

How TO Apply for Funds

Guideline for Developing an
Application for Funds



Purpose of The Application

- Provides Insight into thoughts of Entrepreneur
- To Introduce Rural, Social and Business Model
- Introduces the company and the team
- Provide an Entry Point for Discussion



Major Headings To be Covered

- Executive Summary
- Company Description
- Rural and Social Dimension of the Business
- Market Analysis & Marketing Plan
- Operations Plan
- Financial Plan
- Management Team
- ☛ Risks

Executive Summary

- Compact version of the big plan
- Provide a concise summary not exceeding two pages

The Company Description

- Brief company history
- How has the Company in the past Impacted or intends to Impact Rural Society
- How has Business Idea evolved over time
- Share past financial performance – profit and loss account, balance sheet with external auditor comments (if applicable)



Product/Service

- What is the value proposition
 - 1) In terms of Impact on the Rural Society
 - 2) Differentiation from other existing product or service.
 - 3) Any patent protection ?
- If it is a technology product – Provide details
- What prevents someone else doing it better than you? Provide details of present and future competition, to the extent possible

Market Analysis

- Who is your target market? – how do you propose to reach them? What are the marketing costs?
- Any complementary products or services?
- Market Size, growth rates, trends in the market.
- Market Future

Marketing Plan

- ✦ How do you plan to reach the market and convert the large market into revenue.
- ✦ Provide various marketing strategies and insight into
- ✦ Sales and Marketing strategies
- ✦ Risks and Unknowns
- ✦ Strategies for reducing risks

Operations Plan

- If the business is to produce a product, then production plan.
- If it is service business – how do you plan to deliver it
- Location, equipment needs
- Labour requirements
- Risks at different levels and how best to mitigate the risks

Management Team

- Provide CV's of the key members; references would be useful
- History and relevance of past experience
- Start-up experience
- Market creation experience
- Clarity of roles

Financial Plan

- Develop detailed and list assumptions used to arrive at sales and revenue estimates
- Identify Key drivers of revenue
- Make projections
- Write to us in case developing a finance plan is difficult for you.

