



Sultanate of Oman

The Omani Authority for Partnership for Development

Project Concept Paper Template

[Project Concept Title]

Contact information of the submitter

Name:
Title:
Organization:
Phone:
Email:

General Instructions

The purpose of a Project Concept Paper is to allow PFD Project proponents to outline their proposals, explain the value to Oman, alignment with PFD objectives and provide enough empirical data so that the PFD Authority may be accurate and timely in assisting proponents in approving the Concept and moving to Feasibility stage and Business Plan. It is important to note that feasibility studies for a given project are commissioned or undertaken at the Contractor's risk and will only qualify for the award of PFD credits in the event that the project it relates to is subsequently approved as a PFD project.

As set out in the PFD Guidelines, projects should support and enhance one or more of the following:-

- **Defence and Security capability**
- **Human Resources development**
- **Economic Diversification (including support for Oman's integration in Supply Chain Activities)**
- **Commercial Investment Projects and Private Sector development (including support for the development of Oman's Small to Medium Enterprises)**
- **Support of Strategic Sectors through Technology that leads to a Knowledge-based Economy**
- **Projects supporting Oman's Socio-Economic Development**

Section A: Introduction

This Concept Note should be sent to the management of the PFD Authority formally requesting the assessment of the proposed Project Concept Paper as an eligible project under the Partnership for Development (PFD) Programme.

Should the PFD Contractor intend to involve any other participants (e.g. third party Offset Service Providers) these should be clearly identified.

Section B: Basic Information

Summary Goals: In 1-2 sentences please state the primary objective of the PFD Project.

Project Description: Give an overview of the Project. A case should be made as to what the value to the Sultanate of Oman is, and what the Proponent hopes to accomplish. Please describe the specific outputs and intended achievements of the project. Although this information does not have to be quantitative, generic phrases (e.g., “beneficial for the people of Oman”) are not considered sufficient.

Parties Involved: Please provide a background description of the persons, companies or entities that are proposing this Project Concept. General information is most needed, including background, organizational structure, and the specific role(s) of each participant in the Project. If relevant, please list their past performance / track record in order to show how their involvement will contribute towards a successful outcome.

Section C: PFD Objectives

The Project Concept Paper should directly address how the proposed Project Concept addresses the Objectives from the PFD Guidelines. Describe how the Project Concept might contribute to each of the stated objectives, e.g.

- **Defence and Security capability**
- **Human Resources development**
- **Economic Diversification (including support for Oman's integration in Supply Chain Activities)**
- **Commercial Investment Projects and Private Sector development (including support for the development of Oman's Small to Medium Enterprises)**
- **Support of Strategic Sectors through Technology that leads to a Knowledge-based Economy**

Section D: Project Characteristics

Demand: At the Project Concept stage it is not necessary for a Proponent to provide a full feasibility study - estimates of key market data are acceptable. The market demand analysis should convey the general overview of conditions surrounding the need for the Project. Key points illustrating this might include: total market size, current and future market share of the Project, demand estimates, and unique features of the market. It should also illustrate how this proposed product/service will meet this market demand.

Customers: Please describe the customer base that the Project Concept will target. This does not have to be quantitative study, but rather a persuasive case of who will utilize the suggested outputs of the Project.

Financials: At the Project Concept stage, a fully detailed financial analysis is not required; estimates are acceptable. The Authority will not complete a formal financial review at this stage. The data requested are to ensure feasibility of the business proposed, and to assess sustainability. The following points are considered most important:

- **Capital Costs**
- **Operating Costs**
- **Revenue Forecasts (where applicable)**

Section E: Inputs & Achievements

PFD Credits are awarded both on Projects' Inputs and Achievements against forecast objectives. While the Project Concept Paper does not require final agreement on Inputs and Achievements a preliminary assessment is required.

Project Inputs: please include all prospective Inputs with anticipated value and method to verify the value. Only certain Input types are eligible to receive PFD Credits. Please refer to the Guidelines for explanations on what Inputs are allowable for Credits.

Project Achievements: please state the anticipated Achievements of the Project. Forecast Achievement outputs will be used to set Eligible Achievement Credits and Achievement Metrics in the Business Plan phase and will be agreed to in the Project Agreement.

Achievements should be stated in preliminary quantitative terms wherever possible.

Example Achievement Metrics might include Project Objectives such as (but not limited to):

- **In the case of Investment Funds**: raising of Fund capital, deployment of Fund capital into qualified investments, creation of jobs, spin-off of technologies, etc.
- **In the case of Training centres**: acquisition of curriculum, timely initiation of training activities, number of students trained, number of customer agencies
- **In the case of Commercial Investment Projects**: raising of all project funds, annual turnover, IRR, net profitability, number of Omani jobs created, number of Omanis trained etc.
- **In the case of Supply Chain Activities**: qualification of local supplier, transfer of equipment or know-how to local supplier, purchase of goods/services, export orders, etc.

Section F: PFD Authority Areas for Support

Please state any assistance or facilitation requested from the Authority's to support the Project's development and implementation.

APPROVED BY THE PARTIES THIS _____ DAY OF _____ 2015

**OMANI AUTHORITY FOR PARTNERSHIP
FOR DEVELOPMENT**

[PROJECT PROPONENT]

.....
Name:

Title:

Organization: Omani Authority for
Partnership for Development

Address:

.....
Name:

Title:

Organization:

Address: