MICROGRANTS
APPLICATION.

Instructions

Thank you for applying for an IDEO.org HCD Connect microgrant. Some rules:
• Applications may be submitted from June 1 to July 15, 2012
• Please submit your completed application to **microgrants@IDEO.org**
• We will consider the information provided in this application as well as your participation on the HCD Connect platform as part of our selection criteria.
• In order to be eligible to apply for a microgrant, a project must meet the following **three** criteria: First, it must have drawn from, or be planning to employ, the methods and approaches of human-centered design. Secondly, the project must be related to agricultural development. Finally, you are required to create a story on HCD Connect detailing your project or proposed project.
• We are awarding microgrants in two categories:
$5,000 Planning Grant: planning grants are for individuals or organizations that want to initiate the human-centered design process as part of a particular project and require funding to get the project started.
$10,000 Implementation Grant: implementation grants are designed for organizations that have experienced the human-centered design process and need funding to pilot or implement their project solutions.
• Questions or problems? Please e-mail **microgrants@IDEO.org**

Part 1. Eligibility Checklist

1. I am excited to apply human-centered design principals to help address a challenge related to agricultural development.
       YES ◯   NO ◯

2. I have created a profile on HCD Connect and shared a story about my proposed project.
       YES ◯   NO ◯

3. My project enables or will enable small farmers to break the cycle of hunger and poverty.
       YES ◯   NO ◯

4. I have established or am establishing partnerships with key organizations in the community I am working in or plan to work in.
       YES ◯   NO ◯

5. If I am selected as a microgrant recipient, I will be able to utilize the funds within 6 months of receiving funding.
       YES ◯   NO ◯

6. The project phase for which I am seeking a microgrant can be completed in a 3 month time period.
       YES ◯   NO ◯

Did you answer "No" to any of Questions 1 - 6? If you did, an HCD Connect microgrant likely isn't right for you at this time.

Part 2. Personal Information

1. Your name

2. Your address

3. Your e-mail address

4. Your gender

5. Your age

6. Your project or organization name

7. Please provide the URL link to the story that you've posted about your project on HCD Connect

8. Are you applying for a Starter Grant or a Prototype Grant?
Please read the instructions at the start of this application to learn the difference between a Starter Grant and a Prototype Grant.

Planning Grant ◯   Implementation Grant ◯

9. How did you hear about the HCD Connect microgrants program?

H C D CONNECT

Part 3. Your Project

Note that we will consider the information provided here as well as the story that you posted about your project on HCD Connect.

1. How would you describe the agriculture development challenge you are trying to address to a 5-year old? (100 words or less)

2. How is your product or service an innovative solution? (100 words or less)

3. What is your proposed operating budget for the 3-month timeline? Please describe how the microgrant funds will be used. Please also tell us if you have received additional funding for your project. (250 words or less)

Part 3. Your Project (continued)

4. How will you apply the human-centered design methodology to approach this challenge? Please briefly outline a 3-month timeline, referencing specific aspects of the human-centered design process. (500 words or less)

5. What key relationships have you established that will help the successful implementation of your project? (100 words or less)