1. **Attachment 01** - Technical Proposal

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| Subject RFP #: | RFP-CATALYZE-217772-Ethiopia-2023-0135 |
| RFP Issue Date: | November 09, 2023 |
| Terms of Reference / Specifications: | Call for Business Advisory Service Providers for MSMEs  |
| Project | CATALYZE MS4G |
| The Company | Palladium International, LLC |
| Country of Performance | Ethiopia |
| Closing Date and Time | December 15, 2023 |

1. OFFEROR INFORMATION (INDIVIDUAL CONSULTANT OR ORGANIZATIONAL) (1 pg. max)

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| Offeror Name |  |
| Contact person(Same as above for individual offerors) |  |
| Telephone |  |
| Email |  |
| Address |  |
| Name & title of the legal representative (organizational offerors only) |  |
| Commitment to apply for Unique Entity Identification Number within 5 days of being notified of selection  | [ ]  Yes[ ]  No |
| Please check one or more boxes below depending on your current business offerings and plan.  | [ ]  Financial management [ ]  Marketing and sales[ ]  Operations[ ]  Business skills development and training[ ]  Transaction advisory services (TAS)[ ] [ ]  Digital strategy and services [ ]  Others. Please mention: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Signature (bidder for individual offerors or legal representative for organizational offerors) |  |
| Date |  |

1. CONTENTS OF TECHNICAL PROPOSAL (maximum 5 pages)

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| 1. **Background of the offeror and relevant expertise (maximum 0.5 page)**
* Briefly explain your and/or your organization’s relevant experience and expertise in relation to this assignment.
* Please demonstrate your and/or your organization’s past experience serving women clients.
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| 1. **MSME engagement approach (maximum 2 pages)**
* Please highlight how you or your organization intends to onboard and engage MSMEs for services.
* State how many MSMEs you will target, including size, sector, and location.
* State how you will cater to women and youth-owned or led enterprises.
* Explain how you or your organization is planning to support MSMEs in conflict affected areas.
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| 1. **Core services (maximum 2 pages)**
* Describe the variety of services that you plan to offer to eligible MSMEs and your organization’s ability to implement the plan with due consideration to women owned or led MSMEs.
* Explain how the services delivered will enable the client MSME to achieve meaningful and reasonable revenue growth targets.
* Provide a work plan (Gantt chart) indicating specific activities to be undertaken with timeline.
* Explain how you will collect required monitoring and verification data.
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| 1. **Description of geography and local presence (maximum 0.5 page)**
* Please indicate where you are based or have offices and explain how you might serve clients in other locations.
* State your experience of providing services to conflict affected areas.
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