

Solutions Finance Accelerator Application Questions

Note: these questions have been provided for information purposes only. To submit your application, you must register through our grants management portal (<https://mccconnell.fluxx.io>) and submit your application online. Applications sent via email will not be considered.

Introduction:

The selection process for the Solutions Finance Accelerator will take place in two stages.

Stage 1) Initial application: The purpose of the Stage 1 Application is to introduce us to your proposed project, to help us understand its alignment with our social and environmental development priorities, and to help us assess its degree of innovation as well as the stage of development and readiness.

Stage 2) Full application: Applicants that have successfully met our Stage 1 eligibility and selection criteria will be invited to submit full applications with further information and supporting documents.

Before you submit your Stage 1 Application, we recommend that you do the following:

- Carefully read through the Solutions Finance Accelerator Application Guide
- Prepare your Stage 1 Application as concisely as possible. (At this stage we do not require any additional supporting documents.)

The deadline to submit the Stage 1 Application is September 15, 2019 at 11:59pm EST. We will be accepting proposals on an ongoing basis until the deadline.

Organization Details:

- Organization:
- Primary Contact:
- Organization President or Equivalent:
- Brief Organisation Background:
- Project Title:
- Please indicate the level of investment readiness for your project. (*Please refer to our Application Guidelines (<https://mccconnellfoundation.ca/report/solutions-finance-accelerator-application-guidelines/>) for further details on each of these phases.*)

SECTION I - Basic organizational questions

Q1. What is the legal status of your organization?

Q2. Please select all the geographic areas in which your work reaches:

Q3. Please give us a description of your organizational leadership (ie. Senior staff, and Board (if

applicable)):

Q4. Do you or your organization's leadership have a past or present relationship with the McConnell Foundation? If yes, please specify in one or two sentences.

Q5. Please tell us the date and place of incorporation of your organization. (If you are not incorporated, please describe plans for incorporation if any).

Q6. How many employees (including yourself) does your organization have?

Q7. Please tell us the value of assets under your management for the following three years - if applicable.

2017:

2018:

2019:

Q8. Name up to 3 references that we may contact, if needed:

Reference #1 (First Name, Last Name, Organization, Email)

Reference #2 (First Name, Last Name, Organization, Email)

Reference #3 (First Name, Last Name, Organization, Email)

SECTION 2 - Social and Environmental Impact Assessment

Q9. Please select all of the goals that align with your project's intended impact.

(To know more about the UN's Sustainable Development Goals, please visit their website:

<https://www.un.org/sustainabledevelopment/sustainable-development-goals/>)

Q10. Please expand on the social and/or environmental impact of your model in one short paragraph.

SECTION 3 - Project Description

3a. Market Opportunity

Q11. Outline your project's target marketplace. Please make sure to note the project's geographical scope, existing supply and demand of capital, networks, competition, and partners with their roles, if relevant.

Q12. Describe the market gap your organization is trying to address and why this gap exists. Make sure to establish the size of the market opportunity. Be specific as to the research and data you have gathered that supports your answer.

Q13. Describe the financial mechanism(s) your organization is planning to introduce to the marketplace and the effect it would have on how funds are pooled and deployed. How is your proposed innovation different from the existing solutions, or how does it complement the current market? Please be as specific as possible.

Q14. Establish the steps your organization has already taken to lay the groundwork for this project. Please note which parts of the project are in the planning phases and which ones are more advanced or being implemented.

Q15. Have similar market gaps in other sectors or other geographical areas been addressed in different, and/or similar ways? If so, please provide concrete examples.

3b. Potential for the project's growth & outcomes

Q16. Outline the target business model for your project and how it will ensure it can scale (volume and/or geographies). What are the steps you will need to take in the next 12 months to start implementing the different elements of this business model?

Q17. Describe the milestones and results your organization is planning to achieve in the next 12 months.

Specify if there is a timed market opportunity or market failure, such as withdrawal of funding support for the sector, that your organization is gearing up to address.

Q18. Investment dealflow: describe the types of organizations, projects or entrepreneurs that you are targeting for investment. Do you already have established relationships with these potential recipients of capital? Will your project be adding or replacing a source of investment? Be specific as to the advantages as well as potential risks.

Q19. Describe your organization's track-record in developing or managing financial products. Has your organization attempted to introduce other solutions in the past? If yes, whether a success or a failure, please describe the lessons learned from that experience.

Q20. Describe the approaches your organization is undertaking, or planning to undertake, to capture the outcomes of your project.

SECTION 4 - Capital, technical assistance and other needs analysis

4a. Capital Support

The Solutions Finance Accelerator aims to provide customized types of financial instruments to support intermediaries' needs. The type of instrument varies depending on the intermediaries' stages of readiness and capital requirements.

We will be working individually with every intermediary to establish mutually beneficial terms, adjusted repayment horizons and other attributes of provided capital.

The organization's projected cash flow, debt service abilities, balance sheet strength as well as management experience will inform the discussion.

Q21. In order to provide us with guidance on your organization's capital needs, please select from the list below all types of capital that you anticipate could be beneficial to your initiative:

- convertible grant to equity or grant to loan
- patient loan
- grant
- Other (please specify)

4b. Desired Technical Assistance

An important goal of the Solutions Finance Accelerator is to strengthen and coordinate support services for organizations developing innovative intermediary models. This initiative is looking to bring together a pool of service providers and mentors who could provide direct assistance, feedback and advice to successful applicants throughout the course of the program.

Q22. We would like your input in order to ensure that the pool is reflective of your actual needs. Please select from the list below all the types of work for which you require additional expert service provision to take the project to market:

legal services

- accounting
- communications & marketing
- market assessment
- financial modelling
- impact capturing
- Other (please specify)

Other Suggestions

If you had a positive experience with specific service providers or mentors in the past, we welcome your suggestions to add them to our program.

Q23. (optional) Please provide a list of individuals and organizations you think will be good candidates to add as mentors or service providers to this program.