

PROJECT REVIEW OF MARKET ACTOR (LEAD FIRM) APPLICATIONS

APPLICANT NAME:

DESCRIPTION OF MARKET ACTORS PROPOSED INITIATIVE:

(including expected number of farmers/producers to be impacted):

REVIEW OF APPLICATION ACCORDING TO IFA CRITERIA:

<i>CRITERIA FROM IFA</i>	<i>YES/ NO</i>	<i>How to determine</i>
1. Have existing commercial sales to at least 2,500 small scale farmers (with land holdings less than 5 hectares) either directly or through their sales distribution networks.		Look at sales information / last year turnover / validation could be based on good will / simplified financial/ sales statements / extrapolation of farmers through sales numbers / ask for number of dealers (wholesalers) they sell to
2. Have been in operation for at least the past two years.		documentation
3. Have commercial interest and incentives to invest in the development and expansion of their rural sales distribution networks in the Project zone and in the intermediaries and farmers they sell to (through improved inputs, packaging, information, training, and/or other forms of support).		Reflected in their Application and through discussions
4. Be selling inputs of acceptable quality that respond to the needs of farmers		Company reputation, input product list provided by the company, during field visit and observation with intermediaries and farmers, ask about top selling products
5. Have policies in place to ensure that no dangerous, illegal or counterfeit products are being sold to farmers (and company is not selling any of this type of product to farmers)		Compare product lists with PERSUAP, reputation, discussions with intermediaries during field visits
6. Make an investment of at least 30% of the cost of the initiative <i>(not including their staff costs which if included would bring the cost share to at least 1:1)</i>		From the budget sheet
7. Proposed initiative supports one or more of the following: a. new and innovative business models		From the application, meetings with company, and investigations in the market

<ul style="list-style-type: none"> b. new and innovative technologies c. expansion into new underserved geographic markets d. expansion to underserved customers in rural areas, such as women and youth e. solutions to systemic market system constraints. 		
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ADDITIONAL REVIEW CRITERIA

CRITERIA	Yes/No <i>(add narrative or numbers as needed)</i>	How to determine
Initiative is not based on improving company's sales to donors or government.		
The initiative will have a positive and sustainable Impact on the competitiveness of the applicant.		
The initiative will have a positive and sustainable Impact on small-scale producers (and other market actors)		
Proposed initiative does not subsidize commercial transactions between the company and producers (and other market actors) it buys from or sells to.		
Applicant's has sufficient financial strength to invest in and implement this initiative		Annual report, size of firm
Applicant has potential to influence other Lead Firms in the sector <i>(by implementing an innovative initiative that other firms can emulate)</i>		
Applicant has an acceptable track record and reputation as a business		Meetings, discussions, reports, field visit interviews with intermediaries
Applicant is not requesting funding for an activity that they are already doing in the Project zone. Must be in a new underserved area, introducing new products/technology, innovating on business model, etc.		

Preliminary Questions for LF Financial Management Capacity (before signing agreement)		
Is the company registered with Bangladeshi authorities?		

What is annual revenue (turnover)?		
How many staff? (including people working on commission)		
Will they be able to produce the financial report required by PROJECT?		Interview with fin mgt team, experience with other projects, etc.
Will they be able to monitor their budget line items (budget versus actual)?		same
Who will be responsible for producing their financial reports? (provide one person who will communicate about financial reporting)		
Who will be responsible for answering questions related to the financial reports? (technical and financial representative of the company)		
Has company been filtered through ACDI "Amber Road" screening process at HQ (to identify if company has any international legal issues, etc)		

Preparatory Tasks with Lead Firms <i>(attach the results of these exercises)</i>	Yes/No (describe)
Application Review	
Completion of criteria check-lists (above)	
Meetings with LF to clarify initiative and develop detailed work plan	
Impact logic <i>(to ensure initiative will improve business competitiveness and generate sustainable impact for farmers in Project zone)</i>	
Detailed budgeting exercise	
Site visit to company premises (if not already conducted)	
Site visit to area of proposed initiative (if needed)	
To prepare LF for implementation (before or after signature of MAA)	
Facilitation sessions with LF using question guides <i>(for training/promotion activity, demonstration plot, etc.) to assist LF to effectively plan their initiative (can take place before or after the MAA)</i>	
Facilitation of business plan (if needed)	

Capacity Building of LF in Training/Adult Learning Methodology	
Development of participant evaluation form for LF initiatives	
Review of LF financial reporting model with LF	
Collection of LF baseline information	