

Africa Tech 4 Trade Alliance - Initial Concept Application

The Prosper Africa Tech for Trade Alliance (AT4T) Call for Applications seeks forward-thinking, technology-driven concepts from businesses and organizations committed to driving economic growth across Africa. This is an opportunity to propose impactful initiatives that foster cross-border trade and investment between Africa and the U.S., promote U.S. technology adoption, and create scalable, inclusive solutions for Africa's trade landscape.

Successful concepts will demonstrate alignment with USAID, Digital Transformation Africa, and Prosper Africa goals, a partnership with an AT4T Alliance member, and a strong plan for sustainable impact.

Preference will be given to applicants partnered with one of the Africa Tech for Trade Alliance members specified in the Call for Applications.

For full details, eligibility criteria, and application instructions, please review the complete Call for Applications RFP: https://www.allianceforetradedevelopment.org/files/ugd/478c1a_e7c3df81f10a401bb34cd3b0cbd3b157.pdf

Due date for submission of questions: **November 30, 2024**, 23:59 Washington, D.C. time. Questions should be emailed to: Etrade.Procurement@thepalladiumgroup.com
Join us in shaping the future of African trade and growth.

* Required

1. Organization Name (as legally registered) *

2. Address: *

3. Primary Contact Name and Job Title *

4. Email: *

5. Telephone: *

6. Website: *

7. Proposed Program Title or Theme: *

8. Eligibility Information. All applicants must review and complete the section below. *

	Yes	No
Applicant is legally registered in accordance with the laws of their country? (Proof of Business registration to be submitted)	<input type="radio"/>	<input type="radio"/>
Applicant is not a part of a government or any government structures?	<input type="radio"/>	<input type="radio"/>
Applicant does not appear on any list of debarred or suspended entities (as found on www.sam.gov), or on any terrorist watch list or other published list of ineligible recipients?	<input type="radio"/>	<input type="radio"/>
Applicant is not affiliated with any political party or engaged in any partisan activities?	<input type="radio"/>	<input type="radio"/>
Applicant will obtain a Unique Entity Identification (UEI) Number (on www.sam.gov) if selected through this stage?	<input type="radio"/>	<input type="radio"/>
Applicant (and proposed partners, if applicable) is receptive to participate in a co-creation process that might involve the Alliance inviting new partners or counterparts – as appropriate – and a partnership concept that may differ from applicant’s initial concept?	<input type="radio"/>	<input type="radio"/>
Applicant understands the requirement to co-invest or leverage non-USAID funds towards the success of the activity on a minimum 1:1 basis?	<input type="radio"/>	<input type="radio"/>

(applicant must
match grant
funds with their
own
funds/resources
)

9. Applicant is: *

- Member of the Alliance
- Sponsored by a member of the Alliance
- Has identified an Alliance member to work with and held discussion with the member
- Has identified an Alliance member to work with but not approached them yet

10. If you are not a member, please list the member(s) of the Alliance you intend to work with: *

11. Does your concept align with these objectives? Select as many as applicable. *

- Private sector-led scalable business model
- Has probable sources for follow-on funding or financing
- Promote Alliance KPIs: enhanced trade, productivity, job-creation in Africa
- Solves a major development problem in Africa through technology
- Is already working or has already been tested somewhere in Africa or in the world

12. Outline the region or country/ies your activities will operate in. *

13. What sector does proposed program fall under? Select all that are applicable. *

- Financial services
- Healthcare
- Agriculture / Farming
- Climate / Green Technology
- Other

14. **Problem Statement** (*Max 150 words*). Briefly explain the development problem you are addressing. Note challenge(s) should be specific to your country/regional operating context and business concerns. *

15. **Proposed activities**. (*Max 250 words*). Briefly summarize the activities your program and/or partners will implement under to address the development identified above. Each activity should be broken out in a separate line/bullet point and include an estimated timeline (e.g., months 1-3). *

16. **Results & Impact**. (*Max 150 words*) Provide a general description of: 1) The beneficiaries of your proposed solution; 2) Benefits to and/or inclusion of underserved populations (women, youth, rural communities); 3) Expected development results (e.g., jobs created, commercial opportunities for businesses, trade flow increase, etc.).

17. **Business Case**. (*Max 200 words*). Explain how the solution fits into the applicant and/or partner organization's business/growth strategy (i.e., what is the business model the program supports?). If successful, are there plans to replicate or expand the initiative after grant funding ends?

18. **Total Funding Requested**. Estimate the total amount requested to implement the proposed activities, in USD (up to \$250K)

19. **Proposed Leverage (i.e. in-kind contribution from you and Alliance member(s))**. Estimate the total amount of resources in USD (time, technology assets, cash, etc.) the applicant will contribute to the program in cash and/or in kind as applicable and total amount mobilized through financial institutions/relevant stakeholders *

20. Briefly outline the most recent & relevant programs/activities you or any named partners have implemented similar to the proposed program *

21. You confirm this form has an closing date to 10 December 2024 - applicants will be notified in early 2025 about next steps. *

Yes

No

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