

USER MANUAL

Platform for the MAR+INVEST Acceleration Program

MAR+INVEST TEAM



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Acceleration Program

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Introduction

The Mesoamerican Reef System Fund (MAR Fund), together with Fondo Mexicano para la Conservación de la Naturaleza (FMCN)/Sureste Sostenible, New Ventures/Viwala and the Healthy Reefs for Healthy People (HRI) initiative announce their first call for proposals (RfP) for MAR+Invest. For this program, we have two categories for applications, one for early stage companies and another for established companies, both of which must provide a market solution with a positive impact on the Mesoamerican Reef (MAR) and its communities.

MAR+Invest is an initiative of the Global Coral Reef Fund (GFCR) that supports the development of businesses that generate a positive impact on the reef as well as market returns. A call for proposals will be issued to identify initiatives at different stages of development that will result in a positive impact for the MAR. Market solutions that offer scalable business models to reduce local threats to the reef and eventually raise capital to further positive reef impact will be identified, accelerated and supported.

About the User Manual

This document is designed as a user manual, a necessary tool for applicants to understand how the platform works. Through the platform, organizations or established companies or early stage business models may submit the **application form** online and modify it during the development process. To review the requirements for this call, please visit the following link <https://mar-invest.org/>. This manual explains the operation of each of the interaction screens between the user and the database that captures the information.

As indicated above, the application form is divided into two categories: established companies and start-up businesses. The applicant may choose the category that best suits the project. The applicant should consider the selection process which consists of four important steps:

1. Complete the application online
2. Interview with the MAR+Invest team
3. The selection committee chooses the finalists
4. Official welcome and launch of the program on the 30th of April

In order to use the platform, the applicant must have a minimum knowledge of computers, although the instructions detailed in this manual are easy to understand.

Section 1 – General Information about the Web Platform (APP)

The web platform for the MAR+Invest Acceleration Program (APP) was developed with world-class standards in terms of programming, database and data security. For the system to respond correctly, a Google Chrome, Mozilla Firefox, Safari or Microsoft Edge browser updated to 2022 is required.

The APP platform also has the SSL Certificate (https), which allows the encryption of the information from the users' computers to the server, guaranteeing the connections and the information that travels through the computers.

Once the user has logged into the APP platform, he/she has a maximum inactivity period of 15 minutes. After that time the system will not respond and will be deactivated for security reasons. To return to the platform again, the user will have to log in again with his/her username and password. For this reason, please remember to save all types of information periodically so as not to lose the information entered.

Section 2 – Registration, identification, and access

Registration Form

For the first step, each organization or individual must register using the following link <https://app.marfund.org/forms/es/> (Figure 1) for the Spanish version and <https://app.marfund.org/forms/en/> (Figure 2) for the English version.

The registration form has the following 5 sections of information:

1. Applicant Information
2. Information of the business or organization (if applicable)
3. Platform access credentials
4. Business model information (company | business idea or early stage business)
5. Privacy Notice

The data required and to be completed are as follows:

Applicant Information	Information of the Business or Organization
1. Name and surname of the person answering the form (*)	7. Name of organization (if applicable)
2. Contact phone number (*)	8. Job title
3. E-mail (*)	9. Links to organization’s social media
4. Linkedin profile	10. Website
5. Preferred means of contact (*)	11. Location of the project (*)
6. Preferred language (*)	

User Information	Business Model Information
12. User's first and last name (*) 13. User's e-mail (*)	14. Business model selection (*)
	Privacy Policy Information
	15. Acceptance of the Privacy Policy (*)

Please note that certain fields are mandatory (indicated in bold in the text, while in the form they are marked with an asterisk (*)), and that they must be filled in with the requested information, otherwise you will not be able to submit the form.

Figure 1 – Registration form in Spanish



Source: APP Platform

Figure 2 – Registration Form in English

The image shows a registration form titled "REGISTRATION FORM MAR+INVEST ACCELERATION PROGRAM" from VIVELA. The form is set against a background of colorful coral reef imagery. It is divided into several sections:

- APPLICANT INFORMATION:** Includes fields for name, email address, phone number, and a dropdown for "How would you like to be contacted?".
- ORGANIZATION INFORMATION (IF APPLICABLE):** Includes fields for organization name, job position, social media accounts, and a dropdown for "Where is your project located?".
- PLATFORM ACCESS:** Includes fields for name and surname, and email address.
- BUSINESS MODEL INFORMATION:** Includes a dropdown for "Select the one that applies" and a checkbox for "I am not a robot".
- PRIVACY NOTICE:** Includes a checkbox for "Privacy Notice".

At the bottom, there is a blue "Send Registration" button and a "Being created" status indicator.

