



## Concept Note **Application Form for Cohort 9** of the Growth Accelerator Malawi

The Growth Accelerator is a UNDP facility aimed at supporting youth-led growth- oriented start-ups to grow or scale. The facility has so far completed five rounds and the implementation of three other cohorts is currently underway. The GA is financed by the German Development Corporation through KfW Development Bank and the Royal Norwegian Embassy. This Cohort 9 of the GA is being financed by the German Development Corporation through KfW Development Bank.

To be considered for a business pitching opportunity for Cohort 9, please complete the form below.

\* Indicates mandatory response.

### Details of Applicant

Name \*

Mr.

Title

First Name

Middle Name

Last Name

Role or Position in Venture \*

Date of Birth \*

DD-MM-YYYY

Gender \*

Primary Phone No. \*

Other Phone No. \*

Email \*

## Concept Note Application Form for Cohort 9 of the Growth Accelerator Malawi

### Details of Venture

#### Business Name of Venture

Do you use technology to solve society problems?\*

If yes, what is the technology being utilized?\*

What is the focus are of your business\*

- |  |                                     |
|--|-------------------------------------|
| <input type="checkbox"/> Edu-tech            | <input type="checkbox"/> Green-Tech |
| <input type="checkbox"/> Fin-tech/Insur-Tech | <input type="checkbox"/> ICT        |
| <input type="checkbox"/> Health-Tech         | <input type="checkbox"/> Prop-Tech  |
| <input type="checkbox"/> Agri-Tech           |                                     |

Other, please specify

Address \*

Physical Address

Postal Address

Malawi

City/District

Country

**Concept Note *Application Form for Cohort 9* of the  
Growth Accelerator Malawi**

Business Email Address \*

Number of full-time staff employed \*

Number of part-time staff employed \*

Secondary Point of Contact \*

First Name

Middle Name

Last Name

Phone \*

Email \*

Website

## Concept Note Application Form for Cohort 9 of the Growth Accelerator Malawi

### Business Social Media Handles

Provide links or handles if the venture has social media pages.

	Handle
Facebook	
YouTube	
Twitter	
LinkedIn	

### Business Setup

Is the business registered? \*

If yes, when was it registered? \*

DD-MM-YYYY

Business Registration Certificate \*

Please upload the Business Registration Certificate.

When did the business start operating? \*

State the ownership status of the business. \*

## Concept Note Application Form for Cohort 9 of the Growth Accelerator Malawi

### Tax Clearance Certificate

Please upload the Tax Clearance Certificate.

Does your business have a bank account? \*

### Business Overview

Provide a brief overview of your business, including its: vision, mission, and the specific societal challenge it addresses. Clearly describe your products or services, target customers, and how your business generates revenue. Highlight the intended social, economic, or environmental impact and your future growth plans? (Maximum 500 Words)

### Problem and Solution\*

Highlight the specific societal problem to be addressed by your technology, or innovation, and or digital solution, the significance of this problem and its impact on the affected parties. (Maximum 500 Words)

When describing your problem and solution being offered through the proposal make sure that you quantify its significance in terms of savings or loss to be created (i.e., time, money, other resources). Define the impact to be delivered whether positive or negative, intended or unintended and direct or indirect.

## Concept Note Application Form for Cohort 9 of the Growth Accelerator Malawi

### Key Innovation

What is the key innovation for the proposal? What is the technology and or digital solution within your proposed project? How does the technology or digital solution address the social challenge(s)?

Please highlight what is innovative in your proposed project in relation to the theme of Cohort 9: Accelerating Cross-Sector Innovations Through Technology and or Digital Solutions. (Maximum 250 Words)

### Route-to-Market

What is your proposed route to market for your product or service?

Please describe your target customers, distribution channels, marketing strategies, pricing model, and how you plan to reach and scale your market effectively (Maximum 250 Words)

### Market Opportunity

What is the current state of the market in which your business operates? Quantify the size of your market in terms of volumes and monetary terms (in USD), exchange rate at MWK1,751 to USD

Indicate the target market and segments of your venture and the competition. (Maximum 250 Words)

## Concept Note Application Form for Cohort 9 of the Growth Accelerator Malawi

### Profitability Analysis

Give an overview of profit analysis for your Proposed Project

Item	Amount (USD), exchange rate at MWK1,751 to USD
Total Annual Sales Revenue	
Less Cost of Sales	
Gross Profit	
Less Overhead Costs	
Net Profit	

### Business Growth Plan

Please specify your venture growth objectives for applying to the Growth Accelerator.

Your objectives may cover financial or operational or marketing or product and service innovation (Maximum 250 Words)

Specify the requirements for accelerating your business growth.

Detail the essential resources needed to achieve your business growth objectives, encompassing items such as equipment, additional workforce, funding and other pertinent factors (Maximum 250 Words)

## Concept Note Application Form for Cohort 9 of the Growth Accelerator Malawi

Articulate your approach to introducing your product or service to your target market(s). Emphasize the strategies you will employ to expand your customer base, nurture relationships and foster customer loyalty.

Detail offline and online channels you intend to leverage to enhance visibility for your business. Further, outline the distribution systems or partnerships you will harness to bring your products/services to the market. (Maximum 250 Words)

### Team Composition

Provide an overview of the individuals comprising your business team, including yourself. Highlight the unique qualities and capabilities that collectively position your team as uniquely equipped to guide your business toward success (Maximum 500 Words)

### Budget Summary

What is the total cost of the proposed investment in the project (GA Grant plus private matching funding)? \* \*

Capital Expenses relate to assets that will be useful to your business over a long time. Operational Expenses relate to day-to-day expenses required to keep the venture running.

	Amount *
Capital Expenses *	
Operational Expenses *	
Total *	



**Concept Note Application Form for Cohort 9 of the  
Growth Accelerator Malawi**

How much GA grant are you applying for (min \$10,000; max \$40,000)? \*

What is the source of your co-financing? \*

Specify if it is a bank loan or equity or own resources or family and friends, etc.

**Other Donor Funding**

Note: Grant finance from other donor agencies cannot be used by a company as a matching contribution to GA funding.

Has the venture received any financial support or technical assistance from a donor agency?

If 'Yes', submit a detailed breakdown of financial support or technical assistance which the venture has received or intends to receive directly or by being part of a consortium from any donor agency in Malawi or abroad.

Name of Donor	Name of Project	Period of Funding

**Concept Note [Application Form for Cohort 9](#) of the  
Growth Accelerator Malawi**

**Video Business Pitch and/or Product**

Please provide a one-minute pitch and/or a video presentation showcasing your solution (product/service) using the links below:

## References

Please provide names of three Referees

Name of Referee	Physical Address	Postal Address	Email & Cell
Business:			
Professional:			
Personal:			

## **Attachments**

---

### **Other Relevant Documents**

Please upload any document that you feel is relevant to your application.

### **Declaration \***

- ☐ I hereby declare that the information provided is true and correct. I also understand that any false or misleading information in the application will result in disqualification.