



EMRC-AfDB Project Incubator Award

Application Form **US\$ 15,000 Award**

Please submit your application form to sp@emrc.be by April 30th 2011.

The application form must be typed or written legibly and must not exceed 6 pages.

1 – Personal / Organisation Information

Contact Person: **XXXXXX**

Position: **XXXXXX**

Company / Organisation: **XXXXXX**

Full Address : **XXXXXX**

Date of birth: **XXXXXX**

Phone number: **XXXXXX**

Mobile Phone: **XXXXXX**

E-mail: **If Available**

Website: **If Available**

2 – The Project

The following project application form should be filled out and sent to EMRC **before April 30, 2011**. Your answers will assist the Project Incubator Committee to evaluate your projects eligibility to be one of the 4 finalists to be presented at the upcoming Forum. Please email us the Project application form. **The following is a model which you may use to guide you to fill out your application.**

AfDB-EMRC SME Forum:
Bridging the Missing Middle Gap in Africa
 → 4-7 June 2011 // Lisbon

In conjunction with:





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Short Project Synopsis / description (this synopsis must clearly describe the project concept) – maximum 100 words:
XXX Company purchases locally grown organic tropical fruits from farmers in the (city) area and then produces products made from the fruit (drinks, jams etc.)at a project incubator center. They also export to regional market fresh juice pulp. Products are marketed in the Capital City in the near future, XXX COMPANY intends to market them in smaller cities and eventually to export to other countries in East Africa

Country / Region of the Country:
XXXXXX XXXXXX XXXXXX

Description of the Company and past experience, if any – maximum 50 words:
XXX Company is a privately owned limited liability company which began production in 2008. It employs 30 full time workers. Its products are sold at 10 outlets in XXX. The company is located at XXX through 2014, at which time the company shall acquire its own facilities.

Business objectives – maximum 50 words:
XXX Company intends to expand its organic product locally so that it is able to first to satisfy the local market, then the regional market and at a future time, perhaps, the international market.

Specific contribution to the community (e.g., employment generation, pollution abatement, etc.) – maximum 50 words:
XXX Company is currently working with 200 farm owners who employ, on average 4 workers each of who support on average, 7 family members. Therefore, presently, XXX Company currently touches about 5600 people. In addition the company employs 30 workers each of whom have, on average 7 family members so an additional 210 people benefit. All products produced are organic and waste from the industrial process is insignificant.

How many people are involved in the project (employees, e.g., before and after)?
30 full time employees. In 2010 this number is expected to grow to 60.

Who will benefit from the Project?
The local farmers who sell their produce at fair value, the employees and their families, and the local population who can purchase healthy, organic fruit drinks.

How the Award will be used?
The US\$15,000 award will be used to help us purchase machinery needed to package our products for the expansion in the local market and to attract more cooperatives suppliers.

Evaluation of the potential market overtime – maximum 50 words:
We have received inquiries from local supermarkets for fresh fruits drinks. XXX Company in a neighbouring country is interested in buying 15 tons of fruit pulp per month from us. The total market value of these sales is US\$ 200,000.

Financial projections (short-medium term) – maximum 50 words:

	2008	2009	2010 (estimate)
REVENUE (US\$ 000)		46,000	76,000
Raw Material Costs		26,000	43,000
Operation Costs		4,000	8,000
Marketing Costs		2,000	4,000
Net Profit		14,000	21,000

Capital invested and investment/debt support required:

The Institute has invested US\$350,000 in fruit processing machinery which it owns.. The Institute has invested US\$70,000 for XXX Company to cover operational costs which is payable by a profit sharing agreement. XXX Company pays 25% of the profits earned until debt (US\$70,000) is repaid

If your Project is selected you will be asked to make a **PowerPoint presentation (12 slides maximum) at the Forum. The presentation must be engaging and clearly set out the project concept in detail.**

AfDB-EMRC SME Forum:

Bridging the Missing Middle Gap in Africa

→ 6-7 June 2011 // Lisbon

In conjunction with: