

IRMF and SIINC: Application Questions

Thank you for your interest in receiving Catalytic Funding from B-Bridddhi! Impact enterprises are invited to apply for IRMF and/or SIINC with one application. Following submission of their application, the B-Bridddhi team will contact enterprises with further information about the next steps in the screening process.

The online Catalytic Funding application consists of six short sections and takes less than 1 hour to complete. The full application must be completed in one session. Note, your application progress will not be saved if you leave the webpage prior to submitting the application. A copy of the application questions can be found below; some applicants have found it useful to view and answer the questions offline first before submitting the online application. If you encounter problems or have questions, please email info@sie-b.org.

Good luck! On behalf of the B-Bridddhi programme, we look forward to receiving your application.

Section 1: General Information

In this section, we assess general information to better understand whether your enterprise meets the eligibility criteria.

1. What is your enterprise's impact focus? Please insert your answer in the text box below (maximum 150 words).
2. Briefly explain your enterprise's product/service offerings. Please insert your answer in the text box below (maximum 150 words).
3. What date was your enterprise established? Please insert the year in the text box below.
4. Do you have the following legal documents for your enterprise? If yes, kindly upload all files.
 - a. TIN
 - b. BIN
 - c. Trade License
 - d. Certificate of Incorporation (Optional)
5. Do you have the following business documents for your enterprise? If yes, kindly upload the relevant files.



- a. Pitch Deck
- b. Financial Statements

Section 2: Business Model

In this section, we assess your business model in more detail.

6. What model does your enterprise operate? Please select one or more options from the choices below.
 - a. B2B
 - b. B2C
 - c. B2B2C
 - d. B2B2G
 - e. B2B2B
7. What are the largest revenue drivers for your enterprise? Please insert your answer in the text box below.
8. What revenue streams does your enterprise rely on? Please select one or more options from the choices below.
 - a. Premium Model
 - b. Subscription
 - c. Product/Service Sales
 - d. Licensing Fee
 - e. Other (Please Specify)
9. Will these revenue drivers change in the future? Please select one option from the choices below.
 - a. Yes
 - b. No
10. What percentage of the enterprise's revenue comes from grants or donations? Please select one option from the choices below.
 - a. <10%
 - b. 10-20%
 - c. 20-30%
 - d. 30%+
 - e. No reliance
11. How is this percentage expected to change over the next 3 years? Please insert your answer in the text box below.
12. What is the stage of development of your enterprise? Please select one option from the choices below.
 - a. Formation: You are defining the mission and vision with initial strategy and key milestones for the next few years
 - b. Validation: You have a first product or service version in place, and you are iterating and testing assumptions to demonstrate initial user



- growth and/ or revenue. You can and/or are starting to attract additional financial and human resources
- c. Scaling: You are focusing on measurable growth in users and revenues and/or market traction. You are considering or have already attracted significant funding. You can and want to grow
 - d. Establishing: You have demonstrated ability to maintain financial security and can attract financial and human resources without major problems. You have significantly grown operations in your market and have brand recognition. You want to continue growing and are considering expanding to other markets or products / services
13. What is your enterprise's Unique Selling Point (USP)? Please insert your answer in the text box below.
14. What is your customer retention rate? Please express this figure in percentage format in the text box below.
15. What is your gross profit margin? Please insert the figures in USD for the previous two fiscal years, the current fiscal year, and your projections for the next two fiscal years using the matrix below.
16. Have you reached break-even? Please select one option from the choices below.
- a. Yes
 - b. No
17. If your answer to the previous question is no, when do you anticipate that your enterprise will achieve break-even? Please select one option from the choices below.
- a. In 1 year
 - b. In 2 years
 - c. In 3 years
 - d. In >4 years

Section 3: Financials

In this section, we ask you further questions about the financial health of your enterprise.

18. What has been your enterprise's yearly revenue (excluding grant payments)? Please insert the figures in USD for the previous two fiscal years, the current fiscal year, and your projections for the next two fiscal years using the matrix below.
19. What is your net profit margin? Please insert the figures in USD for the previous two fiscal years, the current fiscal year, and your projections for the next two fiscal years using the matrix below.
20. Have you secured any debt capital for your enterprise? Please select one option from the choices below.



- a. Yes
 - b. No
21. What is the debt-to-equity ratio of your enterprise? Please insert your answer in the text box below.
22. Have you raised any repayable investments for your enterprise previously? Please select one option from the choices below.
- c. Yes
 - d. No
23. If yes, then how much repayable investments has your enterprise raised till date? Please insert the total figure in USD equivalent in the text box below.

Section 4: Growth Strategy

In this section, we ask you an additional question about the future projections of your enterprise.

24. What are the scaling strategies for your enterprise in this current year and the following year? Please insert your answer in the text box below.

Section 5: Market Trends

In this section, we ask you further questions about the broader market in which your enterprise operates.

25. What sector does your enterprise operate in? Please select one option from the choices below.
- a. Agriculture
 - b. Financial Services
 - c. WASH (Water, Sanitation, and Hygiene)
 - d. Clean Energy
 - e. Healthcare
 - f. Education
 - g. Other (Please Specify)
26. What potential barriers to expansion for your enterprise do you foresee, and how do you plan to overcome them? Please insert your answer in the text box below.
27. What are the major risks associated with your enterprise, and how do you plan on mitigating them? Please insert your answer in the text box below.

Section 6: Management Team

In this final section, we ask you further questions about the management team behind your enterprise.



28. How many founders does your enterprise have? Please select one option from the choices below.

- a. 1
- b. 2
- c. 3
- d. >3

29. Can you give a brief bio on the founders of the enterprise and what makes them unique in solving this problem? Please insert your answer in the text box below (maximum 250 words).

