

### MINISTRY OF INTERNAL AFFAIRS

**Gender Equality and Women’s Economic Empowerment Project**

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**THE INNOVATIVE INITIATIVE PROGRAMME**

**APPLICATION FORM**

**OBJECTIVE:**

The Gender Equality and Women’s Empowerment Project is seeking applications from **women owners of existing businesses** to propose ideas for innovative initiatives that they plan to implement in order to improve the productivity of their current business operations.

This new process or activity should impact positively on any part of the value chain, for example, your own knowledge about your line of business, product development, branding, marketing, suppliers, sales, customer relations, financial management, etc, but it must be something you are NOT doing at the moment.

It will be important that you are not only able to identify what you need to improve but also how you can improve it given some support, guidance and perhaps a bit of funding. Therefore, it is important that you can identify not only what inputs you need in order to achieve the benefits of this new initiative but also what outputs will help you identify that you actually achieved these benefits.

Inputs may include personal mentoring, training, or advice on any value chain process or activity, etc, and the costs related to these inputs. Funding requests this year will be capped at $20,000 and will not be available to cover any costs related to the employment of staff or the normal running costs of the business, for example, power, water, etc.

Outputs will include the register of successes that indicate how the innovation has made an impact on your business.

**APPLICATION PROCESS:**

Please complete the attached table and return it to maureen.hilyard@cookislands.gov.ck by **December 31, 2014.**

All applications will be treated as confidential and will only be viewed by a small high-level panel who will make the initial selection of candidates for the interview process. Successful applicants for the interview process will be notified by **January 16, 2015**.

The programme will commence as soon as the final selection of candidates for the programme is completed – by **January 30, 2015**.

Good luck.

**Maureen Hilyard**

**Gender Project Coordinator**

**APPLICATION FORM:** Please complete the form & save it under the heading of **Your Company Name & Your Surname.** Email the form to**maureenhilyard@cookislands.gov.ck**

The table boxes will increase in size as you type, so please write as much as you feel is necessary to give the panel a good understanding about your current business situation and your innovative proposal**.**

**GENERAL INFORMATION**

1. **What is your name?**

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1. **What is the name of your company ?**

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1. **Where is your company situated in the Cook Islands?**

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1. **Are you the SOLE OWNER of your company? (Underline or Highlight ONE)**

**YES NO**

1. **If NO, who are the OTHER PARTNERS in your company? (Underline or Highlight all appropriate answers)**

**HUSBAND OTHER FAMILY MEMBER/S NON-FAMILY MEMBER/S**

1. **What is your title/position within the company?**

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1. **How many years have you been operating your business?**

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1. **How many STAFF do you employ – if any?**

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**YOUR BUSINESS**

1. **What is the main PURPOSE of your business?**

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1. **What sets your BUSINESS apart from the rest?**

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1. **Who is your IDEAL CUSTOMER?**

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1. **What do you think is MOST IMPORTANT to your ideal customer about the product or service your business provides?**

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**BUSINESS GOALS AND CHALLENGES**

1. **What are the TOP THREE GOALS you would like to accomplish this year?**

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1. **What have been the MAIN CHALLENGES you have faced when trying to develop new ways of doing things in your business?**

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**NEW INITIATIVE PROPOSAL**

1. **WHAT is a NEW INITIATIVE you would like to introduce to help you to achieve your goals? (something that you are not currently doing but which you believe could help your business become more efficient or profitable)**

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1. **HOW will this NEW INITIATIVE help you to achieve your goals?**

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1. **WHAT INPUTS will help you to achieve your goals? (what is it that you are asking for to improve your business - training, advice, mentoring, funds, etc.)**

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1. **WHAT INPUT COSTS will be needed to achieve your goals? Any request for funds must include a detailed breakdown of its purpose within the value chain**

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| **Input Details****1.****2.** | **$ Cost****1.****2.** | **Added value to the business****1.****2.** |

1. **WHAT OUTPUT INDICATORS will show that you have achieved your goals? (in what ways will you be able to prove that these inputs would have created improvement in your business)**

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| **1.****2.****3.** |

1. **WHAT are the BENEFITS you expect to achieve as a result of this initiative?**

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| **1.****2.****3.** |