

## Social Impact Incentives

### Instructions:

Thank you for your interest in the Social Impact Incentives application! The following application is for 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-Briddhi: 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](mailto: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 have been in operation for at least 2 years
4. We already have a business model and paying customers
5. We will raise repayable investment (not grants!) of between USD 200,000 and USD 1 million
6. We have already achieved breakeven or are close to doing so
7. We regularly track our social and/or environmental impact
8. We explicitly seek to address social or environmental problems, or will shift our business model to do so

### Organizational information:

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

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



- e. Non-profit
  - f. Other
16. Please tell us about your management team – what are their backgrounds, roles and skill sets?

### Business model:

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

17. Describe the problem your business is trying to solve.
18. Describe how your business provides a solution to the problem you described above.
19. Please select up to 3 SDGs that your business most addresses. You may also select 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
20. 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 your product and/or service...
  - c. ...and who you are the end users?
21. In order to better understand your business model, please indicate what percentage of your income comes from grants or donations. For example, if your business gets 80% of its income from grants or donations, write 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.

22. How did your organisation grow in the last 2 – 3 years? How are you planning to grow in the next 3 – 5 years? Please include information on how you plan to achieve financial sustainability in the mid-term.
23. What were your revenues and costs (in USD) in 2019 and 2020:
  - a. Revenues 2020
  - b. Costs 2020
  - c. Revenues 2019
  - d. Costs 2019
24. Are you planning to raise repayable investment (e.g. loans, 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.
25. Please tell us how much you are planning to raise or have already raised in USD equivalent, as well as what type of investment you are raising
  - a. Amount:
  - b. Type:
26. How do you plan to use this investment? For example, you might spend 40% of it on marketing, 20% for staff growth, and a further 30% on inventory.
27. Have you already been in contact with investors? What kind of feedback have they shared? How have you incorporated this (or not)?
28. 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.
29. Is there anything else you would like to share with us?



### Impact Tracking:

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

30. 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?
31. What do you already do to measure impact? How would you describe it to others?
32. Do you use any KPIs for impact measurement and management, specifically of your social and environmental results? If so, please list them below here:
  - a. (enter up to five)

