

**2025**

**SOCIAL STARTUP**

**APPLICATION FORM**

# I STAGE

|  |  |
| --- | --- |
| Competition | *One of the options shall be selected* |
| Project Name |  |
| Project period | mm. yyyy. – mm. yyyy. |
| Applicant please, select the appropriate one by clicking on the option | ☐ Team☐ IE☐ Organization |
| BIN (only for organizations) |  |
| Organization name (for organizations only) |  |
| Line of business (only for organizations) |  |

# 1. Social aspect

*Identify social aspect that solves startup.*

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*No more than 1000 characters with spaces*

# 2. Issue resolution

*Describe a solution that creates a measurable impact for a social startup, ideally one that is sustainable and scalable. The product/service that addresses the problem, as well as the technology used.*

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*No more than 1000 characters with spaces*

# 3. Project viability

*Please provide proof of the viability of the project.*

*For example, the results of piloting / testing / experiments / research / external expert assessment, objectively confirming the viability of the project.* *Could you please describe how the project generates revenue or plans to generate revenue? Please specify the sources of revenue. If available, please provide the profit and loss figures for the last year or two.*

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*No more than 1000 characters with spaces*

**4. Mission and vision**

*Formulate a mission statement that combines social purpose and business.*

***Mission****: What are you doing, who are you helping, and for whom?*

***Vision****: What kind of future are you aiming for?*

*Describe compliance with the Sustainable Development Goals (****SDGs****).*

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*No more than 1000 characters with spaces*

**5. Geography of implementation**

*Where exactly will the project be implemented?*

*Projects implemented outside of Kazakhstan will not be considered.*

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*No more than 1000 characters with spaces*

**6. Beneficiaries**

*Who will benefit from your project?*

*How many people will benefit?*

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*No more than 1000 characters with spaces*

**7. Team**

*Describe the role of each member of your team in the project.*

*Please indicate which of the team members at all stages of the project is a student or graduate of Nazarbayev University, who holds one of the key roles in the team.*

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| --- | --- | --- | --- | --- |
| **Email** | **IIN** | **Full Name** | **Specific project role/ responsibility** | **CV (attached file)** |
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**8. Project indicators**

*Please include 4 qualitative and/or quantitative indicators. For example, quantitative indicators include the number of people, publications, and others; qualitative indicators include what changes will happen to the beneficiaries of your project. For example, the percentage of educated children whose vocabulary is age-appropriate (%)*

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| **Indicator (quantitative and qualitative)** | **Unit of measurement****(units, people, %)** | **The ultimate goal (a specific numerical indicator)** |
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# II STAGE

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| BIN (only for organizations) |  |
| Organization name (for organizations only) |  |
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# Social aspect

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| --- | --- | --- |
| **Indicator (quantitative and qualitative)** | **Unit of measurement****(units, people, %)** | **The ultimate goal (a specific numerical indicator)** |
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**9. Calendar plan**

*Activity/Action/Work is something that needs to be carried out/organized/developed in order to implement a project.*

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| **#** | **Action / Activity** | **Timeline** |
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**10. Financial model**

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| Cost and volume of goods sold/services provided (describe at what cost and in what volumes you plan to provide services/sell goods) |  |
| Expenditure items (initial and permanent) |  |
| What will be the share of income from the proposed activity in the total amount of income? |  |
| Distribution of net income (describe how you plan to distribute income, including taking into account the social component of the project. Specify the purpose of income distribution as a percentage. |  |

**11. Product/Service**

*Provide a clear and detailed definition and description of the types of products and services that will be offered to the market. Also, describe the use of technology.*

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*No more than 1000 characters with spaces*

**12. Portrait of the client**

*- Describe the client's portrait. Please indicate your approximate age, place of residence, marital status, employment and salary level, needs and desires.*

*- What kind of problems will you be solving for your clients?*

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*No more than 1000 characters with spaces*

**13. Marketing channels**

*− How will you reach your customers?*

*− Which channels will you use?*

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*No more than 1000 characters with spaces*

**14. The financial model of the operating business**

* *Attach documents confirming the existence of profit/loss for the last year or more (financial reporting form and/or approved/audited financial statements and/or other documents confirming the specified information)*
* *If you do not have a functioning business, then put “0” zeros in the table.*

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| --- | --- | --- |
|  | **2023** | **2024** |
| **Revenue** |
| 1. 11
 | Goods, works, and services |  |   |
| 1. **22**
 | **Total revenue** | **=line 1** |
| **Expenses** |
| 1. 33
 | Direct |   |   |
| 1. 44
 | Marketing, administrative, etc.  |   |   |
| 1. **55**
 | **Total expenses** | **= lines 3+4** |
| 1. **66**
 | **Income before taxes**  | **= lines 1-5** |
| 1. 77
 | Tax expenses |   |   |
|  | **Net income** | **= lines 6-7** |

**15. Partnership**

*List, if available, the sponsors, investors, and partners of the project.*

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*No more than 1000 characters with spaces*

**16. Budget[[1]](#footnote-1)**

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| **№** | **Expenditure item** | **Units** | **Cost** | **Total** | **Source (Fund grant funds/own funds/co-funding)** |
|  | **…** |  |  |  |  |
| **TOTAL Fund grant funds** |  |  |
| **TOTAL own funds** |  |  |
| **TOTAL co-funding** |  |  |

**17. Material and technical base**

*For example, equipment, infrastructure (premises, buildings), and tools.*

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| **Title** | **Goal** |
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**18. Competitors**

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*No more than 1000 characters with spaces*

**Please attach a certificate of "Business Incubation/Acceleration Program" completion.**

1. It is not allowed to direct grant funds to the following:

construction work, reconstruction/repair work;

services of religious organizations, religious education, publication of religious literature;

purchase of vehicles for local administrative authorities and other government agencies;

acquisition of land plots;

conducting scientific research;

support of political activity (activities of political parties, individual political person);

carrying out activities that directly or indirectly violate the principles of equality established by the legislation of the Republic of Kazakhstan;

other goods, works and services unrelated to the project implementation. [↑](#footnote-ref-1)