**Grant Proposal Application**

Pays / Country:

Nom de la société / Name of the company/business:

Numéro d’identification EOI / EOI code/seed no:

**INSTRUCTIONS**

1. **Please fill out the proposal template as it is. Sections for specific grant stages are indicated.**
2. **Upload this file together with the supporting documents on the platform. Click on “File”, then “Save as” under the drop-down menu, and select “PDF”.**
3. **Complete all sections and review the full proposal before uploading it. The proposal application should not exceed 30 pages.**
4. **If you have any further questions, check the** **Frequently Asked Questions** **or contact** **info@rogeappfm.org**

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| Supporting documentsPlease upload the following documents together with this grant proposal application. |
| 1. Updated project fiche
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| 1. Business registration license
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| 1. CVs of key staff
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| 1. Financial statements (Excel)
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| 1. Financial statements for the last year for MG applicants (if available), audited financial statements for the last two years for MEG and PBG applicants
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| 1. Tax identification certificate
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| 1. Human resource policy/code of conduct, occupational health and safety policy, e-waste management policy, and other ESMS policies (if available)
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| 1. Business plan (if readily available)
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# Section A: Business Description

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| Basic applicant data  |
| *Company full name* |  |
| *Company name – abbreviation* |  |
| *Country of implementation* |  |
| *Company headquarter address* |  |
| *Company website (if any)* |  |
| *CEO**Mr/ Mrs**Name* *Tel (WhatsApp)**Email* |  |
| *Contact person**Mr/ Mrs**Name* *Function* *Tel (WhatsApp)**Email*  |  |
| *Full-time equivalent employees* *2023 year-end* |  |
| *Full-time equivalent of female staff* *2023 year-end* |  |
| *Number of employees that are technically certified in off-grid solar installations* | Number of employees:Type of certificate:Certifying institution (National Energy Commission, Ministry, ECREEE, etc.): |
| *Total sales (turnover) realised in 2023* |  |
| *Sales (turnover) realised in off-grid solar products and services in 2023* |  |
| *Company stage* | Stage 1 / stage 2 / stage 3 |
| *Date of company legal registration* |  |
| *Form of company legal registration*  |  |
| *Company business registration number* |  |
| *Company tax identification number* |  |

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| Ownership/shareholder composition |
| *Name* | ***Nationality*** | ***Amount, % of shares***  | ***Gender******(Male, female or institution)*** |
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| Company presentationDescribe the company’s origin, mission, operations (all products, activities, outlets, affiliations, etc.), important milestones achieved and future outlook (max. 300 words) |
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| Compliance |
|  |  | ***Comments*** |
| *Does the company hold all the licenses and certificates required to operate in off-grid solar in the country of implementation?* | Yes/no |  |
| *Has the company complied with corporate tax law in the last five years in the country where it is headquartered and in the country of implementation?* | Yes/no |  |
| *Is any person involved in the company politically exposed?* | Yes/no |  |

# Section B: Operational Structure

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| Key staff |
| *Name* | ***Function*** | ***Gender*** | ***Number of years in the company*** | ***Experience in business management*** | ***Experience in off-grid solar*** |
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| Please upload key staff’s CVs. |

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| OperationsDescribe your operational set-up and staff structure. Describe how the company owner’s and key staff’s experiences and competencies result in effective and efficient operations (max. 300 words).  |
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| Specify the regions where the company is present and has distributed (off-grid) solar products. |
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| Which key person will be in charge of the grant implementation, and what will be their role? |
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# Section C: Product and Market Strategy

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| Market strategyEstimate the off-grid solar market size in the location where your company is operating or intends to operate (max. 300 words).  |
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| Which customers or customer categories is the company targeting? Describe their location, profile, and product preferences. |
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| How many clients can you reach in 12 and 24 months, and how do you intend to reach them? |
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| What are the main barriers or challenges in reaching them? |
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| Who are your competitors in the hard to reach market, Describe your place in the market and your comparable advantages over your competitors.  |
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| Describe the Constraints and status (Political, environmental, Economic, social, legal)of the hard to reach market you are trying to enter? |
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| Describe your market penetration strategy for the hard to reach market |
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| How do you plan to use the grant to ease your market entry  |
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| Technical description of off-grid solar products and servicesWhich products and services will you offer or extend when you receive the ROGEAP grant (max. 300 words)?  |
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| Reference and upload the technical product fiches and VeraSol or IEC product certificates. |
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| Product journey |
| *Provide contact references of the suppliers you will use*  |  |
| *Provide the warehouse address where the products will be stored upon delivery* |  |
| Describe your distribution strategy to final clients (own transportation means or transport services, in-between storage, delivery to final client, fixed distribution points or use of intermediary agents). |
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| How many sales points do you have for OGS products? Where are they located? How do you track product sales per sales point? What do you intend to establish for OGS distribution? |
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| Describe guarantees and after-sales services. |
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| Product specifications and certifications |
| *Product name*  | ***Product category (lanterns, solar energy kit, productive use)*** | ***Watt*** | ***Product certification specifications*** | ***Certification Expiration Date*** | ***Duration of after-sales service*** |
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| Pricing strategy and consumer financing |
| *Product name*  | ***Product price*** ***(supplier price, plus insurance and freight)*** | ***Payment method******(upfront/PAYGo)*** | ***Upfront sales price to customer*** | ***PAYGo sales price*** | ***PAYGo terms*** |
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| Projected sales |
|  | ***No. of units sold*** | ***Revenue (USD)*** |
| *Product name*  |  ***Year -1 (2023)*** | ***Year (2024)*** | ***Year +1 (2025)*** | ***Year +2 (2026)*** | ***Year -1 (2023)*** | ***Year (2024)***  | ***Year +1 (2025)*** | ***Year +2 (2026)*** |
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# Section D: Use of Funds and Source of Counterpart

