TRANSFORM

Application Form detailed information

Stage 1 – Application Creation

After selecting a Challenge, submit your ideas by completing the Application Form.

Bear in mind that:
- Applications must be submitted in English.
- Projects must be delivered in and create an impact in one of DFID's priority countries (in sub-Saharan Africa and Asia). For a full list of priority countries, please see the list below and DFID's website.
- Solutions must relate to one or more of the UN Global Goals (Sustainable Development Goals) listed below:
  - SDG 1: No poverty
  - SDG 6: Clean water and sanitation
  - SDG 7: Affordable and clean energy
  - SDG 8: Decent work and economic growth
  - SDG 9: Industry, innovation and infrastructure
  - SDG 11: Sustainable cities and communities

Application form:

Project Name	Please give your project a name. Choose a name that clearly encompasses the key elements of the project to generate interest.
Executive summary	Please provide a short summary of your idea, highlighting how it meets the needs of low-income households.
Tags	Tags make it easier for Participants to find your idea. Use one-word themes from your idea. If tags already exist, the system will auto-fill them. A tag must not contain any special characters.
Status: Public or private	Public ideas are available for the whole community to collaborate on your idea. Private ideas will only be available to the TRANSFORM Team. Once a public or private status is selected, it cannot be changed.
Research/Business	Business ideas are innovative ways to solve the challenge, have the potential to reach scale and to be financially sustainable. Research ideas add something to the current literature and address a knowledge gap.
Name of lead applicant	Insert the name of the lead applicant. This is the contact person for your submission.

Name of lead organisation	Insert the name of the organisation you represent (if applicable).
Organisations proposed to receive funding?	Insert the name of the organisation(s) that is to receive funding and support from TRANSFORM. Please note that only incorporated organisations are eligible.
Development issue(s)/social issue(s) impacted?	Please describe the development issues your idea is working to address. What unmet need for low-income consumers are you answering? How will you measure the impact of your solution? What are the key performance indicators (KPIs) against which success or failure will be measured?
Country of impact	Please insert the name of the country(ies) your solution will impact the most. Impact should be created in one or more of DFID's Priority Countries. - Afghanistan - Bangladesh - Burma - Democratic Republic of Congo - Ethiopia - Ghana - India - Iraq - Jordan - Kenya - Kyrgyzstan - Lebanon - Liberia - Malawi - Mozambique - Nepal - Nigeria - Occupied Palestinian Territories - Pakistan - Rwanda - Sierra Leone

	- Somalia
	- South Africa
	- Sudan
	- South Sudan
	- Syria
	- Tajikistan
	- Tanzania
	- Uganda
	- Yemen
	- Zambia
	- Zimbabwe
Region of impact	Please insert the region(s) your solution will impact the most.

Stage 2 – Application Submission

At this stage, your application is officially submitted.

Now, all submissions will go through the **Criteria Screening** to assess whether the applications meet TRANSFORM's criteria and are considered fit for approval. Once reviewed, ideas will move to the following steps:

> **Proceed to Application Review** – If the application passes the CRITERIA SCREENING and meets the brief.
> **Revise Application** – If the application is incomplete or needs work in a specific area before being considered valid.
> **Stage 2. Unsuccessful** – If the Author did not refine their idea on time, or if the scope of their idea is not in accordance with TRANSFORM's objectives.

If your idea moved to the **Revise Application** status, you have seven days to make the proposed adjustments to your application and resubmit it.

Stage 4 – Full Proposal Submission

At this stage, you are invited provide additional details regarding your application and to create a **Full Proposal Submission** for consideration in the Full Proposal Review.

If your submission has reached this stage, you will find additional fields on your original Application Form. These are to be completed before resubmitting your application.

Business and Research submissions will each have specific fields to be completed as follows. All fields relevant to your idea type are mandatory.

