

## **Wazo Prize Application Guidelines**

The purpose of this guideline document is to support you throughout your application in order to enhance your chances of success. You are advised to provide as much detail as possible in your application to support your idea.

### **Part 1: Basic Information**

*\*This information does not get passed onto the judges*

a. Your Name\*

Enter your first name and your surname (as shown in your passport or ID)

b. Your home address\*

Enter the address that we can contact you on

c. Country of residence\*

Enter your country of residence (where you live or spend most of the year)

d. Email\*

Enter your email address

e. Telephone\*

Enter a mobile number we can contact you on. This can be either a mobile number or a landline number.

f. ID Card Number or Passport Number\*

Enter your ID number or passport number

g. Gender (M/F)\*

Enter whether you are male or female

h. Age\*

Select your age group

**Part 2. Details of the community or communities your business idea aims to target**

a. Brief description of the target community/communities you intend to work with. Please include estimated population and location\*

A 'community' does not necessarily have to be a geographical area but can refer to a group of people with a common interest, for example a group of farmers, pastoralists or traders, etc.

Enter information about the community you aim to help with your idea. You should include information about its geographical location, population and any other interesting information such as its main source of employment.

b. If you have made contact with a community representative (person) or organisation, please include details

The community representative could be the head of a village, head of a cooperative or anyone who represents the interests of the target community you are focusing on.

c. Why did you choose this target community to work with?\*

Explain the reasons behind your decision to choose your target community and your connection with the community. For example:

- Is it because you are a member of the community?
- Is the community vulnerable to weather and the climate and if so in what way?
- Is there potential need/demand for a solution to the community's vulnerability to the weather and climate?

d. Will the target community be involved in taking the idea through to implementation, and if so, how?\*

- Are you going to talk to people to find out if your idea is suitable?
- Will the community be involved in designing or piloting the idea?

We encourage applicants to be participatory and involve communities when developing their idea.

### Part 3. Current climate risks the proposed community is facing

a. What are the main climate risks the target community/communities are vulnerable to? Is everyone equally vulnerable? If not, why not?\*

How is the community vulnerable to the weather and climate? For example:

- Is the community prone to flooding or drought or failed or inadequate rain? How does this affect the community and are all affected equally?
- Do you have any examples of how weather and climate has affected your community in the past?

b. What are the main reasons the community/communities are vulnerable?\*

Why is the community vulnerable? For example:

- **Economic:** Members of the communities are dependent on the weather for their livelihoods (e.g. farmers, pastoralists)
- **Geographic:** The community is situated on a flood plain or an area prone to drought.
- **Access:** The community lacks the means to access weather information in order to help them prepare for weather and climate risks
- **Health:** The area is prone to disease following bad weather, such as malaria
- **Infrastructure:** Poor drainage and roads that cannot cope with adverse weather

Note: it can be a combination of factors.

c. Describe how access to climate information will help reduce this vulnerability, particularly for the most vulnerable groups?\*

How could climate information or products and services using climate information help the vulnerable? For example:

- Will it help them prepare for extreme weather events such as flooding, failed rains or cope with drought?
- Could it help them tailor their business to take advantage of the weather?
- Could it help to increase food production or inform efficient or renewable energy?
- Could it enable better planning for disease control (e.g. malaria)?

Provide detail on how it will help.

d. How does the community(ies) currently access and use climate information (if at all)?\*

- Are there services that the community use which already make use of climate information?
- What mechanism does the community use to access climate information (e.g. radio, TV, newspapers, social media, word of mouth, meetings)? Please elaborate and name sources)
- What form does this climate information take? (Is local knowledge also used)
- How is the climate information being used?
- Do people rely on the climate information?

#### **Part 4. Description of the Business Idea**

a. Please explain your business idea (3000 words max)\*.

Write in detail about your business idea and put it in the format of a business plan. A business plan is a business proposal explaining how you intend to implement your business idea.

You should include the following:

- Information about the product/service you plan to develop
- The market (what similar products/ services are already out there. Will you have competition?)
- Customer base – who will use your product/service? Why would they use it?
- Any findings from research you have undertaken
- How will you market the product/service?
- What are the strengths, opportunities, weaknesses and threats of your idea?
- How will you develop the idea?
- How will you deliver the product/service?
- Are there any operational and logistical considerations you will need to make?

