Moldova Innovation Challenge Scheme:

**Digital Transformation in Public and Private Sectors**   
Concept Note Application Form

Private sector engagement for digital transformation and SDG achievement

Initiative of UNDP Moldova, ATIC, ODIMM, Moldova IT Park and Green City Lab

1. **GENERAL INFORMATION ON THE APPLICANT (and co-applicant/s, if applicable)**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Main applicant** | **Co-applicant 1 (if applicable)** | **Co-applicant 2 (if applicable)** |
| Full name of the company/start-up/group of initiative/institution: |  |  |  |
| Founding/registration date (MM/YY):  If under the process of registration, indicate the envisaged registration month. |  |  |  |
| Tax identification number (fiscal code):  N/A for groups of initiatives. |  |  |  |
| Type of the applicant: medium /small/micro – size company/ start-up/ group of initiative/ Association/ LPA/ Academia/ other: |  |  |  |
| Website: |  |  |  |
| Legal address:  N/A for groups of initiatives. |  |  |  |
| Operational address: |  |  |  |
| Director/CEO full name: |  |  |  |
| Person responsible for the project: |  |  |  |
| Mobile/phone nr: |  |  |  |
| E-mail: |  |  |  |
| The main economic activity of the applicant/s: |  |  |  |
| Ownership structure of the company (owners and percentage of ownership for each owner): |  |  |  |
| Does the company/ organization have outstanding debts towards the national public budget? | Yes  Please specify:  No | Yes  Please specify:  No | Yes  Please specify:  No |

1. **INFORMATION ON THE PROJECT**

Confidentiality note: the information disclosed by the applicant/s in the application form is fully confidential and will be accessed only by the evaluation and project management teams for the purpose of concept evaluation, contracting and monitoring purposes.

**B1. Project Title:**

Enter the full name of the project that you propose to fund and which can be made public. The name should be short and understandable to non-experts in the industry sector.

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|  |

**B2. Project duration:**

Enter the number of months that you think will finish the proposed project (max 10 months).

**B3. Type of the solution:**

Is the solution designed to support public sector delivery, facilitate business development or increase the livelihood of people? Please select what applies to your solution:

1. B2C ☐
2. B2G ☐
3. B2B ☐
4. Other, please specify\_\_\_\_\_ ☐

**B4. Industry area of the solution:**

Select the areas in which the project belongs to (the solution is designed for). If your project does not belong to either of the areas, enter the area that you think is closest to the project.

|  |  |
| --- | --- |
| 1. ICT | ☐ |
| 1. Energy and Environment | ☐ |
| 1. Agriculture, Forestry and Fishery | ☐ |
| 1. Education, skills and labor market inclusion | ☐ |
| 1. Electronics, Electrical Engineering and Materials | ☐ |
| 1. Media and Communication | ☐ |
| 1. Medicine, Biomedicine, Pharmaceutical Industry | ☐ |
| 1. Food and Beverages | ☐ |
| 1. Mechanical Engineering | ☐ |
| 1. Traffic and Transport Technology | ☐ |
| 1. Trade and Financial Services | ☐ |
| 1. E-commerce and supply chains | ☐ |
| 1. Public Services | ☐ |
| 1. Other industries and services, please specify\_\_\_ | ☐ |

**B5. Level of development of the solution you are applying for funding (please select what applies):**

|  |  |
| --- | --- |
| 1. It is a developed idea, ready for prototyping | ☐ |
| 1. It is a developed prototype, ready for testing | ☐ |
| 1. It is a tested prototype, ready for scale-up | ☐ |

**B6. Short description of the innovative product/service/solution. Please also describe the addressed challenge and approach to the proposed solution:**

Provide a brief description of the challenge you are addressing and the proposed innovative solution (new or improved product/ services/solution) to be prototyped, tested or scaled-up within the project (briefly write the main features, objectives, expected results and way of its commercialization). In case of collaborative approach, please describe the purpose of the collaboration and how the companies/institutions plan to merge efforts for the implementation (distribution of roles, tasks, etc.).

|  |
| --- |
| Max 2.500 characters (1/2 page) |

**B7. Innovation and alignment to sustainable development:**

Describe the uniqueness of your innovation, its key novel features, and how the IT/tech/digital instruments are applied. Explain your innovation so as to highlight the importance of your solution compared to existing solutions in the market, explaining why customers/end-users would choose your product/service, and not a competitive or alternative option. Briefly explain how the product/ services/solution is aligned to sustainable development goals (you could refer to the SDG Business Opportunity Cards to see how your solution responds to the SDGs: <https://www.md.undp.org/content/moldova/en/home/library/sdg/sdg-business-opportunity-cards-.html>) and whether it supports the inclusion of vulnerable people and how.