Business Proposal:

What is your product or service?	Please provide details regarding your product/ service (please consider the following and other questions when answering):
	- How is it new and different from what is already in existence?
	- What is the need that you are fulfilling?
	- What existing habits and behaviours are you looking to change?
Who is this for?	Please tell us about your users (please consider the following and other questions when answering):
	- Who are they, where do they live?
	- Have you already launched your product or service to your target users or tested your concept with them? If so, how many people, what was their feedback and how have you refined your offering?
	- How is your product/ service priced and how do you ensure it can reach low income consumers?
Social impact	Please clarify your solution's social impact (please consider the following and other questions when answering):
	- How many beneficiaries will your product/ service reach and over what time period?
	- How will you measure the number of direct/ indirect beneficiaries of your project?
	- How will TRANSFORM's assistance contribute to generating this social impact?
	- Where possible, please include collaboration with beneficiaries in producing the proposal.
Development impact	Please detail the development impact of your product/ service (please consider the following and other questions when answering):
	- How does your product or service lead to a development impact (an increase in the access to and use of water, sanitation, hygiene or energy in low income consumers in developing countries in line with the Global Goals)?
	- How could your development impact be increased by the funding you are asking for?
	- How do you intend to measure your

	development impact?
	- Will you generate jobs or upskill the local population through capacity building?
	- Will you serve any particular groups of people such as women and girls or vulnerable groups?
	- Please highlight how your project supports poverty reduction.
	- What is your existing scale?
	- What scale do you hope to achieve in five years' time and what is your route to scale?
Competition	Please describe your competition in this space (please consider the following and other questions when answering):
	- Who are your private sector/ non-private sector competition?
	- What is your unique selling point? Why will users choose your products/services rather than the competition's?
	- What are the top three market drivers that might impact your market in the coming two years? What future developments do you envisage will be key factors in defining your organisation's challenges and successes?
Operations & distribution	Regarding Operations & Distribution, please provide some more details (please consider the following and other questions when answering):
	- How will your product or service reach your users?
	- How will you acquire new users?
	- How will users pay you for the product/ service?
Financial sustainability	Please provide more information regarding the financial sustainability of your solution (please consider the following and other questions when answering):
	- What is your revenue model and when is your business projected to be financially sustainable?
	- How will you cover your operating costs? Please include specific information on numbers of users, revenues, costs and margins.
	- What aspects of the business model have not been tested and how will this impact on your financial viability?

Risks	Please identify the main risks of your proposal (please consider the following and other questions when answering):
	- What are the key risks to the proposed project and how do you propose to mitigate these risks?
	- What are the key risks to your business and do you propose to mitigate these?
Implementation plan	Please detail the implementation plan for your proposal, listing the objectives, activities and deliverables.
	Please include:
	- A top level GANTT chart to show the timelines and interdependencies of activities.
	- Specific milestones with timings.
	- In what areas do you think that Unilever could add value to your business?
	- Marketing/brands
	- Distribution/logistics
	- Sales
	- R&D/technical
	- Consumer Behaviour/ insights
	- Other (please state)
	If applicable, what resources would you like to access from TRANSFORM partners?
Budget	Please provide a detailed budget breakdown for your proposal. Please include:
	- A detailed breakdown of costs per activity and anticipated timelines for project spend.
	- A narrative of cost justifications and assumptions.

Research Application:

What is your research idea and how will it contribute to one or more of the defined research themes?	Please describe your idea and how this addresses the relevant theme?
How does this build on previous work?	Please provide details of:
	- Literature and key publications relevant to

	your proposal - How this submission builds on your research in this area.
What resources are required for each of the institutions involved and what are their roles within the project?	Please provide details of the contributions of each institution in each phase of the research. Also provide details of all associated costs (direct & indirect) broken down by phase of the project and institution. If you require additional assistance, subcontracting, or direct Unilever involvement please estimate these as well.
What are the deliverables?	Please provide a list of deliverables and their respective timings.
How will your research contribute to the success of social businesses?	Please detail how the insights generated could inform the actions of current or future businesses.
What plans do you have for dissemination? How are you planning to ensure that your work has impact beyond TRANSFORM?	Please answer the following questions regarding your research project: - How will you disseminate your ideas through publications, conferences and other research interactions? - What institutions have you identified that would have a direct interest in your research output?
Implementation plan	Please submit a complete implementation plan listing the objectives, activities and deliverables of your research project. Please include: - A top level GANTT chart to show the timelines and interdependencies of activities - Names, where available, of researchers involved in the project together with estimated effort (in FTEs)
Budget	Please provide a detailed budget breakdown for your proposal. Please include: - A budget to show breakdown of the costs per activity - A narrative of cost justifications and assumptions.