DIV FUND APPLICATION INSTRUCTIONS

Please review our Request for Proposals in full for details on our stage-specific application criteria. Download here. Please also refer to our FAQs here.

You may use this document to work offline, and return to our application portal to submit your final responses. Please note that all submissions must be made through our website to be considered.

PART 1: BACKGROUND INFORMATION

Full name:

Contact email:

Lead organization:[1]

Lead organization website:

Country or countries where proposed work will take place:

Does your organization have a long-term or permanent office[2] **where the project will take place?**

Project sector(s): select all that apply:

- Agriculture/Food Security
- Democracy/Rights/Governance
- Economic Growth
- Education and Training
- Energy
- Environment
- Health
- Water Sanitation and Hygiene

[1] The lead organization would hold the award agreement with the DIV Fund and be responsible for the performance of any subaward partners.

[2] A long-term office is defined as a sustained, legitimate physical presence in the relevant country, as demonstrated by at least one of the following: (1) a physical place of business that the applicant owns or leases under an agreement extending at least one year from the date of application; (2) one or more employees, officers, or owners who hold valid work authorization (work visa, permanent residency, or citizenship) and who regularly perform substantive work for the organization in that country; or (3) a legally registered entity, branch, or subsidiary of the applicant organization in that country.

Which DIV Fund stage are you applying to? Please review the **Request for Proposals** closely as well as **What We Fund** and our **Applicant FAQs** to make sure you're applying for the appropriate funding stage.

- Stage 1
- Stage 2
- Stage 3

Total funding requested:
(please note: maximum of $300,000 for Stage 1; $1,000,000 for Stage 2; $4,000,000 for Stage 3)

Proposed grant duration:
(please note: maximum of 5 years)

What do you expect will ultimately be the primary source of funding for this innovation?

- *Public sector funding* (primarily through funding from government agencies, public programs; or philanthropic funding)
- *Private sector funding* (primarily through commercially selling products or services directly to customers or businesses)
- *Hybrid* (through a combination of commercial revenue channels along with public or philanthropically motivated funding)

Do you plan to conduct any of the following evaluation or research activities as part of your proposed project[3]?

- No
- Impact evaluation: Randomized Control Trial
- Impact evaluation: Quasi-Experimental Design (please specify your evaluation method)
- A/B testing
- Process evaluation
- Other (please specify your evaluation method)

Partner Organizations (if any): List any secured or anticipated partner organizations for the project. This can include key partners' names.

Researchers (if any): For any research activities, list the names of the researchers or principal investigators involved, their institutional affiliation, and their expected level of effort.

[3] Please carefully review our stage-wise evidence criteria in our Request for Proposals. Please note that you will be asked to provide additional details on your evaluation plans, depending on your response here.

PART 2: DETAILED RESPONSES

1) Project Title
[up to 250 characters]

2) Application summary: Please briefly summarize your proposed innovation and how you would use a DIV Fund grant.
[up to 650 characters]

Describe: (i) what your innovation is; (ii) who it serves; (iii) what development outcome(s) it aims to improve (e.g., increased consumption, lives saved, improved test scores etc.); and (iv) what activities you propose to conduct with DIV funding. We will treat this response as an overall summary of your application.

3) Problem statement: What specific development challenge are you addressing, and who does it affect?
[up to 975 characters]

Describe the problem you are tackling, how it affects people living in poverty, and which populations are most impacted. Please provide your best estimate of the number of people affected: (i) in your target country/countries; and (ii) globally.

4) Your innovation: What is the core innovation for which you are requesting DIV Fund support? How does your innovation compare to existing alternatives?
[up to 2,300 characters]

Please describe:
(i) What your innovation is and how exactly it works: **Describe what your specific product, service, policy, or delivery/financing approach is. Walk us through a typical use case: who is the user, and what specifically happens when they engage with your innovation?;**
(ii) How it compares to existing alternatives: **What are the current solutions, and how and why does your innovation represent a clear improvement over these alternatives?**

5) Theory of change: What key development outcomes do you expect your innovation to improve, and how?
[up to 2,300 characters]

Please describe the:
(i) Key measurable outcomes your innovation aims to improve (i.e., increased consumption, lives saved, improved test scores, etc.), and how these directly address the specific development challenge you are focused on; and your
(ii) "Theory of change": Walk us through the specific causal chain from your innovation to impact: what happens first, what changes as a result, and how does that ultimately lead to

your target outcomes? Be specific about the mechanism and existing evidence supporting your assumptions, i.e., what does your innovation change about behavior, access, knowledge, or resources, and why would that lead to the outcome you expect?

6) Use of funding: What specific activities will the DIV Fund grant support?
[up to 2,000 characters]

Briefly describe the main activities that will be supported by the proposed DIV Fund grant. These activities should correspond to the evidence and learning and/or scaling plans you will describe within this application. Please describe what this DIV grant would make possible that would not otherwise occur.

