

Concept notes

Concept notes typically include the following elements:

- **Company Background:** Provides a concise overview of the organization, its mission, and core activities, offering context for the proposed project.

["iCog, formerly known as iCog-ACC,](#) is an Ethiopian company dedicated to democratizing access to technology through training, product development and consultancy. iCog is an affiliate of iCog Labs, a leading research and development company with 12 years of experience, and strong background in AI.

Through our training programs, we equip individuals with essential digital knowledge and 21st-century skills. Our focus on product development in sectors such as Health, Education and Agriculture by utilizing emerging technologies reinforces our commitment to societal advancement by impactful tech solutions that drive meaningful progress. Additionally, as a company led and run by young people, we possess a valuable combination of hands-on experience and strategic insights. This has positioned us to offer consultancy services, and provide expert guidance to organizations, helping them integrate technology and innovation into their operations.

Over the past eight years, iCog has positively impacted more than 36,000 individuals and cultivated a vast network of young people across 17 cities in Ethiopia. Through strong partnerships with government and community stakeholders, we remain committed to building a democratized tech future for Ethiopia. ”

- **Description of the project:** Clearly outlines the nature, scope, and objectives of the proposed project, detailing what it aims to achieve and its significance.
- **Our approach:** Describes the methodology or strategy that will be employed to execute the project, including key principles or approaches guiding the implementation process.
- **Project timeline:** Specifies the schedule for the execution of the proposed solution, including key milestones and deadlines.
- **Project budget:** Provides a broad overview of the proposed budget, outlining estimated costs and allocations for major expenses without detailed breakdowns.

