
Moldova Innovation Challenge Scheme

A: Concept Note Form

Project "Innovative Business Development for Local Sustainable Economic Growth" 2015 - 2017.

UNDP Moldova

A. INFORMATION ON THE APPLICANT

A1. TYPE OF THE APPLICANT

	TYPE OF THE SME	No of employees	Revenue
<input type="checkbox"/>	Medium enterprises	< 250	≤ MDL 50 million
<input type="checkbox"/>	Small enterprises	< 50	≤ MDL 10 million
<input type="checkbox"/>	Micro enterprises	< 10	≤ MDL 2 million

Tick in which category the Applicant belongs.

Ownership structure of the company (state owners and percentage of ownership for each owner):	
The juridical form of the company is:	<input type="checkbox"/> SRL <input type="checkbox"/> II <input type="checkbox"/> SA <input type="checkbox"/> GT <input type="checkbox"/> Other
Founder/s :	

A2. GENERAL INFO ON THE APPLICANT

Name of the company:	
Tax number:	
Legal address:	
Physical address (if different from previous):	
Town:	
Director/Administrator of the company:	
Founding date of the company (MM/YY):	
The company is established at least two (2) years before the date of applying:	<input type="checkbox"/> Yes <input type="checkbox"/> No
Number of employees:	
Annual Turnover in 2014 and 2015 in MDL:	

Person responsible for the project:			
Phone:		Mobile:	
Fax:		E-mail:	
The main classification of economic activity according to the National Bureau of Statistics CAEM Rev.2			
Does the company possess outstanding debts in terms of public contributions?		Yes No	Please specify:
Did the company have accumulated losses above the equity value in previous year?		Yes No	Please specify:
Please indicate the competitions or projects for receiving technical or financial support from UNDP or any other organization, to which your company applied for over the last 3 years (if available):			
Did your company received any kind of financial or technical support from Government or any other organization over the last 3 years? (if available):		<input type="checkbox"/> Yes <input type="checkbox"/> No	

B. INFORMATION ON THE PROJECT

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 up to 12 months).

B3. Industry area:

Select one of the following areas of industry which the project belongs to. If your project does not belong to either of the area, enter the area that you think is closest to the project.

1. Electronics, Electrical Engineering and Materials
2. Energy and Environment,
3. ICT, Media and Communication
4. Medicine, Biomedicine, Pharmaceutical Industry
5. Agriculture, Forestry and Fishery
6. Food and Beverages Production
7. Mechanical Engineering

- | | |
|-------------------------------------|--------------------------|
| 8. Traffic and Transport Technology | <input type="checkbox"/> |
| 9. Trade and Financial Services | <input type="checkbox"/> |
| 10. Other industries and services | <input type="checkbox"/> |

B5. Short description of the project:

Provide a brief description of the innovation (new or improved product/process/services) to be developed within the project (briefly write the main features, objectives, expected results and way of its commercialization) .

Max 2.500 characters (1/2 page)

B6. Innovation:

Describe the uniqueness of your innovation and its key novel features and explain your innovation so as to highlight the importance of your solution compared to existing solutions in the market. Provide a brief comparison of your innovative solution with solutions from major competitors, explaining why customers/end-users would choose your product/service, and not a competitive or alternative option..

Max 2.500 characters (1/2 page)

B7. The market potential and business model

Specify the market scope for the innovative solution to be developed and the expected future market share. Explain how your product will respond to the needs of the market today that has not been answered. Explain how you see your innovation’s route to the market and indicate the preferred method of commercialization (positioning in the market, models and channels for sales). Indicate the total value of direct revenue expected from the sale of which will stem from the developed innovation during each of the first five years of commercialization. Bring out the current state-of-the-art of the innovation development in your company in relation to what is expected after the implementation of the project.

Max 2.500 characters (1/2 page)

B8. The Applicant and the Project team

Describe the main business, technical and marketing advantages and strengths of the company that are relevant to the successful completion of the proposed development project and for its successful commercialization, with a focus on its human resources. Describe your future business, clearly showing the role of the project in these plans. Specify whether and how the project has a positive effect on the further development of business enterprise, and whether the same will have a positive effect on business development and growth.

Max 2.500 characters (1/2 page)

B9. Project Budget

Estimation funds needed for implementation of the project:

Total Project Amount	MDL
The total amount of grant requested:	MDL
The amount of matching funding from own sources	MDL
Other sources - partners	MDL

The MICS finances up to 60% of total eligible project costs (up to 8000 USD). Applicants should provide 40% of funds from its own resources.

C. 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. Is willing to give all necessary additional information and documents for the purpose of the evaluation of the project;
4. Has consent that the data disclosed may be stored by the UNDP, but processed solely for the purpose of the MICS implementation, as well as to be used as the statistical data (without any technical details about the business or technology data);
5. Has 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. Is 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. Has 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. Has 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. Is ready in case of a positive evaluation of the Concept Note to prepare the Full Application according to the Operational Manual;
10. Is willing to finance the part of the Project with their own resources;
11. The Applicant and individual owners have not been convicted for crimes connected to business operations.

Signature of the responsible person of the Applicant