

Frequently Asked Questions about P4G's Call for Partnerships Application

Eligible Sectors

1. What types of activities or services qualify under the different P4G eligible sectors?

Your partnership's services or products provided must directly impact the areas of climate smart agriculture, food loss and waste, water resilience, zero emissions mobility or renewable energy.

Early Stage Business

2. How does P4G define an early-stage business or startup?

As outlined in the [Partnership Guideline](#), an early-stage business or startup is in either the seed or post-seed stage of their commercial growth. This means that they have a proven technology and are beyond the concept stage and are well on their journey to raise capital. They are typically post revenue and pre-series A. P4G early-stage businesses must also be:

- Innovative startup with products, services or processes which are new or substantially improved compared to the state of the art in its industry and in the relevant country of operation.
- P4G's climate entrepreneurs must be micro and small enterprises (MSEs). A small enterprise employs fewer than 50 persons, while a micro enterprise employs fewer than 10 persons. Subsidiaries, or spin-offs still under control by mother corporations that do not match the MSEs definition are not eligible.
- Funded and in operation for at least one year prior to applying to P4G for funding.

3. I have a portfolio of projects and enterprises; can I apply as one partnership?

P4G is focused on getting early-stage climate businesses ready for investment. We encourage you to think about which of your business models and micro small enterprises (MSEs) in the given sector are the most competitive, investment ready and meet our 10 eligibility criteria. In your analysis, consider which partnership P4G can most effectively accelerate. If required by the business model, there could be multiple MSEs participating as additional partners as part of the value chain. However, there should be one climate business partner taking the lead role for each partnership.

4. Can multiple early-stage businesses be part of one partnership?

Yes, one partnership could comprise several partners including early-stage businesses. Although only one must be the lead. Additional partners could be required depending on the needs of the lead partner. Additional partners must demonstrate added value to the partnership in a way that will support the investment readiness of the lead early-stage business model.

5. Are startups owned by high income countries, but which operate in middle-income countries eligible?

Yes, is possible but the early-stage business model must be in P4G’s partner ODA-eligible countries, which, as of the publication of these guidelines, include Colombia, Ethiopia, Indonesia, Kenya, South Africa and Vietnam. Similarly, the lead early-stage business must be registered in the P4G partner country of implementation or demonstrate its intentions to register.

6. What investment stage should a business be at to be considered a startup?

As indicated in the guidelines, the early-stage climate business partner must demonstrate that it is in either a seed or a post-seed financing stage, meaning it has already developed a product or service, established a customer base, and is on the path to commercialize or raise capital. At the seed stage, the startup typically has a promising idea including a minimal viable product (MVP), a small team and a compelling business plan. Seed funding can come from various sources, including angel investors, individual investors, crowdfunding platforms and venture capital firms – all of which can be considered cost-share alongside P4G’s seed funding. As the startup progresses and demonstrates positive traction, it may seek additional rounds of funding, in order to grow into the complete addressable market identified. Once a startup has accomplished a Series A funding round, P4G will generally consider them as graduated and no longer in need of grant-based seed capital support.

7. Can an early-stage business that has not yet generated revenues still apply for grant funding?

Yes, generating revenues is not an eligibility criteria and businesses not yet generating revenues can apply. It is important to review that the partnership is at the investment stage that meets P4G criteria as indicated in the previous question and criteria 4 of “Investability” in the P4G Partnership Guidelines.

8. Does P4G provide grants to companies that are both nonprofit and for-profit?

The principal climate startup partner must be a for-profit business. The applicant must show financial viability, profitability and growth. There is some room for variation, such as a company with a nonprofit and for-profit arm.

9. My main company is incorporated in South Africa, but is currently operational in Mauritius only, our ‘test location’, and we’d like to replicate in South Africa. Is my company eligible?

The company must be incorporated and implementing in one of P4G’s partner ODA-eligible countries, which are Colombia, Ethiopia, Indonesia, Kenya, South Africa and Vietnam. If the main company is incorporated in and seeking to replicate its operations within a P4G partner country but testing in another country, the replicated operation is eligible for funding, but the test operation is not. In rare cases, the company can show that it has demonstrable progress towards being incorporated in one of P4G’s partner countries.

Lead Administrative Partner

10. How can I find a nonprofit partner?

All partnerships must comprise at least one lead early-stage business partner and a lead nonprofit administrative partner. Additional partners can be included as needed to help realize the business

proposition. If you are in the partnership formulation stage and require additional partners, please contact your [National Platform Liaison](#).

