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# Concept Note Application Form

COVID-19 Recovery Window

## What is a Concept Note?

The Concept Note is the first part of the application process to the COMPETE Salone Facility. Applicants wanting to participate and be considered for COMPETE Salone funding must initially complete a Concept Note. The Concept Note allows applicants to briefly present how ideas respond to the funding window requirements. A Concept Note is a brief outline of your proposed project. It is designed to provide the COMPETE Salone Investment Committee, which makes all the decisions on COMPETE Salone grants, with an overview of your business and proposed project. Those applicants that are successful at this stage will pass to the second stage of the competition, where the Facility will ask applicants to submit a full business proposal according to format provided by the COMPETE Salone team.

## What are the requirements that I need to address?

Whilst the challenges to Sierra Leone’s private sector are already significant, the magnitude of the current shock brought about by the COVID-19 pandemic introduces a significant level of complexity to the economy and increased risks to businesses operating in Sierra Leone. In response to this, your business project will need to address one of the following requirements to be eligible to be considered for this round of funding:

* **Strengthen domestic supply chains** to enable small to medium enterprises (SMEs) and off-takers at the top of supply chains to reduce transaction costs, maintaining the integrity and efficiency of the supply chain, and ensure that jobs and income opportunities remain for Sierra Leone producers reliant on these chains. *This could involve for example the adaptation of new technology, the use of digital technologies to improve monitoring and coordination of supply chains, and improving storage and monitoring to reduce storage losses, etc.*
* **Adapt existing machinery, processes, and capacity of producers to increase flexibility in the production of essential goods and for those that are likely to face supply shortages,** given difficulties in accessing adequate quantities of imports, **and from which a long-term, commercially viable business line can be developed**. *This could for instance involve adapting processing equipment to change packing lines, the value addition of by-products, for instance vegetable oils into soaps, the adaptation to the production of hand sanitisers, face masks, other agricultural products, etc*.
* **Supporting improvements to logistics and distribution chains,** especially as social distancing measures will change the manner in which distribution will work throughout the country. *We encourage businesses to examine new approaches to supply inputs for raw material and intermediate goods to producers and SMEs that adopt to more “in time” systems to reduce cashflow and storage requirements for these companies. Furthermore, this may entail the use of digital and other technologies to improve last mile distribution to both urban and rural consumers of products, etc*.

## How do I complete this Concept Note?

You can add your information by typing into each section below. Questions are provided under these sections to help guide your response. You can delete these guideline questions once you have completed your answer. The form must be completed in English. The form **must not exceed 6 pages in length** and must be readable. Please also refer to the Submitting a Concept Note guidelines and the Frequently Asked Questions pages of the COMPETE Salone website portal, at: <http://investsalone.com/compete-salone/>

**Please complete all 8 sections of the application form:**

[1. Project title (page 3](#_Toc39574738))

[2. Lead enterprise (name and type of organisation) (page 3](#_Toc39574739))

[3. Lead contact person for this submission (page 3](#_Toc39574740))

[4. Partner organisations (if any) (page 3](#_Toc39574741))

[5. What will your project hope to achieve? (page 3](#_Toc39574742))

[6. Approach and key activities of the project (page 4](#_Toc39574743))

[7. Expected impact and outcomes (page 5](#_Toc39574744))

[8. Estimated project budget (page 5](#_Toc39574745))

**We advise that you discuss your planned submission with the COMPETE Salone Facility management teams well in advance of finalising your Concept Note** to ensure that the ideas are presented correctly and are complete.

## How should I submit the Concept Note?

You should send the completed Concept Note, by email attachment, to us at: ApplicationsCS@investsalone.com

The first batch of Concept Notes will need to be submitted by ***Monday 22nd June 2020***.

Applications submitted after this period will fall into the next assessment window, which will be closed for applications on ***Monday 31st August 2020***.

Concept Note Application Form

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| --- |
| Project title |

**Title:**

|  |
| --- |
| Lead enterprise (name and type of organisation) |

**Name:**

**Type:** [*Insert for example, for-profit company, partnership, joint venture, sole trader, etc.*]

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| --- |
| Lead contact person for this submission |

**Name:**

**Address:**

**Telephone:**

**Fax:**

**Email:**

|  |
| --- |
| Partner organisations (if any)  |

**1.**

**2.**

**3.**

**If you have partner organisations, what are their role(s) in implementing the proposed project?**

*[Write your answer here]*

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| What will your project hope to achieve? |

* **How has the current COVID-19 crisis impacted on your business? Based on this and being as precise as possible indicate which one or more of the following eligible areas you will address:**
	+ - Strengthen domestic supply chains
		- Adapting existing machinery and capacity of producers to increase flexibility in production of essential goods
		- Supporting improvements to logistics and distribution chains
* **What do you aim to do? Will it be a new product (either to your company or the sector), a new service (for example to improve efficiency or logistics for example) or a new process (for example introducing digital technology to reduce transaction costs or improving efficiency in the targeted supply chain)?**
* **Indicate what sectors you will be working in for this project – for instance agro-processing, light manufacturing, fisheries, etc.?**
* **Highlight how and how many Sierra Leonean producers and SMEs within the supply chain will be incorporated into the project?**
* **Explain why you want to implement this idea.**

