

**ФОРМА ЗАЯВКИ ДЛЯ
IMPULSE GRANT**

Programs	Selected from the list
Project name	
Duration of the project	mm.yyyy – mm.yyyu.
Applicant <i>(choose the right option by clicking)</i>	<input type="checkbox"/> Team <input type="checkbox"/> Organization
Name of the organization <i>(only if you choose organization above)</i>	
Activity areas <i>(only for organizations). Briefly provide the information about organization's activities</i>	
Do you fall into one of the following categories?	Selected from the list <ul style="list-style-type: none"> • I don't belong to any of the categories • rural youth • NEET youth (not in Education, Employment or Training) • low-income, large or single-parent families, as well as mothers with many children • pupils of children's villages and graduates of orphanages up to twenty-nine years • people with disabilities and/or additional needs • parents and other legal representatives living with people with disabilities and/or additional needs • qandasy • pensioners and unemployed of pre-retirement age

I. CAPACITY OF THE ORGANIZATION

1. Operating business.

- *Briefly describe the product or service you are implementing?*
- *Who are your customers? (B2B, B2C, C2C, B2B2C, B2G)?*

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2. Financial model of the existing business

- *Attach documents confirming profits/loss for the last year or more (financial statement and (or) authorized/audited financial statements and (or) other documents confirming indicated information)*

		2020	2021
Revenue			
1.	Goods, works, services		
2.	Total revenue	=строка 1	
Expenses			
3.	Direct		

4.	Marketing, administrative, etc		
5.	Total Expenses	=строка 3+4	
6.	Income before taxes	=строки 1-5	
7.	Tax expenses		
8.	Net income	=строки 6-7	

II. SOCIAL IMPACT

3. Social issue.

- Describe what kind of social problem your project would solve.
- It is necessary to provide supporting information, relevant links to sources.

4. Beneficiaries.

- Whose problems will your project solve?
- Who will benefit from it?
- How many people will benefit from it?

5. Motivational question.

- Why have you decided to implement the project?
- Describe what motivates you to solve this problem.

6. Geography of the project.

Specify in which regions, oblasts, cities, towns, and villages of Kazakhstan your project will be implemented. Projects outside Kazakhstan will not be considered.

III. SCALING

7. Scaling idea.

- Describe what part of your business are you going to scale?
- What's the idea?

8. Scaling objective.

- Indicate what result you are striving for (goal) and what you will do to achieve it

9. Project Indicators.

- How are you going to measure the achievement of the results?
- Indicate 4 qualitative and/or quantitative indicators. For example, quantitative indicators include the number of people, publications, and others; the number of new clients; quality indicators – what changes will happen with the beneficiaries of your project or your social enterprise. For example, proportion of trained children whose vocabulary is age-appropriate (%), creating a new product line, opening a branch.

Name of the indicator (quantitative and qualitative)	Unit (pcs., people, %, etc.)	Final goal (specific numerical indicator)

10. Action plan

- *Activity/Action/Work is what needs to be carried out/organized/done in order to implement the project.*

No	Name of activity/activity/work	Deadline

IV. BUSINESS MODEL OF THE PROJECT AFTER SCALING

11. Portrait of the client

- *Make a portrait of your client. Specify client's approximate age, place of residence, marital status, employment, and salary level, needs and desires.*

- *What needs of your clients will your project address ?*

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12. Marketing channels.

- *How are you going to reach your clients?*

- *What kind of marketing channels are you going to use?*

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13. Financial model of the project after the scaling

Cost and volume of sold goods/service provided (<i>describe cost and volumes of services / goods you are planning to provide</i>)	
Expenses (<i>at the start and permanent</i>)	
What will be the share of income from the proposed activity in the total amount of income (<i>See the section "Directions of supported projects" on the competition website</i>)?	
Income distribution (<i>Describe how you plan to distribute income, including considering the social component of the project. Specify income distribution in percentage. See the section "Directions of supported projects" on the competition website</i>)	

V. RESOURCES

14. Who is on your team?

- *Describe the role of your team members in the project.*

Full name of the project team member (Full name, IIN, Email)	Specific project role/responsibility	CV (file attached)

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15. Partners.

- *Have you applied anywhere with this idea for funding?*
- *Have you previously received funding for this project?*
- *List, if there are any, sponsors, investors, partners of the project*
- *Who, in your opinion, might become a partner, investor or sponsor of the project?*

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16. Budget¹

- *Be sure to consider the costs of accounting and tax accounting (mandatory)*
- *What expenses will you incur at the expense of the Fund's grant? E.g., printing services, purchase of sewing machines.*
- *If you plan to contribute your own funds or sources of co-funding from the third party, please specify*

No	Expenses	Number of units	Price	Sum (automatically)	Source (Fund Grant/Own Funds/Co-funding)
	...				
Fund grant TOTAL					
Own fund TOTAL					
Co-funding TOTAL					
TOTAL					

17. Material and technical base.

- *Specify if you have any material and technical base and how it will be used. The material and technical base is a set of material and technical means necessary for conducting project activities, for example, equipment, infrastructure (premises, buildings) and tools*

Name/Type	Purpose in project

VI. INNOVATION

18. Innovation of the project.

- *What is the innovative development, approach, and trend in your project?*
- *Innovation means creation and application of new or modernized existing methods, approaches, tools in solving social problems, new forms of organization and cooperation, novelty of thinking, values, and beliefs*

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19. Competitors

- *Who does offer the same or similar products or services in the market ?*
- *What is your competitive advantage?*

¹ It is not recommended to include the following expenses: 1. Salary of the project team; 2. Infrastructure projects (as the main idea of the project), including projects involving any type of construction work or reconstruction/repair work; 3. Services of religious organizations (repair or construction of churches, mosques, etc., religious education, publication of religious literature, etc.); 4. Purchase of equipment (as the main idea of the project); 5. Vehicles for local administrations, other government agencies or non-governmental organizations; 6. Acquisition of land (as the main idea of the project); 7. Scientific research; 8. Writing, publishing manuscripts in a printing house (as the main activity of the project); 9. Publication of magazines, newspapers (as the main idea of the project); 10. Maintaining political activities (the activities of political parties, an individual political person); 11. Activities that may result in discrimination on the grounds of origin, social, official and property status, sex, race, nationality, language, attitude to religion, belief, place of residence or any other circumstances

VII. ECO-FRIENDLINESS

20. Environmental friendliness of your product, work, service.

- Describe in detail what it is

21. Environmentally friendly methods, approaches and resources in the process of project implementation.

- Describe what eco methods, approaches and resources you will use in the process of implementing the project?

For example: ensuring environmental safety and favorable environmental working conditions, the use of environmental materials in the production of goods, or the use of approaches and resources that contribute to environmental protection,

22. Environmental friendly place for beneficiaries.

- Does your project envisage creating such an environment?

You need to explain your answer

By filling out the information, you consent to the processing of personal data. We process your personal data solely for the purposes for which it was provided.

We recognize our responsibility to protect the information you shared. The Fund has taken technical and organizational measures to protect data while storing or controlling it from loss, theft, misuse, unauthorized access, disclosure, modification, copying, accidental or illegal destruction, and any other illegal use.

The applicant confirms the accuracy of all the information provided in this application and in all its appendices