

Social Impact Incentives

Introduction:

Thank you for your interest in the Social Impact Incentives application!

The Social Impact Incentives Programme (SIINC) is a funding instrument that rewards high-impact enterprises (IE) with time-limited premium payments for achieving social impact. SIINC is open to all registered 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 150 USD per day/month) populations are explicitly encouraged to apply.*

To attract a more diverse range of IEs, SIINC has revised and shortened the online application.

The Social Impact Incentive Programme (SIINC) is a part of the B-Bridddhi: Scaling Impact Enterprises of Bangladesh programme (more info can be found [here](#)).

Instructions:

The SIINC application consists of 4 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.

- ✓ Legally registered in Bangladesh (submission of registration documentation required)
- ✓ Directly addresses social or environmental problems with current or planned products or services
- ✓ Has been in operation for at least 2 years

- ✓ Achieved break-even operations or is close to achieving break-even operations
- ✓ Currently tracks or plans to track social and or environmental impact
- ✓ Requires between 250,000 and 1 million USD in investment (loans or equity) to realize business growth plans

Section 1: Impact Enterprise Profile:

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

10. Impact Enterprise name
11. Website (if applicable)
12. Contact name (First, Last)
13. Title of position within Impact Enterprise
14. Contact email
15. Contact phone
16. How is your Impact Enterprise legally incorporated?
 - a. Individual or Sole proprietorship
 - b. Partnership
 - a) Private Limited
 - b) Public Listed
 - c) Non-profit
 - d) Other
17. Please tell us about your management team – what are their backgrounds, roles and skill sets?

Description: Please describe the roles of members on the management team and their educational as well as professional backgrounds.

Section 2: Business model

The purpose of this section is to better understand your business model.

18. What is the problem your Impact Enterprise is trying to solve.
19. Describe how your business provides a solution to the problem you described above.
20. Please select 2-3 SDGs that your business most addresses.
 - 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. What are the primary sources of revenue for your Impact Enterprise?

22. Who pays you for your product and/or service?

- a. Who you are the end users?
- b. 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%.*

Section 3: Growth plans

23. 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.

- a. How did your organisation grow in the last 2 – 3 years?
Description: Please provide information relating to clients, revenue and team expansion.
- b. 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.

24. What were your revenues and costs (in USD) in 2020 and 2021:

- a. Revenues 2021

- b. Costs 2021
- c. Revenues 2020
- d. Costs 2020

25. Are you planning to raise repayable investment (e.g. loans, 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 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.

26. 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. Date:
 - c. Type:

27. 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.

28. Have you already been in contact with investors? What kind of feedback have they shared? How have you incorporated this (or not)?

Section 4: Impact of COVID-19

29. We would like to know how your business has been affected by coronavirus

a. How much would you estimate your revenues have changed because of coronavirus in 2021? *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.*

30. Is there anything else you would like to share with us?

Section 5: Impact Tracking

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

31. 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?

32. What do you already do to measure impact?

33. 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.

34. Do you use any KPIs for impact measurement and management, specifically of your social and environmental results? If so, please list up to five below:

35. Please upload your pitch-deck (if you have one).