# **ATTACHMENT 1: CONCEPT PAPER TEMPLATE**

***Instructions***

*Please delete all instructions and text box before submitting concept paper*

*A complete Concept Paper submission includes Attachments 1 and 2 and both documents must be submitted via the online grants platform found at* [*www.mspgrants.com*](http://www.mspgrants.com)*/cambodia. Attachment 1 must be submitted in Word format and Attachment 2 in Excel. All Concept Paper submissions are due no later than 8:00pm IST April 16, 2021.*

*Instructions for the written Concept Paper submission*

* *Format – Concept note (attachment 1) must be prepared in English in Microsoft Word using the template provided below.*
* *Font and paper size - Concept papers must use font type Times New Roman with font size 11 only. Paper size must be A4.*
* *Length – Concept note (attachment 1) must not exceed 7 pages and must follow the page limits stated below for each section.*
* *All pages in Attachment 1 must keep the APS number marking (APS-CAM-001) in the heading. Please do not delete the heading.*

**SECTION I: SUMMARY INFORMATION (1 page)**

CAMBODIA AGRICULTURAL INVESTMENT ACTIVITY

APS-CAM-001

[Name and address of company / organization]

[Type of entity (select the same option used when registering online)]

[Amount of investment requested from MSP $\_\_\_\_\_\_\_\_\_]

[Amount of investment contributed by Partner $ ]

[Contact point (lead contact name and position, telephone number(s), e-mail)]

[Headquarters’ location and countries of registration.]

[Electronic signature of authorized representative of the applicant]

[Type of eligible activity being proposed. 3-5 sentences only.]

**SECTION II – DESCRIPTION OF CONCEPT AND TECHNICAL APPROACH (5 pages)**

**Description of the proposed activity and partnership:**

**A. The Idea:** [Describe the challenge the applicant seeks to address, the proposed partnership focal area or areas, the novel idea and innovative business model to improve cold-chain, agricultural storage, and logistics in Cambodia. Explain what the applicant proposes to fund, what they are requesting MSP to fund, and how it is outside of business as usual or normal operating expenditures.]

**B. The Value of the Partnership**: [Explain how the proposed concept is a departure from regular business operations and how the MSP grant will be used to reduce risks that are stopping the businesses from trying the novel idea and innovative business model on their own..]

**C. The Future of the Business: [**Describe how the proposed novel idea and innovative business model can be sustained and expanded beyond the life of the partnership. Explain how the proposed partnership will attract additional private sector investment if relevant.]

**D. The Business and Community Impact**: [Describe how this novel idea and innovative business model will benefit the applicant, create positive change in the industry beyond the partner’s immediate suppliers/consumers, and create additional benefits for other market actors.]

**SECTION III - SUPPORTING INFORMATION (1 page):**

1. Proposed total estimated investment:

|  |  |
| --- | --- |
| **Investment from Applicant:** | US$ |
| **Investment requested from MSP:** | US$ |
| **Investment from Third Party (if any)** | US$ |
| **Total:** | US$ |

1. Proposed duration of the activity (must be completed by June 29, 2023) and a project timeline with key activity dates: