



General Funding Request Guidelines

Below are some guidelines to assist with preparing an initial proposal for USTDA consideration. The initial proposal may total **no more than five pages**. Please note that this document is only meant to provide general guidance on what types of information one may consider including in the initial proposal; USTDA expects that the relevant information will differ depending upon the activity. **If you have any questions or concerns, please first consult our Frequently Asked Questions page below.** All other questions concerning USTDA funding should be directed to innovation@ustda.gov. Key terms are defined at the end of these guidelines.

The types of project preparation assistance that USTDA supports include:

- Pilot projects that demonstrate the effectiveness of U.S. technological solutions and provide the analysis, evaluation, and empirical data needed to secure funding;
- Pre-feasibility and feasibility studies that provide the required comprehensive analysis for infrastructure projects to achieve successful financing and implementation;
- Technical assistance to provide technical analysis, design, legal and/or advisory support related to commercial activities and infrastructure development, *e.g.*, advanced engineering and design, environmental impact analysis, legal and regulatory services, tenders for equipment vendors and EPC contractors, project structuring, etc.; and
- Support on enabling environment activities to address specific issues that impede project/sector success, *e.g.*, sector policies, master plans, capacity building, and feed-in tariff studies.

Project Description – Detailed description and background of the proposed Project, covering the following key areas (as applicable to the particular Project):

- Project title;
- Project location;
- Expected Project schedule (*e.g.*, timetable for the development, financing and construction);
- Project milestones completed (*e.g.*, pre-feasibility assessment, environmental impact assessment, etc.);
- Project milestones remaining (*e.g.*, design, feasibility study, etc.);
- Description of Project risks, noting the most significant risks for the Project and how these risks would be mitigated (*e.g.*, development, financing, environmental, social, technology, construction, commissioning, operations, revenue generation or market, legal and regulatory, political, etc.);
- Explanation of how the requested USTDA funding for the Activity would support the Project's development and implementation (*e.g.*, Activity tasks, proposed U.S. dollar amount for the Activity, anticipated timeline); and
- Any other key areas and/or factors critical to the proposed Project.

Proposed Project Sponsor – Describe the proposed Project Sponsor’s demonstrated commitment and ability to implement the Project. Describe the proposed Project Sponsor’s business experience or government authority, as well as the proposed Project Sponsor’s track record and capacity for implementation of projects of similar size, scope and complexity. Describe any property rights, concessions, or other authority that the Project Sponsor has in connection to the Project.

USTDA's programs are available in many developing countries and emerging markets. Please note that USTDA assistance is not available in countries classified as high-income. (Please refer to the [World Bank list of economies](#) to see a specific country's income classification.) U.S. firms are urged to contact USTDA directly for information regarding the availability of USTDA's programs in specific countries. From time-to-time, a country previously eligible for USTDA assistance may become ineligible, or vice versa, for legal or policy reasons.

Proposed U.S. Contractor's Capabilities and Commitment (if applicable) – If you have selected a Contractor to perform the proposed USTDA-funded Activity, please describe the Contractor’s demonstrated commitment and ability to carry out the Activity. Describe the Contractor’s technical experience, business experience, and track record on implementing similar activities and projects. Describe the Contractor’s business development efforts on the Project.

Note that the Contractor performing work funded by USTDA must be a U.S. firm; for further information see [USTDA’s Nationality Requirements](#). Please note that USTDA's funds cannot cover the cost of equipment or equipment shipping to the host country. In addition, no more than 20% of the USTDA grant amount may be used to pay for work performed by host country subcontractors. Subcontractors from countries other than the United States or the host country may not be used.

Implementation Financing – Discuss the financing options and business plan for the Project, including:

- Project economics, such as estimated capital costs, operational costs, internal rate of return estimates, including both debt and equity estimates, and anticipated revenues;
- A brief description of the anticipated sources and structure of financing;
- Evidence that financing is available or likely to be available for the Project, including a summary of discussions with potential lenders and/or other financing entities;
- List of the proposed Project owner(s) and ownership structure;
- Funds invested to-date and budget to bring the Project to financial close; and
- Estimated date of financial close.

Project Technology Requirements and U.S. Export Potential – Discuss any equipment and/or technology requirements for the Project, including:

- Type of equipment and/or technology;
- Whether U.S. companies would be able to compete to supply goods or provide services for the Project and if so, likely U.S. suppliers/service providers;
- Type and estimated U.S. dollar amount of U.S. technology/services;
- Potential non-U.S. suppliers/service providers;
- Type and estimated U.S. dollar amount of non-U.S. technology/services;
- Please describe any advanced discussions with suppliers/service providers. Any anticipated use of technology that is not yet commercially proven;

- Any local/regional content requirements by the host country or by the expected source(s) of financing; and
- Procurement plan for the Project (*e.g.*, open competition, sole source, etc.).

Monitoring and Evaluation Plan – Recommendation(s) on how to monitor and evaluate the effectiveness and results of the USTDA-funded Activity, including:

- Benchmarks to measure Project implementation;
- How the Project will be developed (turnkey, build-own-operate, etc.);
- Any regulations applicable to the Project and what entities are involved in authorizing or approving Project implementation;
- Permits and licenses that have been obtained as well as outstanding permits and licenses required for the Project;
- If the market has competitive bidding or negotiated transactions; and
- Estimated tariff and average in-country market tariff.

Key Terms:

“Project” refers to the specific infrastructure, system or plan to be implemented by the Project Sponsor.

“Activity” refers to the project preparation assistance (*e.g.*, feasibility study, technical assistance, etc.) that is being proposed for USTDA funding. The USTDA-funded Activity may include a broad range of interventions that are needed to move a Project from the concept stage (pre-feasibility study) to the Project financing and implementation stage (financial close). In most cases the Activity is categorized as a Feasibility Study, Technical Assistance, or Pilot Project with the goal of advancing the development of a Project to implementation.

“Project Sponsor” is the foreign (non-U.S.) public or private entity that has primary responsibility for implementing the Project. If approved, USTDA’s grant agreement would be signed with the Project Sponsor.

“Contractor” is the U.S. firm selected by a Project Sponsor, either on a sole-source basis or through a competitive solicitation process, to carry out the USTDA grant-funded Activity.