11. Can one nonprofit apply multiple times as the prime grantee, but in different locations or with two or more different early-stage businesses as partners?

Yes, that is possible as long as the nonprofit shows the capability to manage multiple projects, considering location and context, and meets the requirements of P4G's eligibility criteria. The P4G selection process is highly competitive and we encourage you to focus your energy and application effort on those partnerships that are ready and fully aligned with the 10 eligibility criteria.

12. Are cooperatives eligible to be administrative partners?

Yes, if the cooperatives are legally registered as nonprofit. Similarly, it is important to ensure the lead administrative partner has experience managing grants, has worked in the sector of the climate business, and meet skills and experience indicated in criteria 1 and 2 in the P4G Guidelines.

Budget

13. What do you mean when you say P4G cannot fund expenses like product development in the private domain?

WRI sub-grantee/grant funds cannot be used to create a private benefit. Any data, analysis, reports or other work that is generated by P4G funding or specified grant activities should be made accessible to the general public and free of charge. However, P4G does not require confidential or sensitive information which might be considered intellectual property such as the underlying mechanisms, technology, or other patentable matters to be made public.

14. What do you mean when you say there needs to be a 30% cost share? Who should that cost share come from? Does this cost share need to be in the bank at the time of application?

The partnership is expected to contribute 30% of the total funds requested from P4G as cost share. The cost share is cash contribution. In kind contributions are not considered for this project. The funds can be sourced from another donor, or the firm can self-contribute to cover the cost share. These funds need not be in the bank at the time of application, but the partnership should have a plan for the cost share to be available for implementation in the beginning of every quarter.

15. If the early-stage business cannot provide an in-cash contribution, can it submit documentation from a third party (investor, bank) who confirms to release a loan upon approval of a P4G application?

Yes, this is allowed but commitment from the investor must be clearly demonstrated.

Miscellaneous

16. How can I develop the Theory of Change for my partnership?

A Theory of Change (ToC) describes how you believe that change/ impact could be achieved and outlines the main elements for that process. It details different pathways that a project/ program must go

through in the context of high-level activities, outputs and outcomes to achieve desired impact. Your project/intervention may not implement all elements in your ToC but it has to be aligned to the same without which it will be difficult to map impact. Important to note that a good ToC does not go into very granular details of project implementation but provides a vision of what change/ impact would look like. For purposes of this grant, your ToC must be presented as a **visual diagram** (kindly use the P4G ToC diagram as a template- this can be found in the P4G guidelines as an appendix). We highly encourage applicants to work with the administrative partner to develop a learning approach fully aligned with the P4G's ToC, which is included in the P4G Guidelines as an appendix.

17. Can you share more details on what kind of knowledge products or the number of knowledge products a partnership is required to produce during the funding period?

P4G expects a minimum of two knowledge products, the first knowledge product is a case study around how successful your intervention has been in providing a solution to a problem or challenge you aim to address (impact). Guiding questions will be provided to aid in the development of this case study. The second case study will be around how through your intervention, you have been able to influence the regulatory or policy space within which you are working. This will require detailed specificity since we note that there are potentially many actors working to influence the same environment.

We are equally open to receiving other innovative knowledge products that you feel could be of great interest in showcasing the impact of your intervention.

18. Is a recommendation from the in-country National Platform mandatory to receive funding?

No, it is, however, recommended to meet with them to discuss the partnership. They will be able to provide clearer guidance on whether the project is aligned with national priorities or not.

19. If our application is not selected, will we receive feedback on our project proposal?

We only provide feedback to applicants that made it to the pitch stage and were not selected.

20. How much technology is expected in the startups? Do they necessarily have to be tech-based companies?

No, the startup does not need to be a tech-based company. If you are a tech-based company, we welcome your solution. Your partnership must demonstrate a high technology readiness level which is defined in [our guidelines](#).

21. Which is the more competitive solution, mitigation or adaptation?

We are placing more emphasis on adaptation projects.

22. How strictly will the 2x Global Challenge criteria be applied in determining eligibility? Is it mandatory to meet all criteria to qualify, or is eligibility assessed based on an overall score across the criteria?

All P4G partnerships are required to meet the requirements for the 2x Global Challenge for financing for women.