APPLICATION FORM FOR
START GRANT

Programs	Selected from the list
Project name	
Duration of the project	mm.yyyy – mm.yyyy.
Applicant *(choose the right option by clicking)*	☐ Team ☐ Organization
Name of the organization *(only if you choose organization above)*	
Activity areas (only for organizations). *Briefly provide the information about organization's activities*	
Do you fall into one of the following categories?	Selected from the list • 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. SOCIAL IMPACT
   1. Social issue.
   - *Describe what kind of social problem your project would solve.*
   - *It is necessary to provide supporting information, relevant links to sources.*

   2. Motivational question.
   - *Why have you decided to implement the project?*
   - *Describe what motivates you to solve this problem*
   - *Maybe you have already taken actions in this direction, if so, please describe it.*

   3. Solution.
   - *How are you going to solve abovementioned issue?*
   - *Describe, what you are aiming for and what you are going to do to achieve it?*
   - *What is the entrepreneurial part of the project?*
   - *How will you generate profit?*

4. Viability of the project.

- *What results have been achieved so far for the implementation of the proposed project?*

- *Provide proof of the viability of the project. For example, the results of piloting/testing/experiments/studies/external expert evaluation confirming the viability of the project*

5. Geography of the project

- *Specify where your project will be implemented. Projects outside the Kazakhstan will not be considered.*

6. Beneficiaries.

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

7. 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)*

8. Action plan.

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

№	Name of activity/activity/work	Deadline

II. BUSINESS MODEL

9. Product/service. *Provide a clear and detailed definition and description of the types of products and services that will be offered to the market.*

10. 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 ?*

11. Marketing channels.

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

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

12. Financial model.

Cost and volume of sold goods/service provided *(describe at what cost and in what volumes are you planning to provide services / sell goods)*	
Expenses *(at the start and permanent)*	
What will be the share of income from the proposed activity in the total amount of income *(See the section "Directions of supported projects" on the competition website)?*	
Net income distribution *(Describe how you plan to distribute income, including taking into account the social component of the project. Include income distribution purposes as a percentage. See the section "Directions of supported projects" on the competition website)*	

III. RESOURCES

13. 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)

14. 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?*

15. Budget[1]
- *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*

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[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

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

16. 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

IV. INNOVATION

17. Innovation in 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

18. Competitors.

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

V. ECO-FRIENDLINESS

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

- Describe in detail what it is

20. 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,

21. 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