

**All applicants must successfully complete this eligibility criteria before they can move on to the full application.**

Criterion	Question (Yes/No)	Required Attachment
Legal registration	Please confirm that your company is a legally registered entity in the countries you are based in and legally registered to carry out activities in the energy sector/the countries which you operate?	Submit current registration documents/ Energy sector registration/license (if applicable in Kenya) Or business registration clearly describing energy-related activities
Customer eligibility	Are all subsidized sales proposed in this application targeted to <b>female farmers in Kenya</b> ?	
Product eligibility	Are the products you intend to sell included in the PUFF technology scope per the Terms & Conditions?	
Quality testing	Have these products undergone testing (e.g. VeraSol or Rapid Assessment) OR are you willing to submit them for testing?	
Sales timeline	Can you commit to selling any products supported by this program by June <b>2026</b> ?	
Customer data	Are you able and willing to collect and share complete customer data for all subsidized sales?	If applicable, please attach a sample sales tracking form or image/screenshot of your CRM
After-sales service	Does your company provide a basic warranty and after-sales support for these products?	
Conflict of Interest	Do you declare any real or perceived conflicts of interests? If yes, please describe.	
COI 2.	Does your company, or any of its key personnel, have a close relationship with any CLASP, GEAPP, or PUFF-affiliated staff, contractors, or decision-makers? If yes, please describe.	
Experience	Has your company made at least 50 commercial sales of productive use or solar appliances in the last 3 years in Kenya?	If yes, please include the sales summary template.
Documentation	Can you provide records to verify your sales claims in the previous question if selected?	
DD & Compliance	Has your company, or any of its directors, been subject to allegations or findings of fraud, corruption, or unlawful conduct in the past 5 years? If yes, please describe.	
DD & Compliance 2.	Does your organization have any formal internal policies related to financial controls, ethics, or procurement?	Upload policies or list of existing policies (if available)
DD & Compliance 3.	Compliant with government statutory requirements eg filling of taxes, conducting annual audits where required	

## Application & Subsidy Request Form

This form is for companies interested in participating in the Productive Use Financing Facility, implemented by CLASP and supported by the Global Energy Alliance for People and Planet (GEAPP).

The Facility has two main components: 1) Procurement Incentives that reduce costs associated with wholesale procurement of productive use equipment (PUEs), and 2) Enterprise Development Grants for PUEs sellers.

Companies that submit requests for procurement Incentives also have the option of requesting the Enterprise Development Grants (EDGs), a one-time grant to cover other expenses related to the sale of the PUEs covered in their incentive requests.

CLASP manages the Procurement Incentives and Enterprise Development Grants. Companies who have met the eligibility criteria can submit requests utilizing this form. This form serves as the mechanism for companies to initiate their request for both funding opportunities.

Please contact us at [financing@clasp.ngo](mailto:financing@clasp.ngo) for questions or clarifications.

Productive Use Financing Facility   Procurement Incentives Request Form	
<b>Basic Information</b>	<b>Instructions</b>
Company and Contact Information	
Organization/ Company name	
Company Website Link, If Applicable	
Main contact name	
Title	
Email	
Phone Number (w/Country code)	
Please select the type of organization you represent.	
If Other, please specify	
Tax Identification Number (TIN)	
Where is your company/organization based (country)?	
Year founded?	
<b>Company Profile &amp; Experience</b>	
In which regions and country does your organization/company operate?	
Please describe the experience of your company's management in the PUE sector, as well as their impact in the sector.	
Have you ever participated in a results-based financing (RBF) program before? If yes, which one(s)?	
Please disclose any additional financial support received for the products for which you are seeking RBFs. This financial support may include other subsidies (e.g., carbon finance, RBFs), concessional loans, or donor-backed grants. Companies that fail to fully disclose relevant co-financing sources may face sanctions, including disqualification from future rounds.	
<b>Sales Strategy</b>	

