



Part 1: PREPARE

for USADF's Entrepreneurship Grants Competition

CONGRATULATIONS on being selected as a 2016 Mandela Washington Fellow in the business and entrepreneurship track. That is a prerequisite to taking part in USADF's business plan competition, and being eligible for Entrepreneurship grant funding of over \$1.0M for up to 50 YALI Entrepreneurs.

Between now and June, when you come to the U.S. to take part in your Institutes, you have a lot to do – and will only get busier. Here's **what we recommend you do to PREPARE** – to make the most of that singular experience, to develop your business, and to improve your business plan application – and the likelihood of returning home with a seed capital grant from USADF to help turn your ideas into reality.

A. Gather your Materials

- Pull up your data, for the business you want to expand or start-up
- Put your numbers together, on how to put \$20K to productive use
- Draft your budget, and validate the prices for goods and services, while you are home
- Complete your market research, on your target customers, competitors, and delivery systems
- Draft your proposal, when USADF's application is shared on April 15, 2016

B. Take this Business Plan Course

- Take the African Management Institute's free, online course [How to write a business plan](#)
- This is interactive, based on African examples, and was developed by AMI with the support of USADF.
- It runs on low broadband, using PowerPoint presentations, voice overs, and quizzes.
- Spend from 4 to 20 hours on it – depending on whether you have written a business plan before, have one you are refining, or are just starting out with your ideas and market research or a prototype.



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C. Complete your Business Model Canvas

- Clarify your business proposal on 2 pages
- Use this link for your 1 page [Business Model Canvas](#)
- Write about your expansion or start-up idea in a 1 page **Business Narrative**
- Submit to USADF by May 10, to receive comments by June 1
- Follow our **Guidance** on how to submit this optional Prep work to USADF

D. See USADF's YALI Entrepreneurs from 2014 and 2015

- Go to [USADF's website](#) or
- Search online for YALI USADF entrepreneur

E. Draft your business plan Application

- While you are still in Africa, draft your application, using USADF's template
- You will NOT have the time to start from scratch when you are in the U.S. at your Institute. You will ONLY have time to refine it, based on what you are learning and who you are talking with, ahead of USADF's Friday, July 1, 2016 deadline
- The application requires 5 parts: an online survey, a signed checklist, a narrative on USADF's template, a power point, and your company's registration document (or steps you will be taking to register your business); those total 16 pages maximum.
- The application is available on April 15, 2016
- Examples of successful business plan applications will be shared by May 1, 2016



GUIDANCE

Business Model – Optional Preparatory Work USADF Entrepreneurship Grants Competition - 2016 YALI Fellows

As you prepare to apply to USADF's YALI Entrepreneurship Grants Program, we suggest you complete your Business Model Canvas and Business Narrative. These will help you get your ideas on paper and clarify your business proposal.

1. Use this link to the [Business Model Canvas](#) on the Development Impact & You website. Read how to create the 1 page canvas, download the template, + prepare your canvas. (This resource also has other tools you may find useful to develop your venture).
2. Write a **Business Narrative** using USADF's template. On 1 page, describe the business you are running and want to expand, or the idea you have been developing and want to launch. Follow the short instructions on that template.
3. Submit these 2 pages to USADF by May 10, 3:00 p.m. Eastern Time. You will receive constructive comments by June 1, 2016.
 - Email us at YALIGrants16@usadf.gov
 - In the subject line, write "YALI Bus Model - ## - Your Last Name First Name" ¹
 - Attach the 2 documents saved as PDF files
 - Title the business model canvas, "Canvas - ## - Your Last Name First Name"¹
 - Title the business narrative, "Narrate - ## - Your Last Name First Name" ¹
 - In the body of the email, write "Yes, share with my Institute" or "No, do not share" ²

¹ USADF will provide each of you with a "Unique Identifier" by May 1, made up of a number and your last and first names. You must use that unique identifier we will send you, individually via email, and USADF's document naming conventions, to submit your Business Model, and later, your Application. Given the high volume of submissions and tight timeline, this will enable us to complete our review and respond to you in 3 weeks' time.

² USADF would like to provide your submission to your individual YALI Institutes, so that they will know more about you and your revenue-generating, social and business ventures before you arrive in the U.S. That is optional, for you to tell us on the Business Model Narrative template whether or not to pass the 2 pages on to your Institute.

FINAL NOTES: Your business model submission has no bearing on USADF's future review and evaluation of the business plan Application that you may submit by July 1, for the 2016 YALI Entrepreneurship Grants Program. The 2 are related, but the first is optional and non-binding. Given the comments you receive and what you learn at your Institute, your business idea may change slightly or dramatically. That is okay.

Email your Questions to YALIGrants16@USADF.gov USADF is NOT able to respond to inquiries about your specific business venture, but will clarify Application materials, and biweekly on the website, post answers to frequently asked questions.



BUSINESS MODEL NARRATIVE

USADF Entrepreneurship Grants Competition - 2016 YALI Fellows

Name *“Unique Identifier - ## Last Name First Name” - Emailed to you by USADF by May 1*

Email

Country

Business Proposal is *Expansion OR Start-up*

Consent for USADF to provide this submission to your Institute *Yes OR No*

On this 1 page, tell us about the business that you would like to grow with USADF’s YALI Entrepreneurship program, which awards seed capital of up to \$20K and grant management and oversight for a year.

Consider: What is your value proposition? What are you selling and why is there a need for these good or services? How are you differentiating your venture? What experience or know how do you bring to this? How have you validated your market and pricing? How are you making an impact – on your customers, staff, and/or community? What is your operating environment and what particular challenges are you addressing? What start-up or expansion activities do you plan to carry out in the next year, for this revenue-generating business?

Use font size 12 or 11 point, keep these margins, and delete this text in italics.