

Department of Economic Development and Tourism

SMME Booster Fund 2021

APPLICATION GUIDELINE

CATEGORIES: BUSINESS DEVELOPMENT SUPPORT AND ACCESS TO MARKETS

(this document is not for completion and is merely a guideline to assist in the completion of the online application. Only online applications will be accepted)

Dear Sir / Madam

Thank you for your interest in the SMME Booster Fund 2021 (the Fund). Please note that application to the Fund is a two-step process:

- i. Complete the application detail online; and
- ii. Upload the required supporting documents and annexures.

To apply to either the Business Development Support or Access to Market category, please complete the online application form which can be accessed through the Department's website and select the relevant category.

Please be reminded that the supporting documents as listed in **section C** below are all compulsory.

Failure to upload any of the required documents will result in your application not being considered. Please note that the Department is unable to notify you should you not have submitted all the required information. The onus is on the organisation applying to the Fund to ensure that all the required documents are timeously submitted.

The uploading of the incorrect documents, illegible documents or corrupt (documents that cannot be opened) documents will result in your application not being considered.

It is advisable that all documents to be submitted are in pdf (or similar) format.

The online application system will shut down at 24h00 on the closing date and will not allow application information to be captured or supporting documents to be uploaded.

All successful applicants will be expected to sign a formal agreement prior to the disbursement of the funds.

Application form for the Business Development Support and Access to Market Categories

A. Purpose of the Fund

The SMME Booster Fund 2021 (the Fund) seeks to enhance and/or expand **existing** projects and programmes aimed at the development and growth of Small, Medium and Micro Enterprises (SMMEs) based in the Western Cape.

The Fund will support **existing** (with a proven track record of at **least three years**) projects implemented by organisations and/or municipalities that supports SMMEs based in the Western Cape.

B. Information

Contact information of the Executive Authority that will be signing the agreement with the Department	
Title	
Name (s)	
Surname	
Designation	
Cellular number	
Email	
Contact information of the Project Manager	
Title	
Name (s)	
Surname	
Designation	
Cellular number	
Email	

Business information								
Registered name								
Registration number								
Trading name								
Physical business address			Code <input type="text"/>					
Postal address			Code <input type="text"/>					
Tax reference number		Tax pin number						
BBBEE level								
Application information								
Full project budget (R)								
Funding required from DEDAT (R)								
Value of own contribution (R)								
Please indicate how you heard about the Fund	Facebook	<input type="checkbox"/>	Twitter	<input type="checkbox"/>	Radio	<input type="checkbox"/>	Word of mouth	<input type="checkbox"/>
	Newspaper	<input type="checkbox"/>	Email communication		<input type="checkbox"/>			
	Other – please specify							

C. Compulsory supporting documents

Application documentation checklist		YES	NO
1	AUDITED ANNUAL FINANCIAL STATEMENTS FOR THE TWO MOST RECENT YEARS		
2	BBBEE CERTIFICATE		
3	COMPANY REGISTRATION DOCUMENTS WITH THE LIST OF DIRECTORS		
4	IDENTITY DOCUMENT OF PERSON SIGNING THE AGREEMENT WITH THE DEPARTMENT		
5	SIGNED LETTER FROM CEO/CFO CONTAINING - CONFIRMATION OF VALUE OF FUNDING ALLOCATION FOR THE PROJECT - CONFIRMATION OF VALUE OF OWN FUNDING ALLOCATION OR FROM THIRD PARTY WHERE APPLICABLE		

D. PROPOSAL INFORMATION

Please complete **all** the sections and fields on the online application form.

The information requested below will be used during the evaluation of your proposal. Failure to fully complete **all** the sections below will result in your application **not being considered**.

COMPANY / ORGANISATIONAL PROFILE

The company profile must as a minimum, contain the following information:

- Background and information of your organisation
- Date when the organisation commenced its SMME development operations
- Core activities and mandate of the organisation
- List the notable achievements of your organisation in terms of SMME development
- Provide the profile of the project team member (s) and the role of each project member within the project

This information must be captured in the relevant fields provided in the online application form.

DESCRIPTION OF THE PROJECT

Provide a description of the project (is it advisory services, mentorship, investment into SMMEs, provision of business funding etc.) and highlight the key elements thereof.

