**ATTACHMENT A**

**TECHNICAL APPLICATION FORM – RFA-CATALYZE-217772-Ethiopia-2023-0061**

Organizations responding to RFA-CATALYZE-217772-Ethiopia-2023-0061 must complete the following form, *attach any required annexes,* and submit it to [CATALYZE-Ethiopia.ms4g.grants@thepalladiumgroup.com](mailto:CATALYZE-Ethiopia.ms4g.grants@thepalladiumgroup.com) :

Forms are due by ***May 12, 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. **Technical Application**
2. **Organization/Company profile (1 page):**

Provide a one (1) page summary providing an overview of the applicant’s current fintech activities, inclusive of the current level of sales of food security and WASH products (if available) and the number of SMEs currently on the platform. Describe the applicant’s current presence in secondary cities. Provide any relevant details on the applicant’s strategy and priorities in attracting and onboarding new SMEs onto the platform and sustainable active use of digital payment for transactions.

1. **Project Description (Maximum 8 pages):**

Describe the proposed program activities and overarching program elements. Outline how the proposed elements will support progress toward organizational sustainability. Provide a detailed description of the fintech platform strategy to focus on women-owned food security and WASH SMEs. Provide a detailed approach and strategy of how enterprises from secondary cities will be engaged. A description of how using digital payment platforms will enhance efficiency, operation and transaction of SMEs which in turn is expected to advance enterprise sales growth, business performance, and sustainability. Applicants should consider including the following:

*Applicants should consider including the following:*

* A description of how using digital payment platforms will enhance efficiency, operation and transaction of SMEs which in turn is expected to advance the enterprise sales growth, business performance, and sustainability.
* A strategy for attracting woman-led SMEs for onboarding.
* A strategy for expanding to and maintaining services in secondary cities.
* A description of how youth and women will be identified, trained, and placed as full-time agents to increase the onboarding and usage of digital payment platforms by SMEs. Applicants shall demonstrate the provision of training to equip youth and women with the required technical (practical) and soft skill (business management, digital literacy, financial literacy, and marketing) trainings to provide the service as a full-time agent.
* An explanation of the ability to track, monitor and report enterprises using the digital payment platform and youth benefiting from jobs created by the program to assess ongoing performance and immediate outcome of project assistance.
* An explanation of full-time agent strategy for sustained use of digital payment platform for getting day to day payments and sales.
* How many SMEs, youth, and women will be impacted by the proposed activities.
* Demonstrate sustainability and scalability. As part of their business case, applicants should demonstrate how enterprises will continue to use and benefit from the digital payment platform and how to ensure agents will remain in their new jobs for at least six months and how the proposed initiatives will become independent of external funding and scale post-award.

1. **Project Implementation Plan (1 page)**

Please describe a timeline for the planned activities. A Gantt chart may be included as an annex.

1. **Monitoring & Evaluation Plan (2 pages):**

Please describe the monitoring and evaluation methods to be implemented as well as the tools used to measure and evaluate the program activities, targets, and results.

1. **Proposed Milestones and Deliverables (1 page):**

Please complete the following chart with anticipated deliverables and their associated timeframes. Add lines as necessary to capture all anticipated milestones.

|  |  |  |  |
| --- | --- | --- | --- |
| Number | Milestone | Deliverable | Payment and Completion Date |
| 1 | *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;* | *Requested funding for completion of milestone and when the milestone is expected to be completed.* |
| 2 |  |  |  |
| 3 |  |  |  |
| 4 |  |  |  |

1. **Experience and Capacity (2 pages):**

Please list previous and ongoing experience implementing similar activities.

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*