Click here to find an example of a business plan template you could adopt.

<http://kenya.smetoolkit.org/kenya/en/content/en/236/Sample-Business-Plans>

b. Attach optional supporting documents

Click here to upload file 10 MB Maximum file size:

This can include a word document or pdf of your business plan as well as diagrams or images

c. Please indicate which of the following theme(s) your business idea fall into? (tick all that apply)\*

Agriculture

Food Security

Disaster Risk Reduction

Water Management

Health

Energy

Other (if other selected above, please specify)

d. What source(s) of climate information and data do you propose to use?\*

- Where will you get the climate information from? E.g the Kenya Meteorological Department website, BBC weather website, Accuweather website, local knowledge.
  - How often will you obtain the information? Daily, weekly or every two weeks?
  - What specific information will you make use of? E.g. rain patterns, temperature, wind direction? Over what time scales?

e. How will climate data be translated into information that members of the community can easily use?\*

Will the product and service have explanation on how climate information can be used or will the consumer of the product interpret the information themselves?\*

- How will you use the climate information obtained?
  - How will you ensure it is being put in a form which people will understand will be able to use?
  - Will you combine different forms of climate information?
  - What format will the end product be in?
  - How often will this information be disseminated to users?

f. How will the target community ask for, and receive this information?\*

- Will your idea be available on the internet or will information be received via mouth, meetings, newsletters, brochures, etc..?
  - Is there a feedback mechanism or opportunity for dialogue with consumers and other stakeholders?

g. How will your business idea benefit the target community/communities?\*

- What advantages will the target community gain from your business idea? E.g. more awareness, better information to inform decision making, new or improved products?
- What are the potential outcomes from the use of the idea? E.g. less property damaged, increased agricultural productivity?

h. To what extent does your business idea impact on groups such as women and girls, youth, and the elderly?\*

Will women, girls, the youth and elderly have access to the solution? Will it be of benefit to them and if so how?

### **Part 5. Budget and financial model**

a. How will your business idea be financially sustainable?\*

- Outline financial plan
- Potential funding sources
- Potential financial management arrangements
- Potential income generation

- What is your costing and pricing strategy?
- How will your business idea bring in revenue?
- What are the costs associated with your idea?
- How will your idea be profitable?
- Where could you potentially get funding from if required?

You are advised where possible to upload a spreadsheet illustrating revenue and costs.

b. Optional attachment

Click here to upload file 10 MB Maximum file size:

This can include a detailed spreadsheet detailing a financial plan.

### **Part 6. Justification for the Business Idea**

a. Please explain why you think there is a demand for your proposed business idea from the target community/communities?\*

Who wants and would make use of your business idea? Why is it needed?

It is important that there is a potential demand for the product and service you offer in order to increase the chance of the idea being sustainable and generating profit.

b. Where did the business idea come from? (Who came up with the idea? How did the idea come about?)\*

- Did you come up with the idea on your own or did you work with others? If you did work with others who are they and how are they linked to the idea?
- What made you think of this idea?

c. Who are your potential competition for this business ideas? Who else is delivering a similar service in your target community (including government)?

- Who are your competitors?
- Why is this idea better than the product/service they are offering?
- What are your competitors' strengths and weaknesses?
- What makes your idea unique?

d. What is the potential for scale up and replication of your business idea nationally and beyond?

- Could your idea be used elsewhere in Kenya or in Africa? If so how and why?
- Is there a demand for a similar idea beyond your target community?

## **Part 7. Risks**

a. What, if any, risks do you foresee with the business idea?\*

- What are the risks associated with your idea? E.g not enough demand for the product? Relevance of the product? Tough competition?
- How will you overcome these risks?

b. Is there a risk that the business idea might have unintended negative effects for members of the community/ies? How could you avoid these?\*

- How will you sure that the information you provide is as accurate as possible.
- What mechanisms will you put in place for quality control?

**Part 8. Additional Information**

a. Where did you hear about the prize?

For example, in the newspaper, on twitter/facebook, at an event, word of mouth, through a friend, colleague?

Provide the name of the source.

b. Please provide any additional information to support your application.

Additional Supporting Documents

Click here to upload file 10 MB Maximum file size:

Attach any agreement with community & other partners.

Click here to upload file 10 MB Maximum file size: