



1. Market Analysis & Intelligence  
 2. Identification of market weaknesses & opportunities

Ideas Matrix

3. Intervention Plan

Gantt Chart

Refine

4. Identification of market actors & potential clients

Many potential clients (>6)

Few potential clients (<5)

5a. Meet potential clients & discuss interventions

5b. Announcement in press: invitation for Applications

6. Receive Application (form 1a & 1b)

Unsolicited Applications

7. Evaluation of Applications

Complex, multi-stage or more expensive Intervention

Facilitated Env't Assessment

Simple cheap intervention (<\$3000), or informs future larger one (e.g. mkt research or pilot)

8. Grant Agreement with milestones, indicators & payment schedule

7a. Investment Plan with/without facilitated BDS support.  
 7b evaluation of Investment Plan (may run concurrently with 8 & 9 if timing is critical)

9. Monitoring of client performance against targets & indicators

10. Monitoring of Target Group for final impact indicators