



TRANSFORM Open Call – Applicant Guidelines

TRANSFORM Overview

TRANSFORM is on a mission to collaborate with innovators to reduce poverty and make sustainable living commonplace. Together, we will help 100 million people access products and services that have been shown to improve health, livelihoods, the environment or well-being by 2025.

TRANSFORM identifies, funds, and delivers technical expertise and capacity-building to social business models and behaviour change interventions that meet the needs of low-income households in sub-Saharan Africa and Asia.

We invite social entrepreneurs and innovators creating impact in target geographies to submit project proposals for technical assistance and funding to develop, test, and prepare their ideas for scale.

TRANSFORM leverages our programme partners' extensive capabilities and expertise in social business models, behaviour change, social impact and last-mile distribution.

TRANSFORM is committed to sharing the learnings from projects more widely to ensure that the wider sector can evolve to deliver solutions to household needs more effectively.

What are we looking for?

We are looking to collaborate with social entrepreneurs and innovators who would like to test something new to unlock opportunities for their business to scale.

Specifically, we look for business project ideas that:

- Have the potential to be financially viable at scale. An income generation model should be clear.
- Have the potential to meet the household needs of low-income consumers, including beneficiaries in Living Standards Measure (LSM) categories 1-3.
- Create impact in [DFID's priority countries](#) in sub-Saharan Africa and South Asia, or have clear applicability to ones of these geographies.
- Have the potential to reach scale by 2025, reaching a large number of beneficiaries.
- Address the challenge in a new way. Applications should propose innovative solutions.
- Are delivered by organisations and individuals with a strong track record, and with adequate resources in the market country to implement the project.
- Have relevance to one of TRANSFORM's partners, so we can maximise the value we can contribute to the project.
- Have a duration of up to 24 months.

Before you submit your Application:

- Please check that the Application meets the above criteria.

Before you submit your Full Proposal (on request):

- Please include Monitoring and Evaluation costs in your project budget.





What does TRANSFORM offer?

TRANSFORM provides its grantees with:

- Grant funding between £100,000 - £300,000, subject to contracting and disbursed according to the delivery of agreed milestones.
- A dedicated TRANSFORM Project Lead, who will support you in delivering the TRANSFORM project to scale your business.
- An expert Monitoring and Evaluation partner who will work with you to understand and maximise your route to impact, and develop a bespoke framework and process for measuring your impact.
- Tailored Monitoring and Evaluation training for project staff based on the business and staff needs.
- Additional bespoke Technical Assistance to support you in preparing your business for scale.
- Access to TRANSFORM partners' expertise and networks, including access to capabilities across the FMCG value chain, including but not limited to: behaviour change; consumer-centric design; branding and marketing; supplier networks; partnerships in technology, industry, government and civil society.

What do we need from you?

If selected, grantees must be committed to:

- Working closely with our Monitoring and Evaluation expert to measure impact that meets the needs of TRANSFORM's Monitoring and Evaluation Framework. Engagement with our Monitoring and Evaluation partner will start soon after contracting.
- Sharing regular project updates and learnings with your TRANSFORM Project Lead to ensure that TRANSFORM can provide the best support to your project.
- Share project learnings through reports, blogs, and presentations in accordance to TRANSFORM's commitment to dissemination and wider industry change.

What is the process?

Applicants will first submit an Application, and then, if successful a Full Proposal.



Once a Full Proposal is approved, the post-approval process will start. This includes:

- Due diligence on the organisation proposed to receive funding and the key members of staff.
- Contracting to agree the scope of the project and the milestones for funding.
- Setting up the organisation as a recipient of funds.

For more information, please visit the FAQ section of [TRANSFORM's website](#).