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| Grant request |
|  |  | ***Comments*** |
| *Type of grant requested (matching grant, market-entry grant, performance-based grant)* |  |  |
| *Duration of the project expressed in months* |  |  |
| *Total amount of grant requested in USD* |  |  |
| *Amount of counterpart (own) funding provided in USD* |  |  |
| *Total* |  |  |
| *Source of counterpart funding* |  |  |
| Describe the added value of the grant. What will you realise with the grant that you could not do without it (max. 200 words)? |
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| Use of funds: grant and own contributionProvide the detailed budget for the grant amount and the counterpart funding. |
| *Budget item*  | ***Total amount in USD*** | ***ROGEAP grant amount in USD*** | ***Own funds in USD*** | ***Grant amount in %*** | ***Comments*** |
| StockPico lanternsSHS kitsProductive use |  |  |  |  |  |
| Hardware |  |  |  |  |  |
| Software |  |  |  |  |  |
| Staff cost\* |  |  |  |  |  |
| Permits, certifications |  |  |  |  |  |
| Marketing |  |  |  |  |  |
| Other\* |  |  |  |  |  |
| Total |  |  |  |  |  |

**Note: The cost of staffing should not exceed 30% of the grant amount, and other costs should not exceed 20% of the grant amount. Provide details in the comment section.**

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| Grant implementation planGrants will be disbursed in two tranches for MG, and in up to three tranches for MEG and PBG dependent on the achievement of pre-defined milestones. Provide the budget for the use of grant funds per tranche. |
| *Budget item*  | ***Tranche 1 in USD****(up to 75% for MG,* *up to 50% for MEG and PBG)* | ***Tranche 2 in USD****(up to 25% for MG,* *up to 50% for MEG and PBG)* | ***Tranche 3 in USD****(optional for MEG and PBG)* | ***Comments*** |
| StockPico lanternsSHS kitsProductive use |  |  |  |  |
| Hardware |  |  |  |  |
| Software |  |  |  |  |
| Staff cost\* |  |  |  |  |
| Permits, certifications |  |  |  |  |
| Marketing |  |  |  |  |
| Other\* |  |  |  |  |
| Total |  |  |  |  |

**Provide details in the comment section.**

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| Key performance indicators (KPI) |
| *KPI*  | ***Year -2******(2022)\**** | ***Year -1******(2023)\**** | ***Current******(2024)*** | ***Year +1******(2025)*** | ***Year +2******(2026)*** |
| Annual sales of off-grid solar products and services (USD) |  |  |  |  |  |
| Total company annual sales (all products and services included) (USD) |  |  |  |  |  |
| Company profit (USD) |  |  |  |  |  |
| Number of off-grid solar lanterns sold |  |  |  |  |  |
| Number of off-grid solar home systems sold |  |  |  |  |  |
| Nb. of productive use energy (PUE) OGS sold |  |  |  |  |  |
| Number of other off-grid solar products and services sold (to be specified by the company) |  |  |  |  |  |
| Outstanding credit PAYGo (USD) |  |  |  |  |  |
| Nb. of OGS products sold to households  |  |  |  |  |  |
| Nb. of OGS products sold to companies/SMEs |  |  |  |  |  |
| No. of OGS products sold to public/social institutions  |  |  |  |  |  |
| Total company staff in Full-Time Equivalent (FTE)  |  |  |  |  |  |
| Total company female staff in Full-Time Equivalent (FTE)  |  |  |  |  |  |
| Number of company staff regionally certified (ECOWAS Certification in Sustainable Energy Skills) |  |  |  |  |  |

**\*** Optional for MG and obligatory for MEG and PBG**.**

# Section E

# Financial Statements *(Please attach from the Excel template)*

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| (b) Banking dataWhich bank accounts does the company have? |
| *Name and address of bank branch*  | ***Type of bank account (company, personal)***  | ***Account balance at the end of last year***  | ***Account balance as of …../……./……***  |
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| Experience with debt financing and grant management |
|  |  | ***Comments***  |
| *Does the company have outstanding debt obligations at financial institutions?* | Yes/no |  |
| *Has the company received grants, including for the distribution of off-grid solar products?* | Yes/no |  |

**Provide details in the comment section.**

# Section F: Risk Mitigation and Environmental and Social Management System (ESMS)

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| Risk managementDescribe the specific risks of executing the project in the target community and the (max. 200 words). |
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| Describe the specific measures your company will take to mitigate these risks in the hard to enter market you are planning on |
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| Environmental and Social Management System (ESMS)Provide your company’s key policies to protect staff health and customers and safeguard environmental sustainability (max. 300 words). |
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| Describe your company’s approach to gender inclusion in management, ownership, and staff recruitment and advancement. |
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| Describe the company’s e-waste management system. How does your company track, collect, and replace defective products and batteries? How does your company dispose of irreparable products? Does the company have partnership agreements for managing product replacement and disposal? |
|  |
| Describe the company’s grievance mechanism. How can clients and staff make a complaint? How are complaints handled? How long does it take to respond to and resolve complaints? How does the company monitor customer satisfaction? |
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| Please upload your company’s human resource policy, including the code of conduct, occupational health and safety policy, e-waste management policy, and other ESMS policies (if available). |
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# Section G: Summary

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| Executive SummarySummarise the key elements of your grant proposal (max. 300 words). |
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**By submitting this proposal and the supporting documents, you confirm that all information provided is accurate and truthful. You have made every effort to ensure that all details regarding your business, financial statements, operational setup, use and source of funds and projections are presented transparently and with integrity.**