



Supporting supply chains in Tanzania through Seed Fund: Jiko Fanisi La Umeme

Application Guidance



Photo credit: Kachione LLC



Introduction

The Seed Fund aims to foster a healthy eCooking supply chain by supporting new or early-stage companies to gain market traction in Tanzania distributing eCooking appliances.

The project duration will be a total of 10 months.

Total funding available per project is up to £58,000, including all project costs and any applicable local taxes or charges.

Match funding (financial or in-kind) and demonstrating links to other funding programmes is desirable. The finance element of your application will be preferentially scored if this is secured.

All payments are conditional upon receipt by Loughborough University of a satisfactory Statement of Grant Usage and supporting evidence of financial documentation such as receipts.

1. How to apply

Eligibility

- Organisations (of any size) who can acquire (import, assemble, or manufacture) and distribute (e.g. sell for cash, sell on credit, PAYG, subsidised¹ etc) efficient electrical cooking appliances in Tanzania are eligible.
- Organisations that have a high proportion of women in management and operations will score higher, in order to support women-led organisations and organisations that support women in the workplace.
- Organisations who have been registered in the last 2 years will score higher than large long-established businesses, in order to support new entrants to the supply chain.
- Scoring will reflect the aspiration for sales volume and sustainability of business.
- The Seed Fund is open to any organisations registered to make sales in Tanzania. Organisations where ownership/shareholding/management is Tanzanian based and integrated into the Tanzanian economy will score more highly.
- Funding will be paid in GBP so successful organisations must be able to accept GBP or have an account that is willing to undertake the conversion to Tanzanian Shillings.
- Organisations can only be named on one application as either the lead or as a consortium member. A consortium member is defined as an organisation who is actively involved in the implementation of activities. If an organisation is listed as either the lead or as a consortium member on more than one application, then all of them will be rejected. Only suppliers of appliances and suppliers of specialist research capability can provide their services to multiple projects and be named in multiple applications.
- Match funding (financial or in-kind) and demonstrating links to other funding programmes is desirable. The finance element of your application will be preferentially scored if this is secured.

Dates and deadlines

Applications submitted after the deadline will not be considered. Extensions will not be granted under any circumstances.

The completed Grant Application Form should be submitted to mecs@lboro.ac.uk with the subject heading '**Jiko Fanisi La Umeme Proposal**'

Competition Deadlines	
Competition opens	21st October 2024
Expression of Interest for workshop closes	1 st November 2024 23:55pm GMT
Invitation to workshop	11 th November 2024
Webinar	Tuesday 12 th November 11.30am GMT
Workshop	19 th November 2024
Competition closes, application deadline	23:55 GMT 1 st December 2024
Decision to successful applicants and notification to unsuccessful applicants	Week commencing 9 th December 2024
<i>Dates below are indicative timings</i>	
Deadline date for Due Diligence Questionnaire and supporting documents	6 th January 2025
Final Selection of applicants, notification and contracting.	10 th January 2025
Projects start	10 th February 2025
Kick off meetings	Mid-February 2025
Final report deadline	12 th December 2025

- Only applications submitted using the Grant Application Form will be accepted.
- Only the information provided in your Grant Application Form (including a gantt chart and any relevant diagrams/figures) will be assessed. Additional documents attached will not be considered.
- Applications must be submitted by 23:55 hours GMT on 1st December 2024. Late submissions will not be considered.

2. Application questions

Further guidance on what should be included in your responses on the Grant Application Form are given below.

Question 1: Explain the learning objective of your proposal. Stick to an outline/brief overview. More details on specific elements are covered in later questions.

Learning objective - What are you trying to learn? Is this a pilot or the beginning of a sustainable supply? Are you exploring new configurations of technology, different business models, customer acquisition, preparation for new financing models, etc? Describe your intended learning processes, and whether you

will before measuring the actual consumption of a sample of users or the whole group. Describe how you will assess the business model and update the cost models. Please note that MECS will need your customer data to undertake a user survey on a sample of customers, later in your project. Providing a strong description here will demonstrate to the reviewers that you are aware of the importance of understanding what you're trying to learn/find out and that you also understand how to document it so that it can be useful in the future.

Question 2: Existing experience of provision. You should explain your experience to date, the challenges and barriers you have faced, how you overcame them and why you think that starting or adding eCooking will build on your existing experience. This can include the selling and distribution of any product in Tanzania or similar countries. You should explain how this past experience has influenced the design of your application. Applicants who don't have previous experience of provision but are seeking to enter these new markets should document their observations on the sector's experience and show why this has led you to propose this application.

Question 3: Market description. What type of user are you going to target? It is acceptable to have a mixed size of users if the basic technology is modular. Are you working in a specific geographic region? Etc. It is important to describe why you are targeting a specific market as it will demonstrate that you have understood who your customers are (new, potential, and existing).

Question 4: Business model and financing

Outline of the business model to be used – What is the proposed business model? How will customers be acquired and what expenditure do you expect? What could be the mechanisms for supporting the uptake of the product/s/services? Do you intend to do demonstrations? How will after-service be implemented? Etc. Try to be as detailed as possible in your response as this will show that you have understood the market gap and how customers might access your product/service.

Financing model for customers/users – How will the user/customer gain access to finance to cover the upfront cost? Is the model a service provision, leasehold, pay-as-you-go, cash sale or some other form of provision? Describe the intention, the intended finance providers and describe at what stage you are at in negotiating a partnership with those financial providers to support your customers/users.

Leveraging other finance - Describe whether the proposed project is part of or in preparation for use of some form of Results Based Finance programme. If you are intending in the longer term to use carbon finance, describe any existing experience of accessing the carbon market. Please note – this is not a mandatory requirement of the proposal. However, if a proposal mentions RBF or carbon financing without explaining why it would be useful/important or what the existing experience is then the reviewers will mark the answer down. Don't just include the terms as 'buzz words', it will not help the overall score.

Question 5: Project Management. The response should include a Gantt chart of activities. Clearly describe relevant risks to this project and how you plan to mitigate them, especially relating to safeguarding and whistleblowing. Describe the roles, skills, and relevant experience of the project team, including any sub-contractors (bios of up to 250 words each can be provided for up to 5 team members). Details of other

team members should be provided briefly in a tabular format. The response should demonstrate that there is a team capable of completing all the required tasks within the 10 months available.

Question 6: Project Finances

- All cost information provided should be clearly explained and all rates must reflect fair market value.
- Sub-contractor costs should be justified.
- The response should clearly describe what you will spend the funding on and should demonstrate value for money.
- If you expect to pay VAT during the delivery of the research, (e.g. for consultancy/ sub-contracting charges, material costs and other expenses), and are unable to recover this from HMRC, you must ensure that the cost of these VAT payments is included at this stage.
- Only eligible costs directly associated with the Jiko Fanisi La Umeme project will be reimbursed. Please also refer to the section on Eligible Expenditure paragraphs 10-13 of the Grant Disbursement Agreement. Any claims made for items listed in the NOT Eligible Expenditures will not be paid.

3. How your application is assessed

After the deadline, applications will be triaged to make sure they meet the eligibility criteria (i.e. you are registered to make sales in Tanzania etc.). Applications that are out of scope, for example, those that do not address the questions posed in the Grant Application.

For all eligible applications, the responses provided in the application form will be reviewed by two experts before being moderated by an expert panel. After the panel moderation, shortlisted applicants will be invited to complete the due diligence process within 10 working days. Failure to complete the due diligence process on time will result in a rejected application.

Applicants who are not shortlisted will be provided with an overall score and some high-level feedback.

Shortlisted applicants who also pass the due diligence process will be notified with details of the grant awarded. A Grant Disbursement Agreement will be sent to the lead applicant for signature and return. A project kick-off meeting will be organised and any necessary reporting templates will be shared.

All correspondence will be with lead applicants. Lead applicants are responsible for informing other collaborators and partners about any decisions/awards.

Assessment scoring criteria

This section contains the assessment scoring criteria for applications. You should refer to this section to help write good quality applications and to maximise your score.

Questions	Weighting factor	Maximum score
Outline your innovative configuration and explain the learning objective of your proposal	2	10
Existing sales/distribution experience to support the provision of appliances	1	5

Market description	1	5
Business model and financing	2	10
Project Management	1	5
Project Finances	1	5
TOTAL		40

Qu	Score of 0	Score of 1	Score of 2	Score of 3	Score of 4	Score of 5
1	No answer given	Very poor outline, no detail	Poor outline, very little detail	Outline presented but missing 2 or more of the areas covered	Good outline presented (lacking some detail), covering all areas, how existing groundwork differentiated from other knowledge/data	Excellent and detailed outline presented, covering all areas, how existing groundwork differentiated from other knowledge/data
2	No data/knowledge gaps identified	Very poor understanding of data/knowledge gaps but no plan for filling gaps	Poor understanding of data/knowledge gaps very basic plan for filling gaps	Good understanding of data/knowledge gaps but a basic/not detailed plan for filling gaps. Limited or no analysis on how existing data fits with new data needed.	Good understanding of data/knowledge gaps with a plan for filling gaps but lacking detail (especially on analysis). Some analysis (lacking depth) of how existing data/knowledge fits with new data needed.	Excellent understanding of data/knowledge gaps with a detailed plan for filling gaps including a focus on data analysis. A good analysis of how existing data/knowledge fits with new data needed.
3	No research used	Very limited research used/irrelevant research used	Limited research used/mostly irrelevant/no link to thinking	Some research used/some relevance (maybe very out of date)/not clear how it's been applied to thinking	Good selection of research used/up to date and relevant. Demonstrating a good grasp of existing thinking	Excellent selection used/up to date and relevant. Demonstrating an excellent grasp of existing thinking and how it shapes design of supply chain activities
4	No outline of business model to be used, finance model for customers/users or details of leveraging other finance	Very limited outline of business model to be used, finance model for customers/users or details of leveraging other finance	Limited outline of business model to be used, finance model for customers/users or details of leveraging other finance	Some outline of business model to be used, finance model for customers/users or details of leveraging other finance	Good outline of business model to be used, finance model for customers/users or details of leveraging other finance	Very good outline of business model to be used, finance model for customers/users or details of leveraging other finance

<i>Qu</i>	<i>Score of 0</i>	<i>Score of 1</i>	<i>Score of 2</i>	<i>Score of 3</i>	<i>Score of 4</i>	<i>Score of 5</i>
5	No project plan/Gantt chart/no risk analysis/weak team	Limited project plan/weak Gantt chart/ no risk analysis/weak team	Unrealistic project plan/Gantt chart/very basic risk analysis/weak team	Realistic project plan/Gantt chart/basic risks analysis but no plans to mitigate/reasonable team	Detailed and realistic project plan/Gantt chart/good risk analysis with plans to mitigate/strong team	Very detailed and realistic project plan/Gantt chart/very good risk analysis with plans to mitigate/very strong team covering all project needs
6	No cost information provided/no value for money	Very basic cost information (e.g. a total figure but no detail) provided/poor value for money	Basic cost information provided (e.g. some details) but no justification of costs/poor value for money	Cost information provided, justified and some evidence of value for money	Detailed cost information provided, justified and good value for money	Very detailed cost information provided, justified and good value for money demonstrated