EU MedUP! Fund

Application format

Full proposal

Dear applicant,

Thank you for your concept note and we are happy to invite you to submit a full proposal to allow you to provide more detailed information on the project that you would like to implement. If, some of the information requested below was already submitted in the concept note template, please copy-paste them in the current template and elaborate further.

Company information

1. Company name (Possible to copy-paste from your concept note. You can find your original concept note application (if done on VC4A platform) through this link http://vc4a.com/my/profile/my-applications/):
2. Company description: [max 500 characters] (possible to copy-paste from your concept note)
3. Contact person (possible to copy-paste from your concept note):
4. Company address (possible to copy-paste from your concept note):
5. Company phone (possible to copy-paste from your concept note):
6. Company website (possible to copy-paste from your concept note):
7. Year of establishment (possible to copy-paste from your concept note):
8. Business registration number (possible to copy-paste from your concept note):
9. Country of registration: [limited to the 6 countries for the call]
10. Type of organization: [limited to the options: commercial company (LLC – Limited Liability Company, PSC – Private Shareholding Company, Non-Governmental Organization (NGO), Cooperative or Other]
    If you selected other, please state type of organization:
11. Industry: [select options from list: Agribusiness, Automobiles & Components, Banks & Financial Services, Commercial & Professional Services, Consumer Products, Consumer Services, Energy, Food & Beverage, Food & Staples Retailing, Health Care Equipment & Services, Household & Personal Products, Insurance, Materials, Media & Entertainment, Pharmaceuticals, Biotechnology & Life Sciences, Real Estate, Retailing, Semiconductors & Semiconductor

Equipment, Software & Services, Technology Hardware & Equipment, Telecommunication Services, Transportation, Utilities, Other]

Team

12. Founder(s) of the company   – please give short profile – 500 characters
13. Number of women that are founders of your company – [field to indicate number from 0 to 5]
14. Number of youth (18-35 years old) that are founders of your company – [field to indicate number from 0 to 5]
15. Please, describe briefly your management team (i.e. the directors or managers in charge of running the company on a daily basis) – provide name, age, gender, role and experience – 1000 characters
16. Please, describe the team who will be dedicated to the project (if different than management team) – provide name, age, gender, role and experience – 1000 characters

Company strategy and impact

17. Social/environmental impact vision: What social/environmental issues does your company aim to solve/tackle? Why and how? [max 1500 characters] (possible to copy-paste from your concept note)
18. Market: Please describe your market [max 1000 characters]
    Explanation text: Think about your industry, trends and developments, your customer segments, your competitors, any other details
19. Products & Services: Please describe your key products & services [max 1000 characters]
    Explanation text: What is it that you are providing to your customers, how is that solving a problem or meeting a need, how is it unique to competitors
20. Business model – Please explain how your business model works. How does your organization generate revenues?: [max 1000 characters] (possible to copy-paste from your concept note)
    Explanation text: For example how our customers paying, how are products and services delivered, what are key cost drivers, any other details
21. Growth strategy: How does the company aim to grow in coming 3 years and what kind of growth is foreseen in numbers (e.g. revenue, customers)?[max 1000 characters]
22. Innovation: Tell us what is innovative about your social enterprise [max 1000 characters]

Historic financial and staff information (3 years)

23. Please provide the data as per table below.

Explanation text: The information you provide about your financial performance will not be shared outside the MedUP! project. We are asking this information to get a good understanding of the current status of your company.

Data	2018	2017	2016
Full Time employees			
% women			

% of young employees (18-35 years old)			
Part Time employees (not seasonal)			
% women			
% of young employees (18-35 years old)			
Seasonal workers			
% women			
% of young employees (18-35 years old)			
Annual revenue in EUR			
Percentage Net Profit or Loss (in %)			
Assets (value in EUR) as per balance sheet			
Liabilities (value in EUR) as per balance sheet			

Proposed project

Overall explanation: The MedUP! aims to support social enterprises to grow or scale up. For this purpose it provides grants to support projects by SEs that enable growth or scaling.

