



# Kenya Catalytic Jobs Fund Business Innovation Challenge

This PDF copy is for reference only.

Thank you for your interest in the Kenya Catalytic Jobs Fund Business Innovation Challenge! We look forward to receiving your application. Please note that, to participate in the Kenya Catalytic Jobs Fund Business Innovation Challenge, an enterprise **must complete an electronic application form** on the Kenya Catalytic Jobs Fund Website: <https://kenyacatalyticjobsfund.org/application/>. Applications submitted in any other format **will not be considered**.

A few notes before we begin

- 1) Responses in this form cannot be saved for later completion. We strongly recommend drafting your responses in a separate document first and only completing this form when the entire application is ready for submission.
- 2) Please note that only proposals **submitted electronically** will be accepted.
- 3) Do not submit any confidential or proprietary information through this application.
- 4) Applications must be submitted on or before **11:59 p.m. EAT on Monday, April 8, 2019**.

All questions with an **asterisk** are required questions.

All text fields can only take a maximum of **1,500 characters**.

## Section 1: Basic Information

1. Organisation name (full) \*
  - a. [Text field]
2. Entrepreneur's name(s) \*
  - a. [Text field]
3. Type of enterprise \*
  - a. [Select one: For profit, Non-profit]
4. Year of registration (if applicable)

- a. Format: Day, Month, Year
  - b. [Date field]
5. No. of full time employees (If applicable)
  - a. [Number field]
6. Head office location (County) \*
  - a. County [select one: Baringo County; Bomet County; Bungoma County; Busia County; Elgeyo Marakwet County; Embu County; Garissa County; Homa Bay County; Isiolo County; Kajiado County; Kakamega County; Kericho County; Kiambu County; Kilifi County; Kirinyaga County; Kisii County; Kisumu County; Kitui County; Kwale County; Laikipia County; Lamu County; Machakos County; Makueni County; Mandera County; Meru County; Migori County; Marsabit County; Mombasa County; Muranga County; Nairobi County; Nakuru County; Nandi County; Narok County; Nyamira County; Nyandarua County; Nyeri County; Samburu County; Siaya County; Taita Taveta County; Tana River County; Tharaka Nithi County; Trans Nzoia County; Turkana County; Uasin Gishu County; Vihiga County; Wajir County; West Pokot County]
7. Geographic scope of the project (Indicate counties that your project impacts) \*
  - a. [Test field]
8. To which of the Catalytic Jobs Fund themes does your project primarily align? \*
  - a. [Select one: Agriculture, Manufacturing, Informal Sector, Marginalized groups and geographies, Other]
9. Contact details (email) \*
  - a. [Email field]
10. Website URL (If available)
  - a. [Test field]

## **Section 2: Innovation Overview**

11. Name of the innovation
  - a. [Test field]
12. What innovation gap/ economic challenge is the innovation addressing? \*
  - a. [Test field]
13. How will your innovation address the identified challenge/ improve lives? \*
  - a. [Test field]
14. How is your innovation different from existing solutions? \*
  - a. [Test field]
15. What is your innovation's main value proposition to your target market? \*

- a. [Test field]
- 16. How big is your addressable target market? \*
  - a. [Test field]
- 17. In what stage is your project presently? What major milestones has your project achieved to date? \*
  - a. [Test field]
- 18. Provide a brief description of the business model including the target customer base, source of revenue, operational costs etc. \*
  - a. [Test field]
- 19. What evidence do you have to demonstrate that the innovation is feasible? \*
  - a. [Test field]
- 20. How will you scale the project? (Include expected milestones and timelines) \*
  - a. [Test field]
- 21. How much do you need to fund the growth plan? \*
  - a. [Test field]

### **Section 3: Impact Overview**

- 22. How does your project define and measure impact? (Indicate primary indicators and impact to date) \*
  - a. [Test field]
- 23. How will your innovation ultimately create job opportunities at scale? \*
  - a. [Test field]
- 24. How many direct and indirect work opportunities has your project created to date?
  - a. [Test field]
- 25. What economic benefit have the beneficiaries had to date? (Indicate total income generated in KES)
  - a. [Test field]
- 26. Projected total number of jobs created (by June 2022)\*
  - a. [Number field]
- 27. Projected economic benefit to target beneficiaries (by June 2022) \*
  - a. [Test field]
- 28. Any other expected impact (by June 2022)
  - a. [Test field]

29. If successful, how would your innovation impact the industry/market ecosystem /society?
- a. [Test field]

#### **Section 4: Funds Usage**

30. Using the sample file accessible through this link: <https://bit.ly/2ERdNEL>, as a guide, detail how you aim to use the requested funds.

*As shown in the sample file, the applicant should detail how they aim to use the grant funding by listing the activities that will actualize the innovation and the associated costs.*

- a. [Test field]
31. Provide justification on why this innovation requires grant funding for it to be actualized.
- a. [Test field]
32. Briefly describe any investments, actual or in-kind investments, which your organisation has made towards this innovation.
- a. [Test field]