**DEMOGRAPHIC QUESTIONS**

1. What is your full name?
2. What is your gender?
   1. I am female
   2. I am male
3. Kindly enter your phone number
4. Kindly enter your email address
5. Residence

*The area of your residence*

1. Region
2. The year of birth

*We remind you that all our applicants have to be over 18 years old.*

1. What is you Educational level *(Highest level of completed education)*
   1. Primary education
   2. Secondary education
   3. University education
   4. Post Graduate education
2. Which of the following best describes your main employment status?
   1. I am currently employed in full-time work
   2. I am currently employed in part-time work
   3. I am currently self-employed
   4. I am currently seeking employment
   5. I am a student
   6. I am a full time “home-maker” / working domestic / house-holding
   7. Other, specify ………………………..
3. In which sector have your previous work experience primarily been (working or running your own organization)?
   1. Business (private) sector
   2. Public (government) sector
   3. Social (non-profit) sector
   4. Social enterprise sector
   5. Informal sector work experience with family, friends or networks
   6. None, I have no previous work or volunteer experience
4. Do you have any experience running your own NGO(s) or business(es), and if so, how many years total experience do you have?
   1. 0 years (I have never run my own NGO or business)
   2. 0-2 years
   3. 2-5 years
   4. More than 5 years
5. What is the most important support you need as a social entrepreneur? *(Select those which apply)*
   1. Funding
   2. In-depth knowledge
   3. Advice
   4. Credibility
   5. Infrastructure – eg. office space, equipment
   6. Support and Encouragement
   7. Bigger network
   8. Marketing
   9. Managing authorities and law
   10. Managing cultural and social norms
   11. I do not need support
6. What is motivating / has motivated you to become a social entrepreneur? (*Select the option below that best applies to you)*
   1. Strengthen my own personal status
   2. I have identified a business opportunity
   3. It is a valuable step in my career
   4. A great engagement in the issue
   5. Greater independence
   6. Increase / Maintain human income
   7. Passion to make a difference
   8. Other, specify………………………
7. How did you learn about the opportunity to apply to us? [dropdown]
   1. TV
   2. Radio
   3. Newspaper Ad
   4. Newspaper article
   5. Information from businesses
   6. Social Media / Internet
   7. From a friend
   8. From someone who works with Reach for Change or the company sponsoring this competition
   9. From a current / former Reach for Change Social Entrepreneur
   10. Cinema
   11. Other, specify………………………
8. If you heard about the opportunity to apply from someone who works with Reach for Change or with the company sponsoring the competition, please insert the name of the person.

**APPLICATION FORM**

**BASIC ELIGIBILITY QUESTIONS**

In the selection of individuals to support, we are specifically looking for growth stage, social entrepreneurs with Ed focused & Ed-Tech based solutions for children between the ages of 2-12years that improve educational outcomes with the intention to create social change for children.

1. **Is your idea addressing a significant educational based problem faced by children (children as defined as persons between the ages of 2-12years) in Ghana?**

Yes / No

1. **Are you the originator of the idea and founder or co-founder of the organization proposing the solution?**

Yes / No

1. **Confirm that you are, or will be, the leader of the organization established to deliver this solution.**

Yes / No

1. **Is your organization registered and has it been in operation for a minimum of three (3) years?**

Yes / No

1. **Has your solution been tested and is it viable in African economies, particularly West African economies and has it yielded success?**

*By African economies we mean in the African/Ghanaian educational context*

Yes / No

**QUESTIONS ABOUT THE PROBLEM YOU HAVE IDENTIFIED**

1. **Please describe in just 1 sentence, the specific educational problem in your community that you have identified.**

**Maximum 250 characters**

*Being focused on a specific, core problem will enable you to create a clear and focused solution and will help you attract others who care about that specific problem, to work with you. Describe here the problem in a single sentence, so that even someone who has never met you before can understand immediately the problem you are trying to solve. For example; “Children with disabilities do not have access to the services and support they need to live full and happy lives”; “Children are increasingly suffering from anxiety and depression”; “Children are not receiving a full education due to teacher absenteeism”; “Children are dying from preventable diseases”; “Obesity among children is growing”, etc.*

