



Business Grant Applicant's Manual

Project: "Support to Ukrainian Refugees in Georgia to Address their Humanitarian Needs,,

CARE Caucasus (CARE)

1. Information about the project

CARE Caucasus is implementing a project to address the emergency and mid-term needs of the most vulnerable Ukrainian refugees in Georgia. The project supports Ukrainian activist groups and NGOs to lead actions focusing on social-economic integration efforts and aims to create sustainable livelihood opportunities for the refugees. The project seeks to achieve the following results:

- The most vulnerable groups of Ukrainian refugees cover their basic needs through the provision of different types of assistance packages.
- Improved protection, integration, and access to available services for women and children refugees.
- Support access to income activities and (self) employment opportunities.

2. Grant competition participation and selection process

CARE is announcing a grant competition for Ukrainian businesses/startups in Georgia to contribute to the economic recovery of the refugees and support their access to income-generation activities and employment opportunities.

The grant competition will be carried out in several stages and the applicant must successfully pass all the stages of the competition to be selected for the grant award.

Stage 1-Submission of Business Plan Application form

The interested applicants shall fill out and submit their business plans by using the following form available online: <https://bit.ly/3WswIfu>

The forms should be then sent to the following e-mail: **GEO.BusinessGrant@care.org**

The deadline for application is 12 June 2023, 6 pm.

Identified applicants who will be considered for financing will additionally be informed about further procedures.

Note: The information provided by the applicant will be treated as strictly confidential and is only for internal use based on the project objectives.



Stage 2: Selection of best business plan application, monitoring visits, and personal interview

- The applications will be evaluated by a special commission consisting of representatives of experts from "CARE Caucasus" and partner organizations;
- The business plan applications will be evaluated based on **the given scores in section 6** (Grant application evaluation criteria and scoring system);
- The selection committee might require the presentation of a business plan by the applicant or field assessments for the purpose of further clarification of the issues in question.

Finally, applications with the highest score that successfully pass the field monitoring stage will be selected for funding.

3. Who can apply:

- Applicants must be at least 18 years old;
- Applicants must be citizens of Ukraine and have the intention to stay in Georgia with min six months and more;
- Applicants who participated in the business training conducted by CARE Caucasus;
- Other Ukrainian citizens in Georgia who can demonstrate business acumen or can present a strong business proposal.

Please note that the participants of the business training course conducted by CARE Caucasus are very much encouraged to apply. In the case of equally scored applications, the training participants will be given priority.

4. Special Requirement for Grant

If any of the following requirements are not fulfilled, the application will be automatically rejected:

- All members or leading of the applicant/representative group must be citizens of Ukraine who have reached the age of 18;
- The submitted application must have commercial purposes, only business projects can be financed.
- The applicant has plans to live in Georgia for at least 6 months.
- The business project that will receive financing must be implemented on the territory of Georgia.
- The value of each grant project can range from **2,000 to 5,000 dollars** (equivalent in national currency).
- The submitted application shall be *typed (not handwritten)*;
- The application shall be filled out in accordance with the given sample;
- The applicant group should answer each question given in the business plan template;



- Individuals who will not be registered as individual entrepreneurs can request a grant. However, if they are approved for a grant, they will be required to register as entrepreneurs before signing the grant agreement.
- Only one grant application should be submitted by each individual/initiative group.
- The applicant must not have any dispute with the Revenue Service, National Enforcement Bureau or other relevant authorities;

Other considerations:

The project will give priority to the project application, which:

- creates additional income sources for Ukrainians and society based on local economic potential; focusing on the Production, processing, and marketing of local products, and development of household services; adopting profitable and environmentally sustainable innovative production technologies;
- contribute to the creation of new opportunities for Ukrainian citizens affected by the war (youth, women, people receiving social assistance, the elderly, disabled people, and displaced persons);
- will have an offer of the financial contribution of the applicant for the implementation of the project.
- involve citizens of Georgia in partnership or collaboration possibilities.

Those wishing to participate in the competition must ensure compliance with high ethical and business standards, including transparency in business relations, and exclusion of conflicts of interest.

5. Review and evaluation of grant applications

Grant applications will be considered by the relevant commission, which will review and evaluate all submitted competition applications according to pre-developed conditions and criteria. The commission can approve or reject each application or request additional documents to make a decision.

6. Expenses not eligible for funding:

- Operating expenses, eg office expenses, transport operation and maintenance, communication expenses, travel and per diem expenses, utility expenses, etc.
- Purchase of equipment that is not related to the project activity;
- Construction costs that are not directly related to the goals of the presented idea.
- Expenses intended for the purchase of live animals;
- Costs related to land purchase or land registration;
- previous obligations and/or debts;
- Fines;
- Any costs that may involve environmental or social risk.



7. Grant application evaluation criteria and scoring system

Name	Max Score
1. Brief overview of the business plan	(10 points)
2. Business vision, market position and sales	(25 points)
2.1. It is clearly and clearly described what need drives the customer, and what he/she prefers. User geographic, demographic, or behavioral data is provided. If the customer is a company, is the applicant familiar with its operations and procurement procedures.	0-5
2.2. The business plan provides a detailed description of the product/service to be sold.	0-5
2.3. Selling price and quotations are shown and pricing is based on data from previous years and/or similar business activities.	0-5
2.4. A description of competitors, their strengths and weaknesses are given, a comparison is made with their own business and appropriate conclusions are drawn.	0-5
2.5. The sales forecast is realistic and based on data from previous years or similar business data.	0-5
3. Sales and marketing activities	(10 points)
3.1. The author clearly represents sales promotion and advertising. Uses original and memorable methods	0-5
3.2. Sales and distribution are mandatory items in this section. The business plan should describe in detail the sales route through which the product reaches the buyer.	0-5
4. Production plan	(20 points)
4.1. The preparatory work (if any was planned) is presented clearly and logically. It was used both in the form of a table and described in terms of content.	0-5
4.2. The production process is described in detail. When describing the activity, the volume, time, and technological features are indicated.	0-5
4.3. Fully describe raw materials and supply chain. It is described where, how much, at what price it is bought, how it is brought, and where it is collected	0-5
4.4. Qualifications, education, and practical experience related to the candidate's job responsibilities are fully described and relevant to this business	0-5
5 Business resilience and risk assessment	(10 points)
5.1. The future 1-year development plan of the project is described	0-5
5.2. The ways of solving the problem/problems as a result of the project implementation are described	0-5
6. Financial plan	(25 points)
6.1. The profit and loss statement is fully presented, and monthly income, expenses, and profit are calculated.	0-12
6.2. The budget is presented in detail	0-13
Total	(100 points)

8. Acquisition and Transfer of Assets/Equipment

CARE will manage the procurement of the assets/equipment needed for the small grant. CARE will not disburse cash for the implementation of the grant. The assets will be handed over to the applicant once preliminary requirements/other commitments made by the applicant, if any, are fulfilled.