**Expression of Interest**

**MSE Fintech Project**

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| **SECTION I. About Your Organization – the basics** | | | |
| **1** | **Full name of organization** |  | |
| **2** | **Mission and vision statement** |  | |
| **3** | **Countries of operations/ countries involved in this application** |  | |
| **4** | **Website** |  | |
| **5** | **Name of CEO** |  | |
| **6** | **Email address of CEO** |  | |
| **7** | **CGAP counterpart at the organization responsible for the project.** | **Name** |  |
| **Title** |  |
| **Business unit (if applicable)** |  |
| **Role** |  |
| **Phone number** |  |
| **Email address** |  |
| **8** | **Company information** | **Year of operations** |  |
| **9** |  | **Shareholders with % holding** |  |
| **10** | **Funding information** | **Please indicate what funding stage your firm has completed (seed, series A, B or more):** | |
| **11** | **Operational information** | **Please attach a recent report describing the companies' operational and social performance and related KPIs. Alternatively, please provide a high-level summary.** | |

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| **SECTION 2. About Your Organization – the operations** | |
| **12** | **Description of the organization and the core product / service offering,** including key product, process and client features, i.e. main product characteristics, client acquisition, assessment and management, disbursement, collections practices, client education and other responsible finance elements embedded throughout the operations. In your description, please mention the technology/ tools used throughout the product/ client lifecycle.  *(Max. 400 words)* |
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| **13** | If your business model relies on one or more partnerships use this section to detail the nature of these partnerships: brief description of the partners, explain the business logics, related dependencies.  *(Max. 250 words)* |
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| **SECTION III. The project proposal** | |
| **14** | Use this section to give a high-level description of your firm’s proposed pilot project and its intended goal(s). The following questions will provide the opportunity to engage in more details on the specific project objectives (as described in the ToR document). This question should be used to set the framework, describe the innovative aspects of the proposed project, and explain why a technical assistance pilot is required to achieve the desired project goals.  *(Max. 250 words)* |
| **15** | Describe the specific MSE (sub)segment your project will target. How does this target group fall within the strategic focus and vision for your organization? What is the rationale for your interest in this segment?  *(Max. 250 words)* |
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| **16** | Please describe the envisioned impact the pilot project will have on the target group. Use this section to provide a narrative on the benefits for MSEs in terms of cost of capital, access to responsible finance, product fit and / or client experience. Provide clear and measurable KPIs for the different impact areas during the course of the project.  *(Max. 250 words)* |
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| **17** | Please explain how the new offering can scale after a successful completion of the pilot project. Mention the possible dependencies and / or obstacles which can influence its scalability.  *(Max. 250 words)* |
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| **18** | Describe how the pilot will be implemented, provide a basic timeline with implementation targets, and describe the project team, with related time allocation, responsible for the day-to-day management of the pilot. Please make clear which parts of the project you will deliver with in-house capacity (current or new staff) and the type of external assistance required. If you already have thoughts on where to source external assistance you should also mention this here.  *(Max. 500 words)* |
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| **19** | Please provide us with a project budget. Highlight which line items your firm will finance and for what you intend to use the CGAP project funds. If your financial summary includes staff time, please mention the level of effort (i.e. days per staff per project item)  *(Max. 250 words)* |
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| **20** | What are the main challenges (internal or external) you foresee to the success of the planned initiative? How do you plan to mitigate these?  *(Max. 250 words)* |
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| **SECTION IV. Your commitment** | |
| **21** | Please describe the level of commitment the pilot enjoys from the firm’s C-level.  *(Max. 100 words)* |
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| **22** | Confirm willingness to share non-sensitive information with CGAP and allow for CGAP to share non-sensitive information for the benefit of the broader financial inclusion community. Project data from during and after the pilot implementation, including product take-up, impact, challenges, key success factors and lessons learned during the project. CGAP will not disclose information without the consent of the partners and would not publish or disclose sensitive competitive information. |
| Yes / No (delete that which is not relevant) |
| **23** | Confirm that your organization will be ready to initiate this project as of April 2022 for 9 to 12 months. |
| Yes / No (delete that which is not relevant) |
| **SECTION V. Additional Information** | |
| **24** | Is there any additional information you would like to provide?  *(Max. 200 words*) |
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**Deadline for submission is February 27, 2022, midnight EST.**

* + - * **Please click** [**here**](https://www.cgap.org/news/call-expressions-interest-innovative-digital-finance-mses) **for a complete set of documents for this project. Please read all accompanying documentation before filling in this EOI.**
* **For any questions, please consult the project FAQ document. If your question remains unanswered please send us an email –** [**dkruijff@worldbank.org**](mailto:dkruijff@worldbank.org?subject=Inquiry%20-%20EOI%20for%20MSE%20fintech%20project)**.**
* **Please submit your completed expression of interest and any relevant attachments to** [**dkruijff@worldbank.org**](mailto:dkruijff@worldbank.org?subject=Inquiry%20-%20EOI%20for%20MSE%20fintech%20project).