

**Annex 1: Executive Summary Template**

**Women’s Empowerment Fund III**

**Instructions:**

**Description:** Applicants are **required** to submit an Executive Summary (5 pages or less) describing their enterprise and proposed empowerment intervention as part of the WEF III Expressions of Interest application phase. This Executive Summary template has been designed as a practical tool for applicants to develop a structured and concise overview of their business and proposed intervention and/or innovation that can be used for multiple purposes beyond the WEF III application. Applicants are encouraged to be as specific and succinct as possible, as they will be evaluated based on the precision, structure, and quality of the contents in the Executive Summary.

**Structure**: Applicants must complete the four sections provided in this Executive Summary template (Elevator Pitch, Organizational Overview, Market Overview, and Project Proposal); however the itemized contents under each section are suggested points that can be included, and not all are mandatory. All items marked with a star (\*) are mandatory. Applicants are also encouraged to brand their Executive Summary as they see fit with their logo, and to include relevant charts, graphs, diagrams, and photos.

**Length Limit**: The EOI executive summary must be no longer than 5 pages using a minimum 10.5 point font size. **Executive Summaries that do not follow these instructions will not be considered.**

**Proposed Project Budget:** Applicants are required to submit a total proposed budget (not to exceed US$75,000), including a summary breakdown (eg. personnel, travel, professional fees, materials, equipment, etc.), and cost share. The budget is not included in page limit. A sample budget template is included below, or applicants may use their own template.

**Proposed Timeline of Milestones/Activities:** Applicants are required to submit a timeline of key project milestones and activities that are tied to the WEF intervention and which will help to achieve project goals and outcomes. A template is included below, or applicants may use their own template.

**Submission:** The Executive Summary is a required part of the WEF III application and must be submitted with the rest of the application requirements by **March 21, 2016 at 9:00 am EST/1:00pm GMT** via email to [gender@cleancookstoves.org](mailto:gender@cleancookstoves.org). Only applications submitted to this email will be accepted. If you are experiencing technical problems, please describe the nature of the problem in an email addressed to [gender@cleancookstoves.org](mailto:investment@cleancookstoves.org) prior to the application deadline.

Insert Organization Logo

***‘Applicant Organization Name’***

***Project Title***

**Executive Summary**

*Applicants are encouraged to use the Executive Summary structure and guidelines provided below. The italicized bullets included are* ***suggested*** *topics that can be discussed under each section and applicants may customize them, their order, and overall content as they see fit to best represent their business.* ***Bullets marked with a (\*) are mandatory and must be covered in the section.***

*Note: Please delete all italicized instructions in the sections below before submitting the final Executive Summary.*

1. **ELEVATOR PITCH**

*Briefly pitch your organization and the women’s empowerment intervention and/or innovation you are proposing in 1-3 sentences maximum.*

1. **ORGANIZATIONAL OVERVIEW**

* **Mission & Vision Statement**

*Describe the mission and vision of your organization and how it is linked to achieving women’s empowerment.*

* **Products & Services\***

*Describe the products and services in your product portfolio. Provide information on their technical features, performance, price, and acceptance in the market. Explain, where applicable, the role of women in the development, production, delivery, and maintenance of these products and services.*

* **Value Proposition**

*What is the unique value that makes your products and/or services attractive to customers and end users?*

* **Track Record\***

*Provide a brief overview of the organization’s experience and activity to date in the sector, its stage of development, and key milestones achieved. Must demonstrate where best practices in gender mainstreaming and women’s empowerment have already been utilized. Refer to the Alliance’s* [*Resource Guide for Scaling Adoption of Clean Cooking Solutions through Women’s Empowerment*](http://www.cleancookstoves.org/gender) *for best practices, highlighting the ones you’ve used, or highlighting your own innovative best practices.*

* **Operational Overview\***

*What is the organization’s business model and how does it currently work with women and mainstream gender? Provide an overview of your value chain operations including procurement, production and manufacturing, transportation, distribution, after-sales service, etc. Highlight any gender analysis or gender training the company has conducted or received. Describe any gender impact targets the company has set and/or achieved. If the company collects sex-disaggregated data, please describe under what circumstances this is done and how it informs the business model.*

* **Sales & Marketing Strategy**

*Describe how your organization is able to position and move its products and services into the market. Include information on your pricing, branding, and communication strategy. Note where and how you have applied a gender lens to your marketing and distribution strategies.*

* **Human Resources & Staffing\***

*Describe the business’ management and key staff members. Discuss the team’s diversity in terms of background, experience, and gender. Highlight the gender-informed HR policies and practices implemented within the organization.*

* **Social, Environmental, and Gender Impacts of the Business\***

*Highlight the relevant social, environment, gender, and health impacts that your organization has in its market.*