1. **Please clearly define the problem you are seeking to address. Describe the scope and severity of the problem and back it up with data from a reliable source. In your description, ensure that there is a clear indication that the problem is inadequately met by current systems or alternative solutions.**

**Maximum 1 000 characters**

*Having facts and figures from expert sources regarding the problem you have identified will help you convince other people that this is a problem that needs solving. Also, the better you understand the problem, the stronger position you are in to create an effective solution. These could be facts or references you have gathered from things you’ve seen or experienced yourself, from news or articles you’ve read, or from academic or research papers and reports.*

1. **Describe the key root causes of the defined problem you have identified. The causes you define must be validated by empirical or statistical data, ideally from multiple sources. You should be able to clearly explain which critical root causes are not being adequately met by the current systems/support measures.**

**Maximum 1 000 characters**

*Understanding the root causes of the problem you want to solve, will also help you create an effective solution. It is the first step towards understanding how to create a permanent, sustainable solution. For example, you can help support street children by providing them with food and shelter, but if you understand how and why children end up on the streets to start with, and if you can begin to address those problems, eventually the problems can be solved and no more children will come to the streets.*

**QUESTIONS ABOUT YOUR SOLUTION TO THIS PROBLEM**

1. **Clearly describe your innovative solution to this educational problem in 2 sentences.**

**Maximum 500 characters**

*Being able to describe the core of your solution in a couple of sentences, including what makes it unique, is critical if you want to enable other people to understand what you do. Describe here in 2 sentences the core elements of your solution so that someone who has never met you before can understand your idea immediately.*

1. **Has your solution been tested and is it viable in African economies, particularly West African economies and has it yielded success?**

**Maximum 1 000 characters**

*By African economies we mean in the African/Ghanaian educational context.*

*Discuss how your solution has been used in the context referred to above and tell us about the successes, challenges and learnings.*

1. **Describe how you measure the impact that your solution has on the target group.**

**Maximum 1 000 characters**

*Having a solution that has proven impact on its target group is an important first step in preparing to scale your intervention. Please explain what routines you have in place in order to track the number of beneficiaries reached and how you track and measure the changes to the lives or conditions of the beneficiaries arising from your products/services and work activities.*

1. **Please provide a summary of the results from these measurements that can be used as evidence for the effectiveness of your solution.**

**Maximum 1 000 characters**

*It is important that you are able to explain clearly how and to what extent your solution works through specific results. These results can provide additional insight into how and to what extent each program or product leads to the desired outcome for beneficiaries.*

1. **What are the size and characteristics of the target group affected by the educational problem you are addressing?**

**Maximum 500 characters**

*Please be as specific as possible in your description of the target group. Explain which group(s) are affected by the educational problem you have identified. Include the estimated number of the target group, plus gender, age, geographic location and any other important information that helps define your target group(s).*

1. **Please describe what the specific target group for your solution is.**

**Maximum 1 000 characters**

*Please elaborate on what segment within the target group affected by the educational problem you are aiming to support. Reflect on the percentage of the target group affected by the problem that you are currently able to reach through your solution. Is there a specific subgroup within it that your solution is more likely to affect positively? How did you come to this conclusion? What opportunities or limitations (if any) do you see for further adapting your method so that it can support more effectively other subsegments within the target group affected by the problem?*

1. **Reach for Change works with social entrepreneurs who want to scale their initiatives to improve the lives of as many beneficiaries as possible. How do you propose to develop, scale or replicate your idea in order to improve the lives of as many beneficiaries as possible in the future? (The solution should have potential for increasing the scale of its impact through one of two paths:**
   1. **It should have the potential to be system-changing. There has to be a vision and a strategy that reaches beyond changes in individual lives, towards altering society and making long-term changes.**
   2. **Be Scalable. The idea may have started in a small way but should have the potential to improve the lives of tens of thousands, hundreds of thousands or even millions in a cost-efficient manner).**

**Maximum 1 000 characters**

*If you want to be able to solve the identified problem for all children affected by it in your country, you will need to find a way to scale the impact of your work. There are many different ways of doing this. “Scaling Out” involves finding ways for your services or products to be offered in new locations (e.g. setting up new service centers / training others in how to deliver your methodology). “Scaling Up” involves targeting powerful key influencers (e.g. government or sector leaders) and getting them to make your solution standard practice for all those operating under their area of jurisdiction (e.g. lobbying the government for policy change or changes to the law which will then require all service providers to do something differently). Both methods have their advantages and disadvantages and successful scaling strategies will often involve a mixture of both. Scaling takes time, but having a longer term strategy in place early on enables you to begin the important groundwork (e.g. developing relationships with key influencers) early. Tell us how you might go about scaling the impact of your work.*

*When creating growth strategies it is useful to create projections which show the rate at which you expect to grow. Like all targets, projections should be ambitious, but realistic, and you use them to help your team, funders / investors get a clear picture of where you expect your operations to be at a certain point in the future. As a way of helping us understand your expectations around scaling your impact, let us know here how many children you expect to be supporting in 5 year’s time.*

*understand your expectations around scaling your impact, let us know here how many children you expect to be supporting in 5 year’s time.*

1. **How is your idea innovative, creative and fresh? Describe whether it is a new solution to an existing problem or a new way to implement an existing solution. (In what specific ways does your solution differ from already existing ones? Give an example of how your main target group will be directly improved as a result of your innovative methods of execution).**

**Maximum 1 000 characters**

*To be able to secure support from any funder or social investor, you must be able to clearly explain the expected “outcomes” of your work, or in other words, how your solution will improve the lives of the community and/or children you are serving. Think of an individual person facing the problem you identified earlier. How will their circumstances be changed as a result of using your products or services?*

1. **Describe how your solution could be improved through the inclusion of research findings.**

**Maximum 1 000 characters**

*There may be certain aspects of your solution that could be improved through the addition of further research by qualified researchers and expert opinions that you may not be able to afford or have access to. In this case, not only must you have the willingness and capacity to work with researchers and test your solutions.*

**QUESTIONS ABOUT YOU, THE SOCIAL ENTREPRENEUR**

1. **Describe yourself, your current professional position, experience and personal skills that show that you can build and lead an organization that will make a difference in the educational sector.**

**Maximum 1 000 characters**

1. **When and how did you come up with this idea? List the names of any co-founders and their roles in the team.**

**Maximum 1 000 characters**

*What inspired you to come up with this idea? Where were you? When was it? We want to get an understanding of your original inspiration for this idea.*

1. **Social entrepreneurs set out to change the world for the better. What qualities do you have that make you believe you can achieve this goal? List your strengths and your weaknesses.**

**Maximum 1 000 characters**

*Successful social entrepreneurs possess a number of important characteristics, including a strong passion and drive for creating social change, never-ending optimism, and the ability to inspire and attract others. We want to understand what it is about you that makes you believe you have this potential. Give us one or two examples of things you have done in the past which demonstrate you have what it takes to become a great social entrepreneur.*

*What are the 3 most important personal strengths you believe you possess which will help you to achieve your social impact goals? Use short examples of things you have done or achieved in the past which showcase each of these 3 strengths.*

*Understanding your weaknesses is as important as understanding your strengths. We want to know what your 2 most significant personal weaknesses are, and how you plan to overcome them.*

**QUESTIONS ABOUT YOUR ORGANIZATION**

1. **Name of the organization**
2. **Are you a founder or co-founder of this organization?**

Yes / No

1. **What year was the organization founded?**
2. **Is the organization officially registered with the government?**

Yes / No

1. **Organization registration number**
2. **What is the size and composition of your team?**

**Maximum 1 000 characters**

*In order to scale your impact, you will need a competent team in place. By competent we are referring to an organization with a team with clear roles and responsibilities. The team is able to support ongoing activities with minimal input from the leader of the organization. The functional managers are also able and willing to dedicate part of their time to support the leader in the creation of the scaling strategy. Please share the current number of employees (and volunteers if applicable) and the key roles within the team.*

1. **What kind of support does your organization need to take it to the next level?**

**Maximum 1 000 characters**

*Here, we mean the support you or your organization needs to scale your impact, change the direction of operations or take on a new and bigger challenge.*

1. **Please describe the target group of your paying customers?**

**Maximum 750 characters**

*Describe the profile of the targeted paying customers for your product(s)/service(s). Elaborate on their characteristics and what motivates them to purchase your product(s)/service(s). Share your reflections around the market size of this segment and what portion of it you are currently able to reach.*

