and describe how the program enables the availability of supply chain infrastructure, market linkages, skills, jobs, women and youth opportunities for economic integration into minority regions.

**3. Please provide the project budget**

|  |  |
| --- | --- |
| **Budget item** | **Amount (USD)** |
|  |  |
| **Total** |  |
| Grantee Contribution vs. UNAG Funds (%)  Submitted |  |

**3.1 Detailed Budget** – **Excel Annex (Annex 1.3):** Complete and attach a comprehensive Excel sheet detailing the breakdown of costs for each project activity. Highlight the focus on ensuring that not more than 15% of the grant will be used on working capital and services.

**4. Financial Overview**

**4.1 Profit and Loss, Cash Flow Statement - Excel Annex (Annex 1.2.1):** Complete and attach an exhaustive profit and loss and cash flow statement. This document should illustrate the project's financial health, potential profitability, and projections of revenue and expenses over time.

**4.2 Time Schedule - Excel Annex (Annex 1.2.2):** Develop a detailed timeline in Excel format that underscores the significant milestones and activities planned throughout the project's duration.