**Following the guideline questions above, please write your answer here:**

*[Write your answer here. Delete the guideline questions above once you have finished your answer.]*

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| Approach and key activities of the project |

**What is your product?**

* Is this a new product, service or process for your company?
* Or is it an improvement of an existing product, service or process that you already undertake?
* Which market segment are you targeting – for instance: urban, peri-urban or rural market? Or is this targeted at supermarkets or smaller groceries? Or is it targeted at the regional market?

**How will it be developed?**

* If this is an improvement of an existing product or service what is your current production capacity or capacity generally to deliver this service?
* Will new equipment need to be imported to implement this project?
* Will existing equipment be refurbished to produce the product or service?
* What are the raw materials/inputs required to produce the product or service?
* Of these, what is available locally in Sierra Leone and what needs to be imported?

**Supply chain management**

* Do you already have an established supply chain for raw material for your product?
* If not, will you leverage capacity of other partners (other businesses or NGOs for example) to access an existing established supply chain in Sierra Leone?
* Is there a need to set up a new supply chain? How will this happen?

**Worker health and safety and management during COVID-19 outbreak**

* What measures are being taken to ensure worker health and safety across the value chain given COVID-19 social distancing and sanitary measures?
* What contingency measures will be taken to ensure production and reliability of supply is maintained at your facility, taking into account the worker health and safety issues related to COVID-19?

**Product distribution**

* How will you distribute the product and through what channels will sales be made? Are you planning to sell directly through own outlets? Through intermediaries as a wholesale product? Dual distribution? Or through e-marketing?
* Will you use your existing distribution system? Or will you outsource the distribution function leveraging on other companies’ comparative advantages?

**Innovation and sustainability**

* Are any elements of your project innovative? Please state which.
* How will the project be commercially sustainable after COMPETE Salone funding?

**Following the guideline questions above, please write your answer here:**

*[Write your answer here. Delete the guideline questions above once you have finished your answer.]*

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| --- |
| Expected impact and outcomes |

**How is this project going to deliver significant benefits to Sierra Leonean producers and SMEs? Please consider the following:**

* Maintaining or providing additional revenues to x number of companies within your direct targeted supply chain?
* X number of jobs retained or Y new permanent or part-time jobs created by this project?
* Reduction of logistics and distribution costs, and/or maintaining the integrity and efficiency of the targeted supply chain?
* Increase local Sierra Leone content in targeted product?

**Following the guideline questions above, please write your answer here:**

*[Write your answer here. Delete the guideline questions above once you have finished your answer.]*

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| --- |
| Estimated project budget |

*Please note that the* ***minimum contribution from bidders is 40% of the project’s costs****. However, applicant contributions made through a high proportion of in-kind contributions (existing plant, assets and/or inventory) will be considered dependent on the logic of the individual project proposed.*

*The budget for the project should be proportionate to the turnover of the applicant company. The applicant company will need to state its latest audited turnover here.*

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| ***Project items requiring funding, by broad category*** | **Source** | **Investment amount for the project (in GBP)** | **Investment Amount for the Project (in GBP)** |
| 1. Category | Applicant |  |  |
|  | COMPETE Salone contribution |  |  |
| 2. Category | Applicant |  |  |
|  | COMPETE Salone contribution |  |  |
| 3. Category | Applicant |  |  |
|  | COMPETE Salone contribution |  |  |
| **Total contribution** | Applicant |  |  |
|  | COMPETE Salone contribution |  |  |

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| The above table shows 3 categories, but applicants are welcome to break down the category items into a greater number (but no more than 10). |
| **By signing this form our organisation and consortium partners accept the following terms and conditions:*** We accept that we are bound by the process and rules of the competition that have been highlighted in the application guide and shall accept the outcome of the process without any deviation or reservation.
* We shall bear any and all costs related to the preparation and/or submission of the proposal, regardless of whether its proposal is selected or not. We accept that neither COMPETE Salone nor its implementing donor, DFID, shall in any case be responsible or liable for those costs, regardless of the conduct or outcome of the process.
* We accept that COMPETE Salone’s determination of our responsiveness to this funding window is to be based solely on the contents of the written application forms.
* We accept that information relating to the examination, evaluation and comparison of business proposals, and the recommendation of contract award, shall not be disclosed to us or any other persons not officially concerned with such processes.
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| Signature: ………………………………………………… |
| Name: ……………………………………………………….. |
| Date: .………………………………………………………. |
| **Please do not forget to attach a photocopy of your Company Registration Certificate** |

If you have any questions about the application process or would like to contact us to discuss your Concept Note in confidence, please contact us at CSquestions@investsalone.com



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