



CEDP Application for: Technical Support or a Seed Grant

CEDP requests all applicants who have an approved Expression of Interest for technical support or a seed grant answer the following questions in a two to five page document. **Applications are due on April 6, 2015.**

- **Business model:** What is the product or service offered? How does manufacturing, sales, and distribution work? How does it address a consumer need in a unique or superior way? How does the enterprise engage with the local community? Who are your key staff members and what is their background? Are there any gaps in skills or expertise?
- **Market dynamics:** Who are the current buyers/target customers? How large is the market? Who is the competition? What are the main business risks and what can be done about them?
- **Environmental/social impact:** How does the enterprise aim to support conservation? How is impact 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)? What level of environmental and social impact could be achieved at scale?
- **Financial performance (please provide financial statements, if available):** What are current revenue and net income? What are the key drivers of sales and costs? How is the enterprise currently funded? If not presently profitable, when will the enterprise become financially sustainable? What needs to happen to break even?
- **Proposed request for assistance:** What technical assistance is requested, if any? If requesting seed funding, what will it be used for? What environmental achievements will this support enable? What social/financial achievements will this support enable? What is your timeframe for use of funds (needs to be 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 such as business plans, financial statements, etc.