*The more clearly you understand your different potential ”customers” and their needs, the more clearly you can plan how to reach them. For example, finding the names of a number of funding organizations who you know have an interest in your kind of work, puts you in a stronger position than just knowing you want funding. Speaking directly to a fund manager at that funding organization to find out what they’re really looking for, puts you in a stronger position again. Similarly, not everyone will be interested in buying your products and services. Good products and services solve specific problems, or offer specific benefits, to specific groups of people. The better you understand the problems and desires of your target customers, the better you can design a solution for them that works, and the more likely they are to then be willing to pay you for it. In order to understand customer needs (either funders or for-profit customers), you need to be able to reach them.*

1. **Please upload your budget form here.**

The template for the budget form [can be downloaded here](https://www.reachforchange.org/media/pdfs_on_the_website/budget_form_ghana_2022.docx).

In the budget form we ask you to list your usual revenue streams and your key expenses and to indicate what percentage (%) of your annual revenue is formed by each of them. You don't need to list the expenses in detail, a general overview of the key expenses that are most important in your business model would be sufficient. We also ask you to add the total annual revenue for each of the following years: 2021, 2020, 2019.

|  | ***2021*** | ***2020*** | ***2019*** |
| --- | --- | --- | --- |
| ***Earned Income*** |  |  |  |
| *E.g. book sales (50%)* | *GHS 10,000* |  |  |
| ***Grants & Donations*** |  |  |  |
| ***Investment*** |  |  |  |
| ***Other*** |  |  |  |
|  |  |  |  |
| ***Total Income*** |  |  |  |
| ***Expenses*** |  |  |  |
| *e.g. Personnel* |  |  |  |
| *e.g.* |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| ***Total Expenses*** |  |  |  |

1. **Your organization’s platforms: wesbite, Facebook page, Twitter, blog or any other:**

Please provide links to any of the above if you have them for your organization. If you have not established your organization yet, you can leave this answer blank.

1. **Explain in a sentence why you would like to win this competition**

**Maximum 250 characters**

*Think about the different reasons you would like to win this competition, and then sum up the most important reason(s) in a single sentence.*

*The Jacobs Foundation and Reach for Change Scaling Readiness program offers support in the following key ways; grant funding, business development & skills training, network & media exposure, credibility and access to a network of Jacobs Foundation researchers, experts and funders.*

1. **What are 3 things you need to learn to become a more effective leader?**

**Maximum 500 characters**

*Leaders are required to focus their energies in three main areas – Tasks (achieving the desired objectives), Team (leading & developing your team) and Self (building your skills and resilience as a leader). When you think of your own leadership challenges, what 3 things do you most need to learn in order to become more effective?*

1. **What are 3 things you need to learn to improve your organization's impact?**

**Maximum 500 characters**

*Leaders are required to focus their energies in three main areas – Tasks (achieving the desired objectives), Team (leading & developing your team) and Self (building your skills and resilience as a leader). When you think of your own leadership challenges, what 3 things do you most need to learn in order to help improve the impact of your organization?*

1. **How are you hoping to use support from the Jacobs Foundation and Reach for Change program to boost the development of your organization?**

**Maximum 1 000 characters**

1. **Are you willing to work with researchers to test your solution?**

Yes / No

1. **Are you willing to contribute knowledge to the Ghana ecosystem?**

Yes / No

1. **Are you willing to be part of the Jacobs Foundation Learning Minds Network and engage with relevant opportunities?**

Yes / No

**REFERENCES**

Please provide contact information for 2 references. Your references should be two people who know you professionally. They must not be your family members or close friends. They can know you or have supervised you for example in a work, educational or volunteering setting. Please provide contact information of each reference and describe your relationship with them, e.g. former boss, co-worker:

**First reference**:

Name:

Profession:

Workplace:

Phone number:

Email address:

Nature of your relationship:

**Second reference:**

Name:

Profession:

Workplace:

Phone number.

Email address:

Nature of your relationship:

**Document Upload**

**Please upload a current CV or Resume, your organization registration documents and a copy of your national identification.**