<p>Which of these describes your business model? (select multiple if necessary)</p>	<p>Direct cash sales – Customers purchase the product outright with no financing or installment plan.</p> <p>Pay-as-you-go (PAYGo) – Customers pay in small installments, often via mobile money, with the ability to lock/unlock the product remotely.</p> <p>Lease-to-own / Asset financing – Customers lease the product and take ownership after completing agreed-upon payments.</p> <p>Product-as-a-Service – Customers pay for the service or output (e.g., cooling, irrigation) rather than owning the asset (like Cooling-as-a-Service)</p> <p>Subscription model – Customers pay a recurring fee for continued access to the product or service (e.g., cooling as a service)</p> <p>Microfinance partner distribution – Sales are made in partnership with MFIs or SACCOs, with customers accessing loans for purchase.</p> <p>Distributor/dealer network – Products are sold through third-party distributors or retail networks.</p> <p>Group-based sales / cooperatives – Products are sold to groups, cooperatives, or associations who share access, financing, or responsibility.</p> <p>Carbon-financed model – Sales and services are subsidized or supported by revenue from carbon credit schemes.</p> <p>NGO / institutional channel – Products are sold or distributed through NGOs, government programs, or aid organizations.</p> <p>Other (please specify): _____</p>
<p>If other, please describe.</p>	
<p>Will some or all the products be sold to customers by other companies/distribution partners?</p>	
<p>If yes, please list those partners</p>	
<p>Are there any other key partnerships with strategic importance to the sales of these products?</p>	
<p>If yes, please list them</p>	
<p>What differentiates your product(s) from others in the market?</p>	
<p><b>Productive Use Equipment Sales</b></p>	
<p>Which productive use equipment (PUE) does your company distribute?</p>	<p>Solar water pumps, grain mills, refrigerators/freezers, walk-in cold storage units, coffee pulpers, honey extractors and brooding and incubation technologies, other.</p>
<p>If other, please describe.</p>	
<p>What percentage of your historical sales have been to women?</p>	
<p>Please provide your monthly sales for the last 3–4 months broken out by customer gender.</p>	
<p>Indicate the number of all products sold to date, including (if applicable) non PUE products.</p>	

What share of your historical PUE sales were to SMEs or commercial customers?	
Which, if any, products would you like to sell that you currently do not sell?	
<b>Viability &amp; Consumer Financing</b>	
How will this RBF enable you to expand your business/business model/business viability/operations? Provide quantifiable analysis	Consider the key business challenge your company is facing currently and how the funding can alleviate it.
Are you currently offering any type of consumer financing to appliance customers?	
If yes, please describe & list the products that you offer consumer financing for	
<b>Subsidy Request</b>	
Which productive use equipment are you requesting RBF for?	Please select all that apply.
How many [PUE type] models are you requesting RBF for?	Please select the number that apply
Please indicate the [PUE type] model number for Model 1	
How many units of [PUE type] Model 1 are you requesting RBF for?	
What is the FOB price of [PUE type] Model 1 (USD)?	Please provide the FOB price for each appliance as previously selected
How much subsidy are you requesting, on a per-unit level (USD) for [PUE type] Model 1?	Please indicate the subsidy requested for each appliance as previously selected
Please indicate the [PUE type] model number for Model 2	
How many units of [PUE type] Model 2 are you requesting RBF for?	
What is the FOB price of [PUE type] Model 2 (USD)?	
How much subsidy are you requesting, on a per-unit level (USD) for [PUE type] Model 2?	
Please indicate any additional model numbers beyond Model 2 (if applicable).	
Please indicate the "Other" appliances you are requesting procurement subsidies for	
Please indicate the number of units for each "other" appliance that you are requesting the subsidies for.	
Please indicate the FOB price of each "other" appliance (USD).	
How much subsidy are you requesting, on a per-unit level (USD), for every "other" appliance?	
Please confirm that each PUE you are requesting subsidy for is solar-powered.	
Please confirm that each PUE you are requesting subsidy for will be sold for only income-generating use only. Note that our audit process will confirm this, as RBF payment will be tied to confirmation of productive use.	
Please explain how the requested subsidy percentage was determined for each appliance.	
<b>Quality Assurance</b>	
[These questions must repeat for each PUE] Has this product already undergone quality assurance testing through VeraSol or Global LEAP?	
[These questions must repeat for each PUE] Please name the quality verifying agent and/or name of the test/certification for the product.	
[These questions must repeat for each PUE] What are the test methods/standards that the product was tested/certified to.	
[These questions must repeat for each PUE] What is the date when the test reports/certificates were issued?	
[These questions must repeat or each PUE] What is the institution(s) that issued the test reports/certificates	
[These questions must repeat for each PUE] Please describe the terms of the warranty for the product and how can customers call upon the warranty?	