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| Max 2.500 characters (1/2 page) |

**B8. The business model and market potential**

Specify the scope of the innovative IT/tech/digital solution related to the existent and/or potential users: who are the users, how are you responding to their needs, and how it is planned/expected to achieve a market share that would ensure sustainability to the product/service/solution. Explain how you see the positioning of your product/service/solution, the revenue models and communication strategy. Elaborate on the 5-year revenue stream/s: the expected revenue and how will it be achieved. Describe if and how the implementation of the current project will influence the overall business model and innovation development in your company.

Max 2.500 characters (1/2 page)

B9. Associated limitations

Please describe the envisaged barriers, risks and challenges related to the development, deployment and scale-up of the proposed solution. What are the ways of overcoming them and what support you need with that?

Max 2.500 characters (1/2 page)

**B10. Impact evaluation**

Shortly state about your availability to measure the impact of the project and what impact measurement instruments you have in mind.

Max 2.500 characters (1/2 page)

**B11. The Applicant/s and the Project team**

* Shortly describe your company/start-up/group of initiative, including technical and market advantages. In case of co-applicant/s engaged, provide a brief description of each involved and the strengths that are relevant to the successful completion of the proposed development project.
* Please describe the team involved in the delivery of the project. Also elaborate on the missing skills that you plan to contract or develop for the purpose of the project.
* Describe your future business, clearly showing the role of the project in these plans.
* Please describe the collaboration mechanism between the applicant and co-applicant/s, if the case, including roles and duties of each company involved in the project.

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| Max 2.500 characters (1/2 page) |

**B12. Project Budget**

Estimation funds needed for implementation of the project:

|  |  |  |
| --- | --- | --- |
| Total Project Amount | USD | |
| The total amount of grant requested | USD | % |
| The amount of matching funding from own and other sources | USD | % |
| Including: |  |  |
| Contribution of main applicant | USD | % |
| Contribution of co-applicant 1 | USD | % |
| Contribution of co-applicant 2 | USD | % |
| Other sources - partners | USD | % |

ATIC and UNDP will finance up to 50% of total eligible project costs based on available funding. Applicants should provide up to 75%, but not less than 50% of funds from its own or other resources. Details on the possible ATIC/UNDP funding are explained in the MICS manual.

1. **Do you have all your needs met for project implementation purposes, or you would need support with any of the below? (select what applies; Note: this will not influence the evaluation process)**

|  |  |
| --- | --- |
| 1. The needs are met | ☐ |
| 1. Neet support with company establishment | ☐ |
| 1. Would attend innovation training | ☐ |
| 1. Need support in understanding SDGs for business | ☐ |
| 1. Would attend business modeling training | ☐ |
| 1. Need support with defining the market potential, revenue model and inclusion of vulnerable people | ☐ |
| 1. Need support in working with assumptions | ☐ |
| 1. Need support with setting up a testing plan | ☐ |
| 1. Need support with establishing partnerships | ☐ |
| 1. Other support needed, please detail in the box below: |  |
| |  | | --- | |  | |  |

1. **STATEMENT OF THE APPLICANT**

This statement confirms that the Applicant:

1. Under the full moral and material responsibility claims that all factual data and information which are in the Concept Note are true and complete;
2. That there are no legal or administrative procedures against Applicant, that there is not initiated any court proceedings against the Applicants, its individual owners or director(s);
3. Are willing to give all necessary additional information and documents for the purpose of the evaluation of the project;
4. Have consent that the data disclosed may be stored by ATIC/UNDP/ODIMM/Moldova IT Park, but processed solely for the purpose of the MICS implementation under a specific NDA, as well as to be used as the statistical data (without any technical details about the business or technology data);
5. Have consent that the basic information about the Applicant – name and address of the company are publicly available and that some information provided will be used for promotional goals;;
6. Are familiar with all the elements of the application documentation which is relevant to understanding of the Applicant’s rights and obligations with regard to the process of evaluation and selection of projects;
7. Have willingness to respect the integrity of the evaluators and will not try to influence any person who participates in the evaluation of the project;
8. Have consent that on the decision on dismissal or rejection of the project in the stage of preliminary application do not have the right to appeal;
9. Are ready, in case of a positive evaluation of the Concept Note, to develop and submit the full application and participate to the interview in front of the evaluation committee;
10. Are willing to finance a part of the Project with their own resources;
11. Are available and ready to apply the Business Call to Action (BCtA) and Impact Lab facilities (<https://impactlab.businesscalltoaction.org/>) in measuring the impact of the implemented project on the SDGs;
12. The Applicants and individual owners have not been convicted for crimes connected to business operations;
13. In case of collaborative project, the applicant and co-applicant/s agree on and acknowledge the acceptance of the MICS conditions and that they will collaborate for the respective project as described in the above concept application.

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Signature of the responsible person of the Applicant**