



CEDP Application for: Feasibility Study/ Business Plan

CEDP requests that all applicants who have an approved Expression of Interest for a feasibility study or business plan answer the following questions in a two page document. **Applications are due on April 6, 2014.** We realize that many of the questions may remain to be determined, in which case please just indicate so.

- **Business model:** What is the product or service that is being suggested? How would manufacturing, sales, and distribution work? How would it address a consumer need in a unique or superior way? How would the enterprise engage with the local community? What is the background of the initial management team? Are there any gaps in skills or expertise?
- **Environmental/social impact:** How does the enterprise aim to support conservation? How would impact be measured? What positive impacts on biodiversity have been and/or can be achieved? What positive impacts on community development have been and/or can be achieved? What mechanisms are in place to ensure conservation outcomes (e.g., conservation contract)? If successful, what level of social scale could be achieved?
- **Proposed use of award:** How will the CEDF award be used? Do you have co-financing available? What is the timeline for use of funds (must be spent by April 2016)?

Please submit any questions and the final application in Word document format to London Davies at ldavies@wcs.org along with any relevant annexes that you may already have such as product/market information, biodiversity surveys, etc.