* **Growth Vision**

*Describe the organization’s growth priorities for the next 3-5 years. Include information on new products to be launched, future market expansions, fixed assets and production capital to be acquired, etc. In what ways do you hope to grow your business in terms of being gender-informed and understanding the socio-economic impacts of your operations?*

1. **MARKET OVERVIEW**

* **Market & Country Context**

*Describe the problem and market that your enterprise is addressing, particularly as it pertains to women’s empowerment and participation in the value chain. Provide any relevant information on the local context (i.e. regulatory and institutional framework, socio-economic trends, local customs, gender dynamics, etc.). Assume your audience has a general knowledge of the sector and issues associated with cooking on solid fuels.*

* **Customers & End Users\***

*What is your current target market? Describe the different customer segments based on population, geography, size, gender, growth trends, consumer behaviors, etc. What is the willingness to pay for your products/services? Be as specific as possible and provide results from your own market research if possible.*

* **Competitive Landscape**

*Describe the main competitors in your market, including traditional alternatives to your products and services. How do your products and services compare on quality, price, usability, etc.? Describe your advantage in relation to the competition.*

1. **WOMEN’S EMPOWERMENT INTERVENTION PROPOSAL**

* **Proposed Women’s Empowerment Intervention and/or Innovation\***

*Begin with 1-2 sentence thesis statement describing what you are trying to achieve or prove for gender and social impact through your business model. What is the purpose of your intervention, and what business goals will it help you to achieve? Then describe the intervention that you are proposing in more detail to increase and scale the participation of women in the clean cooking value chain and/or empower women users in your target market. If you are proposing an innovation, describe why this is new and different for the sector and why you believe it will be successful. Consider how, if successful, you have the potential to influence the way others’ do business in the sector by specifically engaging women in the value chain.*

* **Project Partnerships\***

*Discuss any partnerships that will play a key role in the intervention (e.g. businesses and manufacturers, microfinance institutions, NGOs, research institutes, gender experts, etc.).*

* **Commercial Viability\***

*Demonstrate the business case for the intervention that you are proposing to implement. What is the cost/benefit in the medium term (i.e. how much will it cost vs. how much will it generate for the business) and how does it make sense for your business as a whole?*

* ***Scalability\****

*Demonstrate the potential for scale and replication of the intervention. If successful, how will the initiative continue to grow in a self-sustainable way beyond the WEF grant? If you are a non-profit, please explain how you will leverage new sources of funding (external or internal) to continue the intervention after the WEF grant is complete.*

* ***Scope for Impact***

*Describe the impact that you anticipate the intervention will have on the empowerment of women and gender dynamics. Describe how you plan to monitor and evaluate this impact. Refer to the Alliance’s* [*social impact M&E indicators*](http://cleancookstoves.org/about/news/updates/03-19-2015--alliance-seeks-input-on-social-impact-m-e-framework.html) *and tools, which have been developed to support enterprises in collecting socio-economic impact data, and highlight any key indicators you plan to measure in your WEF project. Describe current impact reporting capabilities including data tracking tools and/or what you would need to develop as part of the grant monitoring and evaluation.*

**Project Budget**

*Applicants are required to submit the total proposed project budget. This is not included in the page limit.*

*The total budget is not to exceed US$75,000.*

*Please include a summary breakdown (eg. personnel, travel, professional fees, materials, equipment, etc.), and estimated cost share.*

*A sample budget is included below; applicants may use this template or submit their own.*

|  |  |
| --- | --- |
|  |  |
|  | **Budget (USD)** |
| **Personnel** | **$ -** |
|  |  |
| **Travel** | **$ -** |
|  |  |
| **Contractual (Professional fees)** | **$ -** |
|  |  |
| **Materials** | **$ -** |
|  |  |
| **Equipment** | **$ -** |
|  |  |
| **Total Direct Costs** | **$ -** |
|  |  |
| Indirect Costs (X%) | **$** |
|  |  |
| **Total Budget** | **$ -** |
|  |  |
| **Cost Share (X%)** | **$** |

**Proposed Timeline of Project milestones/Activities**

*Applicants are required to submit a proposed timeline of key project milestones & activities that are tied to the WEF intervention and which will help to achieve project goals and outcomes. Applicants may use the template below or submit their own.*

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Primary Activity, Deliverable or Milestone** | **Period** | | | | | | | | | | | |
| **Q 1 (Sept-Nov 2016)** | | | **Q 2 (Dec-Feb 2017)** | | | **Q 3 (Mar-May 2016)** | | | **Q4 (Jun-Aug 2017)** | | |
|  | **Sept** | **Oct** | **Nov** | **Dec** | **Jan** | **Feb** | **March** | **April** | **May** | **June** | **July** | **Aug** |
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|  |  | Activities |  |  |  |  |  |  |  |  |  |  |