



Guidelines for submitting proposals

We are interested in evaluating health care investment and other business opportunities for small and medium-sized enterprises (SMEs) serving regions in sub-Saharan Africa. If you are interested in our support, please send a two-page (maximum) overview of your project with the following information, along with two years of financial projections. For those proposing clinics and other provider services, see the Health Clinic Business Model Checklist for more detailed guidance.

Problem / opportunity: What gap is the business/clinic/entity trying to fill? (E.g., underserved community with insufficient health care services, community lacking a specific specialty, low access to a specific diagnostic machine, other)

Solution / offering: What type of health service/product/offering are you providing? (E.g., clinic, hospital, mobile clinic, other health services? Technology? Medical device? Other?)

Competitive advantage / value proposition: What is this business/organization offering that isn't currently offered in the market or area? How is the organization uniquely positioned to deliver this?

Impact: What is the expected social impact of the business? Can include patients treated, employees hired, patient outcomes, efficiency metrics, overall economic impact, etc.

Team and experience: Who are the leaders and team members? What relevant experience do they have for leading this health program? Can include education and number of years' experience in relevant fields.

High-level Implementation timeline: What is the high-level timing and major milestones to implement the program? When will you start? (e.g., when do you start seeing patients, when does production/sales begin)

Revenue model: What are the high-level revenues, costs, profits? What are the ways you will earn revenues? (Types of services provided, goods sold, etc.)

Risk / mitigation plans: What are the risks of your plan? How do you plan to minimize the impact of these risks? (E.g., how do you plan to entice health care workers to come to remote areas, what happens if your marketing/sales isn't effective enough to drive sales, what if your patient/customer numbers aren't high enough to cover expenses)

Funding requirements: What amount funding do you need to implement the plan in Year 1 and Year 2? What type of funding are you seeking: debt, equity investment, donor/grant, other?

For entrepreneurs seeking funding or other support for health care clinics, please see the Health Clinic Business Model Checklist for information and guidance as you develop your business plans and financial model.