

## Results from the IAP Survey 2013

A survey carried out in July 2013 invited past applicants from cycles 3 and 4 to respond to questions about how they view the IAP programme overall, the communications aspects and the application process. One hundred and forty six people responded (36% response rate). A great majority of respondents are unsuccessful applicants. In the first survey, 173 applicants responded out of 387 invited (45% response rate). This report is a summary of the results and includes some comparisons with the first survey.

### Question 1: How applicants learned about IAP

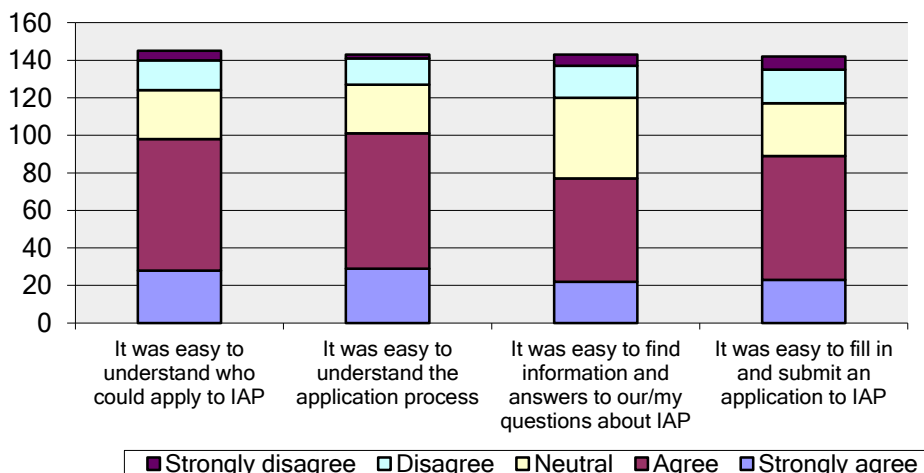
Word of mouth has so far been the most important method for how the respondents first learned about the programme. More than half learned about it from a personal source (14%) and 10% of respondents had been to IAP arranged events. This proportion has not changed since the last survey.

### Q2: Understanding the application process and finding information

Two thirds of respondents agree that it was easy to understand who could apply and the application process. Finding information though is a fairly weak area, only half of respondents found it easy to find information and get answers. Ease of filling in the application has the highest number of respondents disagreeing, 18%, but two thirds agree that filling out and submitting the application was easy. Successful applicants are overrepresented among those who found it easy to get answers to their questions.

Figure 1: The communication from IAP about the programme and the application process are clear to most respondents. (n=147)

Please answer the following questions by selecting one answer.



**Q3: The perceived value of IAP to entrepreneurs in BoP markets**

Two thirds of respondents agree that IAP is providing valuable support to entrepreneurs that are targeting or engaging low income groups. Some comments were left by those who disagree with the statement and include remarks about the assessment process, lack of feedback after receiving a rejection, claims about bias towards established and urban entrepreneurs and the selection criteria being perceived as “too strong”.

**Q4: How applicants found the responsiveness to their questions**

Two thirds of respondents are satisfied with the response time and answers to their questions when they contact IAP by email or in person. This is an improvement by 10% over the past year.

**Q5 & Q6: About the Sida IAP website ([www.sida.se/iap](http://www.sida.se/iap))**

97% have visited the IAP website. 8 out of 10 respondents think that finding application forms is easy.

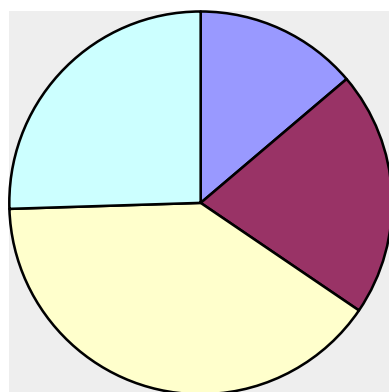
**Q7: Visits to the Practitioner Hub**

More respondents have visited the sites a few times; 39% compared to 32% last year. Number of people saying they are regular users remains the same though – 9%.

**Q8: Understanding of Inclusive Business**

Understanding of IB is slightly higher this year than in last year’s survey. The largest change in responses is among those who have learnt what IB is from other sources, which has increased from 20% to 25%. Some organisations mentioned were Asia Society for Social Improvement and Sustainable Transformation, UNDP, European Commission, Association of Microfinance Institutions of Uganda (AMFIU), and the G20 that arranged a conference on the topic in Berlin 2012.

**Has information from IAP helped you to understand what “Inclusive Business” (IB) means?**



- I do not know what IB means
- I did learn about IB from IAP but it was not so clear
- Yes, I am starting to learn through IAP what IB is
- I learned about IB from another source

**Q9: Recommending IAP to other entrepreneurs**

A majority (64%) of respondents would recommend IAP to others. However, 11% answer ‘no’, which is more than in the first survey (5%). Many wrote comments to this question.

### Some positive comments:

*"This is a very valuable program. The process was easy to follow and very quick in response. Separating the two groups (large and small grants) in order to enable the small grant program to move quicker is a great strategy."*

*"Being an entrepreneur who has struggled over the years to grow my business, I know that working capital is one of the bottlenecks for entrepreneurs and innovators."*

### Some critical comments:

*"The application process and paperwork involved after the grant was awarded were disproportionate to the size of the award and to the capacity for a small organization like ours to dedicate time. Consequently it took longer for us to finish filling all of the forms and by the time of the actual grant we had taken our own actions on many of the areas we discussed in the SIDA grant. I recommend a streamlined process for small grants commensurate with the goal of not being too burdensome on seed stage companies."*

### Analysis & Conclusions

Direct, personal communications with relevant organisations and web communications are the most important ways to reach potential applicants, according to this survey. The communications strategy may therefore provide continuous good results by building more partnership with organisations, where direct and personal contacts are made with entrepreneurs and potential applicants.

*Is the perception about IAP different among those who only learn about IAP online, compared to those who have heard about it from a person?*

In this group more respondents said that they understood the application process with only one respondent disagreeing.

One area of improvement identified in this survey is the direct communication between applicants and the IAP team. The response time from the team showed the greatest increase of all improvements in the survey. Nevertheless, the content of communication – or sometimes lack of communication - is still generating some dissatisfaction with the programme. The comments show that this is particularly relating to feedback after unsuccessful applications, especially when an applicant has applied several times.

Few respondents say they are regular users of the Practitioner Hub, as compared to last year, despite the increasing number in that community.

**For further information** and to view other Snapshot documents and profiles of these projects go to the Practitioner Hub on Inclusive Business: [www.inclusivebusinesshub.org](http://www.inclusivebusinesshub.org)

**Portfolio Snapshots** provide real-time information on the project portfolio for the Business Innovation Facility and Innovations Against Poverty

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