24. Project description: What do you propose to do with a MedUP! grant and how does that lead to growth or scaling of your business? [max 1500 characters] (possible to copy-paste from your concept note)

25. One sentence pitch: Please summarize your growth-related project in 150 characters [max 150 characters] (possible to copy-paste from your concept note)

26. Project activities: What are the key activities you want to implement within the project? [max 1000 characters]

27. Outputs: What are the measurable and short-term results of the project? [max 800 characters] *Explanation text: Think about making a short bullet list of deliverables or results of the project – e.g. a marketing plan, a product introduced, new machinery installed, an innovative process or tool, additional investment attracted.*

28. Motivation: Why do you propose this project and what is the urgency and importance to implement this now? [max 800 characters]

29. Feasibility: How do you ensure the project will be implemented successfully within 1 year of implementation? [max 1000 characters]

30. Link to growth strategy: How will the project contribute to the growth strategy of the company, as described in an earlier question? [max 800 characters]

31. Ecosystem: How is the team currently making use of support organizations for social enterprises (for example, training centers, incubators, co-working spaces, etc.) or leveraging funds available from local financial institutions or other sources? [max 1000 characters]

32. Complementarity of the MedUP! Fund: What other financial or non-financial support (e.g. grants or support programs) has your company received in the last 2 years and/or is expected to receive in the coming year? [max 800 characters]

33. Women and youth empowerment: Describe how women and youth (age 18-35 years) will be empowered or included through your project? [max 800 characters]

Indicators

34. Social indicators: Please try to provide as much details as possible about the estimated social impact of your project (1 year after implementation) in terms of (and/or):

    # Jobs created within the company
    # New beneficiaries (suppliers, employees) with increased income
    # New beneficiaries (customers) with access to basic goods & services or that benefit from the social / environmental impact of your social enterprise
    % Women amongst beneficiaries (suppliers, customers, employees)
    % Youth (age 18-35 years) amongst beneficiaries (suppliers, customers, employees)
    % Beneficiaries from rural areas (suppliers, customers, employees)

35. Financial indicators: Please provide the estimated financial impact of your project (1 year after implementation in terms of (and/or):
    % Revenue growth (as a result of the project)
    % Increase in profit margin
    Amount of growth finance attracted (in EUR)
    Explanation text: These indicators help us to compare proposals between applicants and will also be measured as part of the MedUP! project, for which we request your cooperation. Note that we are specifically looking for 'new' jobs and/or beneficiaries and 'growth' of revenue and/or profit as a direct result of the project. So not the growth in jobs or revenue you are targeting to achieve anyway, even without the project.

Budget

36. Project budget – What is total project budget? in EUR
37. Please provide a full overview of expected expenses in the template excel sheet, which can be downloaded on the program page. The completed excel should be send to this [email address] along with other supporting documents, see below.
    Requested funds – How much is requested from the MedUP! Fund? Minimum 5.000 – maximum 50.000 EUR.
    Own contribution – How much is your company contributing?
    Cash contribution – How much cash is contributed by you/your company?
    In-kind contribution – How much is in-kind contribution by you/your company?
38. In-kind contribution description – Please describe the form of the in-kind contribution? [max 500 characters]
    Explanation: The MedUP! Fund requires an own contribution of at minimum 35% of the project budget. This can be a cash contribution or an in-kind contribution.
    The MedUP! Fund requires a cash contribution of at minimum 10% of the project budget. This cash contribution can be from the company, owners or from external sources in which case it needs to be secured as a condition to receive the grant.
    In-kind contribution by the company can refer cash-equivalent goods and services such as equipment or dedicated staff time needed for the project. The in-kind contribution must be

specifically and directly related to the implementation of the project. The value of the in-kind contribution must be tangible and verifiable, based on specific supporting evidence such as contracts, invoices and others.

Supporting documents

39. Please send the following documents, if available, to this [email address]:
    Project budget – see earlier question
    Organization chart and CVs of key staff
    Registration certificate
    Financial annual/audited accounts – most recent
    OPTIONAL: Pitch / presentation document of your organization and project
40. Consent – I hereby confirm that the MedUP! team can contact me if there are questions about the answers provided in this application form: [checkbox]