For each major activity, note: (i) its purpose; (ii) how it contributes to increasing the scale of your innovation or generating important evidence and learning; and (iii) its approximate share of the requested grant budget. Provide your best estimates at this stage; we will request a detailed project budget if selected for further diligence.

7) Evidence of impact to date: What existing evidence demonstrates that your innovation improves key development outcomes?
[up to 2,000 characters]

Summarize any evaluations of your innovation or any related approaches. For each, briefly note: (i) outcomes measured and impact estimates; and (ii) the study design. If causal evidence[4] is not yet available, please describe the strongest relevant evidence supporting your expected impact (e.g., findings from monitoring data, indications of adoption or demand, or operational feasibility).

8) Costs: What does it currently cost to deliver your innovation, and how do you anticipate costs will change as you scale?
[up to 2,000 characters]

Provide your best estimate of:

(1) Current unit cost: The cost per person reached*, showing how this figure is calculated and what costs are included. Include both fixed costs (e.g., overhead, infrastructure) and variable costs (e.g., staff, materials, delivery costs). Please note whether costs are based on data or projections. *If more appropriate for your innovation, provide the cost per relevant unit, clearly define that unit, and use that in your response.

[4] Causal evidence means evidence that shows your solution directly caused the change in outcomes, not just that outcomes improved while your solution was in place. Strong causal evidence would involve comparing people who received your solution to a credible counterfactual (i.e., a similar group who did not receive the solution), often through a randomized controlled trial or well-designed quasi-experimental evaluation, in order to see whether outcomes are meaningfully different. For more information on how the DIV Fund thinks about evidence of impact, please review our Request for Proposals.

(2) Projected unit cost at scale: Your projected cost per person at larger scale, including the scale at which this cost estimate applies. Highlight major cost drivers and whether/how you expect these to change as you scale.

9) Potential cost-effectiveness: How would your innovation compare to existing approaches in terms of outcomes achieved per dollar spent?
[250–1,300 characters]

Please estimate the cost-effectiveness (cost per outcome or impact per dollar) of your innovation when implemented at scale, and briefly explain the key assumptions and data behind your estimate. What might make your innovation more cost-effective than current solutions or alternatives?

10) Scale: Approximately how many people has your innovation directly reached to date? How many people do you expect your innovation to reach during the grant period, how many people will be reached at scale, and how will this be sustained?
[up to 2,000 characters]

Provide your best estimate of:

(1) Current scale: The number of people directly reached to date (e.g., people who have received, used, or purchased the innovation). Clearly describe how people currently access the innovation (e.g., through direct sales, government program, delivery partner, digital platform), specifying who bears the costs: whether users pay full cost, receive subsidies, or access it for free.

(2) Anticipated scale: The number of people you anticipate your innovation directly reaching during the proposed grant period, and the number of people you anticipate it will reach at scale. Clearly state the main assumptions and data behind your projections. Clearly describe how you expect people will access the innovation, who will ultimately pay for it (e.g., governments, donors, customers), and any evidence supporting their willingness and ability to cover the cost. What existing commitments, demand signals, policy alignment, or market traction suggests the innovation could realistically scale in this manner? Please be sure your answer aligns with your expectation for your innovation's expected long-term pathway to scale.

11) Evidence and learning: What are the key questions you will answer during the DIV Fund grant period?
[up to 1,300 characters]

Describe the main learning question(s) this funding will address. For each, explain why this question is critical for the next phase of your innovation's development and the methods you will use to answer each question over the course of a grant, including how you will measure relevant outcomes.

For proposals that contain an impact evaluation:
[up to 1,100 characters]

If you plan to conduct an impact evaluation, also include: the unit of assignment, description of the treatment and comparison groups, power calculations and minimum detectable effect for the primary outcome(s), the sample and data sources, and the expected timeline.

12) Your organization and partners: Who will lead and implement this project?
[up to 975 characters]

Briefly describe your organization and key team members implementing the proposed project, including their relevant expertise and expected level of effort. If applicable, please also describe any partner researchers or implementation organizations, their expected role, and the status of these partnerships (in place or to be developed).

Please also describe any confirmed co-funding, investment, or implementation partnerships supporting this project. Clearly indicate the role of each partner, the nature of their commitment, and whether funding or support is already secured.

13) Citations: Please use the space below to list any citations referenced in your responses above.

14) How did you learn about the DIV Fund? (select all that apply)

- **Online search (Google, etc.)**
- **DIV Fund website**
- **DIV Fund Newsletter**
- **Social media (LinkedIn, X, etc.)**
- **Media coverage or press article**
- **DIV Fund webinar**
- **Investor or funder network (name)**
- **University or research institution**
- **Professional association**
- **Industry event or conference**
- **Other**

15) Was this application referred to the DIV Fund for funding consideration? If yes, please provide the name, organization, and contact information of the person who referred you so we may follow-up regarding their recommendation.

Thank you for your interest in the DIV Fund – please note that all submissions must be made through our application portal on our website to be considered.