As a minimum, the project description will need to provide information relating to the questions below.

- How will the funding applied for from the SMME Booster Fund improve, enhance and/or expand the project?
- How many businesses will be supported through the project?
- How many jobs are expected to be created/sustained through this intervention?
- Provide an indication as to how these jobs will be created / sustained
- How long has the project/programme, for which support is being applied for, been in existence?
- What type of support will be given to the businesses?
- Identify the designated sector grouping of SMMEs that will be supported (women, youth, persons living with disabilities, township/rural based) if applicable.
- What benefit will accrue to the businesses being supported through the project?
- Provide a list of the SMMEs that are currently supported and where applicable, that will be supported. The following information will be required:
 - Name of business owner
 - Name of business
 - Business address
 - Contact number
 - Contact email

PROJECT IMPACT

This section requires information of projects that has already been implemented by the applicant.

- How many jobs have been created / sustained since the inception of the project?
- How many businesses have been supported since the inception of the project?
- Provide ten success stories of businesses you have assisted over the past two to three years linked to the project you are seeking assistance for or similar initiatives implemented by your organisation. The information for each of the ten success stories must as a minimum, include the following:
 - name of the business
 - contact details of the business (contact person, address, email, landline, and cellular number)
 - description of the intervention executed (assistance provided to the business)
 - growth statistics of the business supported such as
 - increase in employment
 - % business turnover improvement
 - improved competitiveness
 - commercialisation of products
 - increase in number of new customers / market segments
 - improved operational efficiencies
 - other success metrics

This information must be captured in the relevant fields provided in the online application form.

MONITORING AND EVALUATION

- How is the project monitored by your organisation?
- How are the beneficiaries of the project monitored?
- How often are the beneficiaries monitored?
- What measurement metrics are used to measure the performance of the project beneficiaries?

BUDGET

Provide a project budget which clearly shows how the funding required from the Department, your own funding contribution, as well as funding from other organisations (where applicable) will be utilised. The illustration below is an example.

Budget item	Budget item description	FUNDING SOURCE			Total project funding
		DEDAT funding	Own funding	Other funding	
Assessments	Each new business will undergo an assessment/ diagnostic before being onboarded onto the expanded programme	R500 000,00	R500 000,00	R0,00	R1 000 000,00
Training	20 workshops to be conducted, the cost includes venue, catering, data for online interventions, facilitation costs	R200 000,00	R0,00	R0,00	R200 000,00
Mentorship	Each business will receive 6 hours of mentorship per month for a period of 6 months	R150 000,00	R0,00	R200 000,00	R350 000,00
Equipment	Equipment, machinery, software etc will be provided to business on the programme – this is subject to recommendations from the business mentors	R150 000,00	R0,00	R0,00	R150 000,00
		R1 000 000,00	R500 000,00	R200 000,00	R1 700 000,00

This information must be captured in the table provided in the online application form.

CASHFLOW

Provide an activity-based cash flow detailing all activities (items) that will be funded by the Department. Cash flow projections not to go beyond January 2022. The illustration below is an example.

Project item	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Total
<i>Training</i>		R0	R100 000	R0	R150 000	R0,00	R0	R250 000	R500 000
<i>Grant funding to SMME</i>	R0	R0	R0	R50 000	R50 000	R0,00	R0	R100 000	R200 000
<i>Mentorship and coaching</i>	R0	R0	R75 000	R0	R0	R75 000	R0	R0	R150 000
<i>Special projects</i>	R0	R0	R0	R0	R75 000	R0,00	R0	R75 000	R150 000
Total	R0	R0	R175 000	R50 000	R275 000	R75 000	R0	R425 000	R1 000 000

This information must be captured in the table provided in the online application from.

IMPLEMENTATION TIMELINES

Provide a project implementation plan (see example below) which details all project activities. Please note that should your application be successful; the agreed implementation plan will become part of the agreement / contract. The illustration below is an example.

Activity	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21
<i>Conduct training</i>										
<i>Provide mentorship and coaching</i>										
<i>Conduct assessments</i>										
<i>Pay-out grant funding</i>										
<i>Implement Special Projects</i>										
<i>Conduct M&E</i>										

This information must be captured in the table provided in the online application from.