

Impact Ready Matching Fund

Introduction

Thank you for your interest in the Impact Ready Matching Fund!

The Impact Ready Matching Fund (IMRF) seeks to institutionalise impact management within early-stage enterprises that are actively seeking to take on repayable investment. IMRF is open to all early-stage Impact Enterprises (IEs), enterprises that directly address social or environmental problems that meet the criteria listed below. *Women owned and or managed, rural-based IEs and IEs serving low-income (under 150USD per month) populations are explicitly encouraged to apply.*

IMRF is part of the B-Bridddhi: Scaling Impact Enterprises of Bangladesh programme (more info can be found here).

Instructions:

The IMRF application consists of four short sections and takes about 1 hour to complete. The full application must be completed in one session. A copy of the application questions can be found here. Some applicants have found it useful to answer the questions offline. Note, your application progress will not be saved if you leave the page prior to submitting the application. 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 your *social impact* business:

1. Legally registered in Bangladesh (submission of registration documentation is required)
2. Directly addresses social or environmental problems with current or planned products or services
3. Has been in operation for at least 2 years
4. Has a plan to achieve break-even operations in the medium term
5. Regularly tracks social and or environmental impact
6. Requires between 50,000 and 200,000 USD in investment (loans or equity) to realize business growth plans



Section 1: Organisational information:

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

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

15. Please tell us a little bit about your team – what are their backgrounds and skill sets?
16. Please tell us a bit about the work culture in your organisation? Please share if you have procedures in place to ensure that the work environment is free from gender discrimination, violence and harassment.
17. Please share if you provide training or other support to equip your team to adequately deal with gender considerations within their role.

Section 2: Business model:

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

18. Describe the problem your business is trying to solve.
19. Describe how your business provides a solution to the problem you described above.
20. 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
21. 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?
22. 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%.

Section 3: Growth plans

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.

23. 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.
Description: Please provide information relating to clients, revenue and team expansion.
24. What were your revenues and costs (in USD) in 2020 and 2021. If you did not have operations in 2020, please put 0:
- a. Revenues 2021
 - b. Costs 2021
 - c. Revenues 2020
 - d. Costs 2020
25. Are you planning to raise repayable investment (e.g. debt, equity) in 2022?
- 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 do not 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.
26. If you have already raised investment, please tell us from whom, when, and how much this investment was.
27. 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:
28. Have you have already been in contact with investors? What kind of feedback have they shared? How have you incorporated this (or not)?
29. 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 2021-22? 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.

Section 4: 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. 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...)
32. Do you already collect or plan to collect disaggregated data concerning your customer profiles in order to better understand your impact?
Description: Data disaggregated along factors such as gender, socio-economic status, geographic location of your customers.
33. 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?
- 34. 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)
- 35. Please upload a pitch deck here if you have one.