How do you provide after-sales support service to your customers?	After sales support can include a range of services to help the customer use the product including but not limited to assistance in installation, product use training, troubleshooting, maintenance, upgrade or disposal of product)
Does your company invest in technician training, local assembly, or after-sales service hubs? If yes, please provide details.	
For each PUE type that you are seeking RBF for, please describe the current stage of your product or business model.	
<b>Data Collection</b>	
Do you currently conduct end-user surveys or collect feedback from your customers? If so, please briefly describe how	
Companies that participate in this program will be required to share customer data. How do you currently track this data?	
<b>Inclusion: End-Users</b>	
Do you have a sales strategy/special products/promotion runs targeting female customers to encourage more women to own appliances?	
If you answered yes, please elaborate.	
<b>Leverage &amp; Financials</b>	
Will the RBFs allow your company to secure additional funding?	
If yes, who do you expect will provide additional funding?	
What type of funding will this be?	
How much of each type of funding do you expect to raise in total?	
Have you received other grants or public funding in the past 3 years? If so, please list the sources, amounts, and purpose.	
Are you currently applying to any other government or donor-funded programs for the same product or activities? If yes, please list them.	
<b>Impact</b>	
What impact will the subsidies have on your commercial activities and outcomes? How will this support allow you to increase sales to female customers?	(E.g., accelerating your sales timeline, enabling you to procure a larger volume of products than you would otherwise be able to, enabling price reductions)
What type of developmental impacts will the sale of these PUEs have for your customers?	(E.g., improvement of quality of life, increased productivity, PAYGo/consumer financing helps drive financial inclusion, environmentally friendlier products etc.)
Estimate the number of people reached, jobs created, and livelihoods improved as a result of this project. Please include people who benefit from the product indirectly. For example, a single mill may serve many farmers.	
Do you have a demonstrated plan to mitigate environmental risks (e.g., e-waste management)?	
<b>Productive Use Financing Facility   Enterprise Development Grants</b>	
<b>EDG Request</b>	
Are you applying for the Enterprise Development Grants? (yes or no)	EDGs are one-off grants ranging from \$10K–\$30K (USD) to support product and market expansion, operational costs like warehousing and transport, and capacity-building activities such as staff hiring, training, and infrastructure development. These grants aim to enhance organizations' administrative capacity to scale PUE sales
Requested grant amount (USD)	

What activities will the EDG support? (Select all that apply) <input type="checkbox"/> Staffing (e.g., hiring sales agents or support staff) <input type="checkbox"/> Staff training <input type="checkbox"/> Warehousing or storage <input type="checkbox"/> Transport (e.g., vehicle rental, delivery support) <input type="checkbox"/> Product testing (e.g., cover VeraSol testing costs) <input type="checkbox"/> Other (please describe): _____	
Briefly describe the purpose of the grant and how it will be used. Consider what challenges your organization currently faces in scaling PUE sales or expanding market reach, and how this grant address these obstacles. If applicable, describe how the EDG will strengthen your organization's administrative and operational capacity, including infrastructure, last-mile market development, hiring, and skills enhancement. If applicable, describe how the EDG will allow you to support PUE uptake among women. (Short narrative: 300–400 words)	
Please provide a summary budget by activity.	
Explain how the proposed use of funds aligns with your organization's overall strategic goals, mission, vision, long-term sustainability and growth.	
How will you sustain the benefits of this grant after the funding ends?	
Would you like to share any innovations, partnerships, or past success stories that will inform your use of the grant?	
What specific metrics will you use to evaluate the success of the proposed activities, measure progress and ensure accountability to the grant CLASP/ GEAPP? Please provide an outline of your monitoring and reporting framework.	

***Attachments:***

**Required Attachments:**

**Work Plan Template**

As part of your application, please submit a work plan outlining how your organization intends to deliver on its proposed activities under the PUFF Program.

**Optional Annexes to the Implementation Plan (If Available):**

Organizational chart or team bios

Demand generation materials (flyers, sample outreach plans, etc.)

Any policies or protocols your company has in place focused on environmental sustainability (e.g., e-waste management, water conservation guidance)

**Sales Forecast**

Please submit your expected monthly sales of each PUE model included in your subsidy request. This will help CLASP understand your delivery timeline.

**Test Report/Certificate**

Please also include the test report or certificate for each product that you are applying for. If a product has not been tested, please include a brief statement describing when and how testing will be completed.

**Note to Applicants:**

Only submit unique content in the implementation plan. Do not duplicate company background, product descriptions, or financials already shared in earlier sections.

Your responses will be evaluated based on their clarity, credibility, and alignment with PUFF's goals, including inclusion, impact, and cost-effectiveness

By submitting this form, I confirm that the information provided is true and complete. I acknowledge that failure to disclose relevant information or misrepresentation may lead to disqualification from the PUFF Program. [Name, date, signature]

I agree to be contacted about other programs or opportunities by CLASP and/or GEAPP (checkbox)

***Please complete this table for your key implementation milestones for this project. Examples are shown below. Please assume that, if successful, your company will be onboarded into the program by September 1, 2025.***

<b>Activity</b>	<b>Responsible Team, Team Lead, &amp; Contact</b>	<b>Start Date</b>	<b>End Date</b>	<b>Notes (Optional)</b>
Product procurement	Ops Manager - Jacob Smith, jacob@company.com	Sep-25	Oct-25	Includes import or local sourcing Have reviewed the testing guidance information and
Product testing for Models X & Y	Ops Manager	Sep-25	Sep-25	already reached out to VeraSol for more information.
Staff training	Sales Lead	Sep-25	Oct-25	For agents in 3 counties
Marketing launch	Marketing Lead	Oct-25	Nov-25	4 market activations in the following counties: ...
Sales campaign	Field teams lead by X	Oct-25	Mar-26	
Customer data collection	M&E Lead	Oct-25	Apr-26	As required for PUFF reporting