**ATTACHMENT A**

**TECHNICAL APPLICATION FORM – RFA-CATALYZE-217772-Ethiopia-2022-0052**

Organizations responding to RFA-CATALYZE-217772-Ethiopia-2022-0052 must complete the following form, *attach any required annexes,* and submit it to EthiopiaMS4G.procurement@thepalladiumgroup.com. Forms are due by 17:00 EAT, *January 18, 2023*

1. **Cover Letter:** Please complete, sign, and date the following section as your Cover Letter. Alternately, you may attach a separate cover letter of no more than one page which includes all of the following information.

|  |  |
| --- | --- |
| Legal Name of Organization: |  |
| Mailing Address: |  |
| Physical Address (if different from above): |  |
| Contact Name and Title: |  |
| Email: |  |
| Telephone: |  |
| *Tax ID # (or other locally significant ID #):* |  |
| *Unique Entity Identifier (UEI) Number* |  |
| Website: |  |
| Organization Profile:Are you legally registered in Ethiopia? YES\_\_\_\_\_\_\_ NO\_\_\_\_\_\_\_\_\_If yes, Date and Type of Registration \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ *Please provide copies of registration documents with your completed form:* |
| Brief Summary of application:Please briefly describe the activities you propose to undertake, as well as the intended outcome. |
| Total funding requested: |
| Signature:Name:Title:Date:  |

1. **Proposed Grant Intervention:**
2. Organization/Company Profile (no more than 1 page):

Provide a one (1) page summary providing an overview of the applicant eCommerce partner’s current eCommerce activities, inclusive of a narrative of the current level of sales of WASH products (if available) and SMEs on the platform. Provide any relevant details on the applicant’s strategy and priorities in attracting and onboarding new SMEs on to eCommerce platforms, with any details on efforts to expand the sales of WASH products on an eCommerce platform and expand sales to peri-uban areas, secondary cities and rural areas.

1. Project Description (no more than 4 pages)

Present a plan and strategy to 1) rapidly introduce 250 or more WASH SMEs eCommerce in Ethiopia, 2) onboard those WASH enterprises to an eCommerce platform and 3) expand their sales by 10 percent or more. This description should also include any proposed pilot initiatives designed to help WASH SMEs expand sales through access to finance solutions (including digital finance solutions) that benefit sellers and/or buyers. This project description should include details on how the applicant will identify, recruit and attract prospective WASH SMEs with an emphasis on engaging women- and youth-owned enterprises; how the applicant will train and onboard applicants and provide services to participating SMEs throughout the process; and how the applicant will help participating SMEs overcome common challenges faced by sellers as they start selling on an eCommerce platform and work to expand sales, including marketing, digital payments, access to finance and order fulfillment. Outline how CATALYZE MS4Gs co-investment in introducing and onboarding 250 WASH SMEs is expected to help further expand the number WASH SMEs engaging in eCommerce in Ethiopia over the long term.

1. Project Implementation Plan (1 page):

Present an implementation plan that outlines key activities and when they will take place to ensure success under this initiative. This section may include a Gantt chart of planned activities and a timeline with a brief narrative.

1. Monitoring and Evaluation Plan (2 page):

Describe the monitoring and evaluation methods to be implemented by the applicant as well as the tools used to measure and evaluate the impact on women- and youth-owned WASH enterprises, increased sales, and the increased access to WASH products on the part of under-served market segments in Addis Ababa, peri-urban areas, secondary cities, and rural areas.

1. Proposed Milestones and Deliverables:

Propose a series of milestones or deliverables against which payments will be paid by CATALYZE MS4G under the Fixed Award Agreement. Milestones are for a verifiable product, task, deliverable, or goal of the recipient. The milestones will generally have three parts: (1) a description of the product, task, deliverable, or goal to be accomplished; (2) a description of how the recipient will document the completion of the product, task, deliverable, or goal; and (3) the amount that the prime contractor will pay the recipient for the deliverable. Some milestones may also have dates indicating when the milestone is expected or required to be completed. Milestones must be objectively verifiable regarding completion and quantity and within the recipient’s span of management, and control to complete as designed.

|  |  |  |  |
| --- | --- | --- | --- |
| Number | Milestone | Deliverable | Completion Date and payment |
|  | *Description of the verifiable product, task, deliverable, or goal to be accomplished* | *Description of how the recipient will document the completion of the product, task, deliverable, or goal;* | *When the milestone is expected or required to be completed and the percentage of total award to be paid.* |
| 1 |  |  |  |
| 2 |  |  |  |
| 3 |  |  |  |

1. Experience and Capacity (1 page):

The applicant lists previous and ongoing experience implementing similar activities. This is a critical factor in assessing the capacity of the grantee to implement the activity. The applicant also provides contact information of at least three references that can speak to the applicant's performance and capabilities.

As an Annex to this Application, please also provide contact information (organization, name, title, phone, and email information) for at least three references that can speak to your organization’s performance and capabilities.

**CERTIFICATION**

I \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_hereby certify that this application is current, complete and accurate.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature Name

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Title of Authorized Signatory

***ANNEXES:***

1. *Copy of official registration*
2. *References*