

Impact Ready Matching Fund

Instructions:

Thank you for your interest in the Impact Ready Matching Fund! The following application is for early-stage impact enterprises. It consists of 4 short sections. We expect that it will take you around 1 hour to fill out completely. Do try to dedicate the necessary time to this process. You can find a copy of the questions here on the B-Bridddhi: Scaling Impact Enterprises of Bangladesh programme website; it may be helpful to fill out your answers there first and then copy them into the online form. You must fill out this form in one sitting - progress will not be saved if you leave the page. If you encounter problems or have questions, please email info@sie-b.org or consult our FAQ.

Eligibility Criteria:

Please read the following statements and check whether they apply to you.

1. We are legally registered in Bangladesh.
2. Please upload your registration here.
3. We already have a business model and paying customers.
4. We have a plan for achieving breakeven in the medium term.
5. We will raise repayable investment (not grants!) of between USD 50,000 and USD 200,000 (consisting of the investment amount AND the IRMF matching funds).
6. We explicitly seek to address social or environmental problems, or will shift our business model to do so

Organisational information:

In this section, we will collect some basic information about your organisation, its structure, and its level of development.

7. Organisation name
8. Organisation website
9. Contact name
10. What is the title of your position?
11. Contact email
12. Contact phone
13. How is your organisation legally incorporated?
 - a. Individual or Sole proprietorship
 - b. Partnership
 - c. Private Limited
 - d. Public Listed
 - e. Non-profit



14. Please tell us a little bit about your team – what are their backgrounds and skill sets?

Business model:

In this section, we will ask you some questions that allow us to better understand your business model.

15. Describe the problem your business is trying to solve.

16. Describe how your business provides a solution to the problem you described above.

17. Please choose up to 3 SDGs that your business most addresses. You may also choose only one or two.

- a. SDG 1: No Poverty
- b. SDG 2: Zero Hunger
- c. SDG 3: Good Health and Well-being
- d. SDG 4: Quality Education
- e. SDG 5: Gender Equality
- f. SDG 6: Clean Water and Sanitation
- g. SDG 7: Affordable and Clean Energy
- h. SDG 8: Decent Work and Economic Growth
- i. SDG 9: Industry, Innovation, and Infrastructure
- j. SDG 10: Reduced Inequality
- k. SDG 11: Sustainable Cities and Communities
- l. SDG 12: Responsible Consumption and Production
- m. SDG 13: Climate Action
- n. SDG 14: Life Below Water
- o. SDG 15: Life on Land
- p. SDG 16: Peace and Justice Strong Institutions
- q. SDG 17: Partnerships to achieve the Goal

18. We would like to understand how you generate income. Can you please describe for us:

- a. Your business model, including the products and/or services that you offer...
- b. ...who pays you for this product and/or service...
- c. ...and who are your end users?

19. In order to better understand your business model, please indicate what percentage of your income comes from grants or donations. For example, if 80% of your income comes from grants and donations, indicate 80%.



In order to understand your development as an organisation, we will now ask you about your past growth and your expectations regarding growth in the future.

20. How did your organisation grow in the last 6 – 12 months? How are you planning to grow in the next 1.5 to 3 years? Please include information on how you plan to achieve financial sustainability in the mid-term.
21. What were your revenues and costs (in USD) in 2019 and 2020. If you did not have operations in 2019, please put 0:
 - a. Revenues 2020
 - b. Costs 2020
 - c. Revenues 2019
 - d. Costs 2019
22. Are you planning to raise repayable investment (e.g. debt, equity) in 2021?
 - a. No, we have never raised investment before and we are not planning to in the future.
 - b. No, we have already raised investment and for now don't plan to undertake any follow-on rounds.
 - c. Yes, and this is our first time raising investment.
 - d. Yes, and we already have experience raising investment.
23. If you have already raised investment, please tell us from whom, when, and how much this investment was.
24. Regarding the investment the IRMF will match, please tell us how much you are planning to raise in USD equivalent, as well as what type of investment you are raising, from whom, and what the time horizon is:
 - a. Amount:
 - b. Type:
 - c. Investor:
 - d. Timeline:
25. Have you have already been in contact with investors? What kind of feedback have they shared? How have you incorporated this (or not)?
26. We would like to know how your business has been affected by coronavirus
 - a. How much would you estimate your revenues will change because of coronavirus in 2020? If you haven't already done a thorough analysis, please provide an educated guess.
 - b. How, if at all, will you shift your strategy or your target customers? For example, maybe you think it will be necessary to focus on higher income clients to stay in business.

Impact Tracking:

We will now ask you some questions about how you measure and manage the impact of your work.



27. We would like to know what impact you hope to have. When you think about what you are trying to achieve, what are the changes in the lives of your customers that you most hope to foster as a result of the product or service that you provide?
28. In case you have not started measuring impact yet, how do you plan to start? What frameworks have you considered when starting to think about impact (for example, the SDGs, IMP, etc...) In case you have not started measuring impact yet, how do you plan to start? What frameworks have you considered when starting to think about impact (for example, the SDGs, IMP, etc...)
29. How will you use the resources from the IRMF and matching investment to:
 - a. Begin or improve your impact management practice?
 - b. Develop your overall business?
30. What data points have you been measuring to keep track of your social and environmental impact, if any? Please list up to five below:
 - a. (fill in up to five)
31. Please upload a pitch deck here if you have one.

