

2020 2020 GDA APS Private Sector Expression of Interest Template: Guidance & Requirements

Under the GDA APS, private sector entities are eligible to submit an application via an Expression of Interest (EOI). The EOI must be written and submitted by the private sector partner. The EOI should be **no more than two pages** in length. The EOI needs to convey the following:

- I. A **brief** summary of the discussions the private sector entity has had with USAID with regard to the prospective GDA.
- II. The issue(s), challenge(s), or opportunity(ies) the private sector entity is seeking to address, including the core business interests and objectives which motivate the private sector entity to address the issue, challenge or opportunity in question.
- III. The specific outcomes and results the approach seeks to achieve and what would constitute “success.”
- IV. The market-based, market-oriented or market-informed approach the private sector entity seeks to take in addressing the issue, challenge or opportunity. This should include a description of the proposed roles and responsibilities of the partners, including the private sector entity, USAID, and any other partners deemed critical to the success of the GDA. The description of the approach, roles and responsibilities should also note the potential value proposition that collaboration with USAID offers to the private sector.
- IV. How the GDA will foster a situation in which markets and private sector firm behavior continue to generate valuable business and development outcomes and results in an ongoing manner over the short, medium and long term – without the need for further USAID funding;
- V. An overview of the resources the private sector entity will contribute to the proposed GDA, how those resources would be applied to the implementation of the GDA, and the outcomes and results expected as a consequence of contributing, investing or applying those resources. (Note: the value of these resources should exceed the level of resources being requested from USAID).
- VI. An overview of the resources the private sector entity is expecting USAID to contribute to the proposed GDA, which entities would receive those resources, how those resources would be applied to the implementation of the GDA, and the outcomes and results expected as a consequence of contributing, investing or applying those resources.

In addition to the 2-page EOI, the private sector entity should attach the following:

- copy of the email from USAID email that indicates the USAID Mission, Bureau or Independent Office is willing to receive and review an EOI;
- list of proposed partners (private, public, NGO, etc.) and the name and contact information (phone and email) for each partner’s key POC;
- the roles and resources table below (optional, but preferred).

Please note that the Expression of Interest conveys initial ideas regarding a proposed GDA. As the co-creation process continues, the ideas and approaches may evolve quite significantly as the partners jointly determine the most appropriate way to work together to address the problems, challenges, issues and opportunities in question.

PARTNER RESOURCE CONTRIBUTIONS TO THE GDA

Use this table to list and briefly describe the projected resources to be contributed by each of the partners to the GDA. Please private sector contributions first. Contributions from other types of partners should be listed after the private sector contributions have been listed. Please note that only the resources provided by entities listed in Section II.B of the GDA APS are eligible to meet the private sector partner and private sector leverage requirements under the GDA APS.

Partner Name	Partner Type	Cash Contribution	In-Kind Contribution	Total	Description / Comment
<i>Full name of partner</i>	<i>Business, Foundation, NGO¹, Higher Education or Research Institution², Public Sector³, Other</i>	<i>In US\$</i>	<i>In US\$</i>	<i>Total of previous two columns</i>	<i>Brief description of the resources, the activities to be supported by the resources, and the outcomes expected from those activities</i>
<i>Example: Company X</i>	<i>Business</i>	<i>1,000,000</i>	<i>300,000</i>	<i>1,300,000</i>	<i>Cash contribution to fund training of farmers to improve yields of crops that can receive certification necessary to be included in the company's supply chain. 100k in-kind contribution of staff time to assist with training of farmers and quality testing of crops 200k of production and post-harvest technologies aimed at increasing yields and reducing post-harvest loss</i>

¹ This includes non-governmental organizations, faith-based organizations, and associations not included under the GDA APS list of eligible private sector entities.
² Universities, Colleges, Community Colleges, Research Institutes, etc.
³ This includes bilateral donors; regional and multilateral organizations (but separating out USG contributions); host-country governments; other USG agencies or entities; and any other organization that is part of the public sector but not included in the categories above.