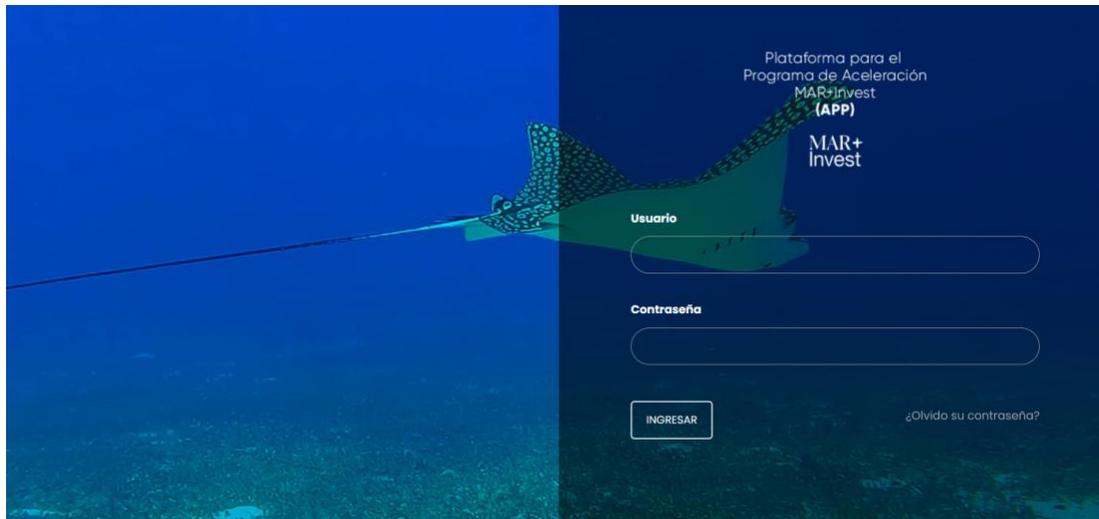
Source: APP Platform

Once you have completed the **registration form** with all of your data, click the "I am not a robot" button and then click the "Submit Form" button. Once you have submitted the information, the platform will send a Welcome email to the registered email accounts. At this time, the Organization or Business Idea/Early Stage and the Application form will be automatically created, indicating that the data was successfully saved. In addition, in the same email the access credentials to the platform will be sent. Please note that only those records that have valid information for this call will be registered.

Logging into the Web Platform (APP)

All users who complete the registration form will receive the respective valid credentials and must enter using the following link <https://app.marfund.org/>. The credentials previously sent by e-mail will be used for the first login. (Figure 3).

Figure 3 – Login Screen of the Web Platform APP



Source: APP Platform

If you do not remember your password, click on the "Forgot your password?" area (Figure 4), where you will be asked for your username and e-mail address and a new password will be automatically sent to you.

Figure 4 – Password Recovery

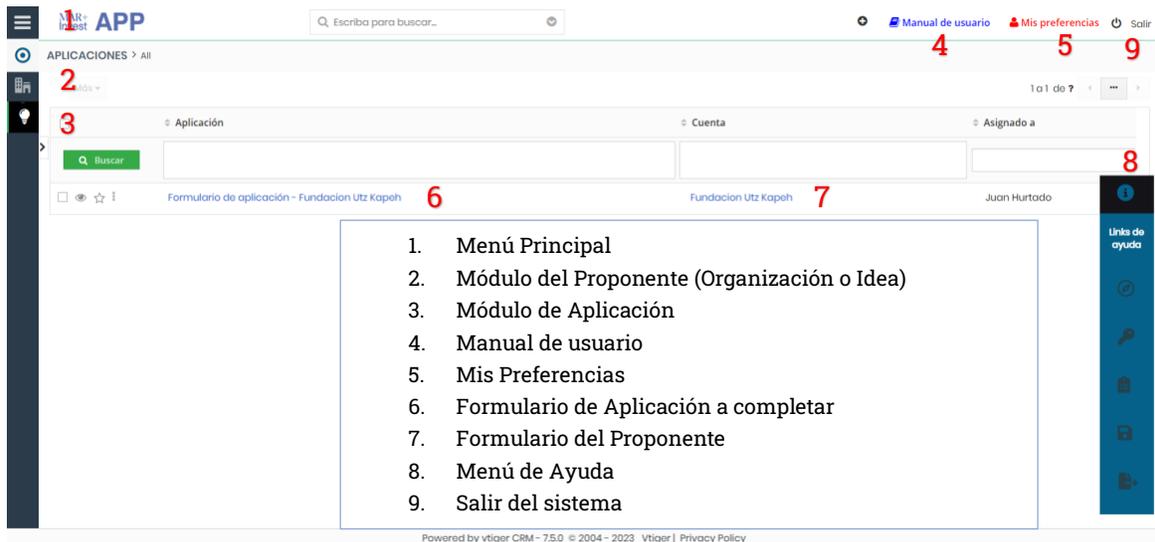


Source: APP Platform

Home Screen

Upon entering the credentials, the home screen will appear (Figure 5), where you can review the Application Form, which was created at the time of registration.

Figure 5 – Home Screen



Source: APP Platform

On the home screen you can view:

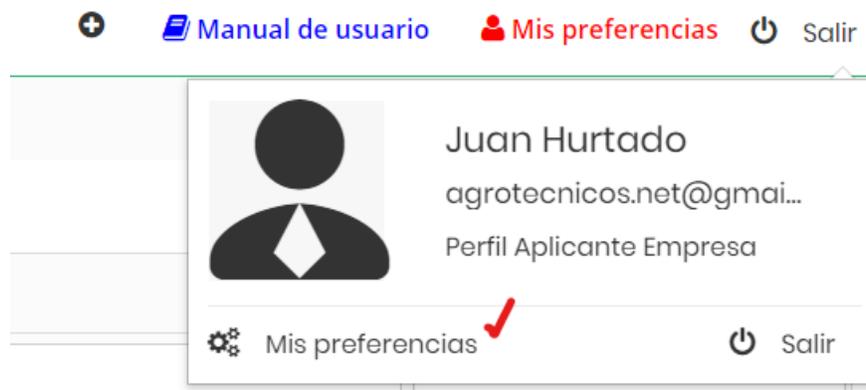
1. Main Menu (at the moment of entering with credentials).
2. Applicant Module (screen with information of the data registered at the beginning of the organization or business contact in early stage). This information can be modified at any time.
3. Application Module (screen with information to be filled in).
4. User Manual (to download the user manual and video tutorials on how to use the platform).
5. My Preferences (to change the password and language of the platform).
6. Application Form (form with the information to be completed according to the category selected at the time of registration).
7. Applicant Form (information about the organization or business idea, contact information).

8. Quick Help Menu.
9. Exit the System.

Password Change

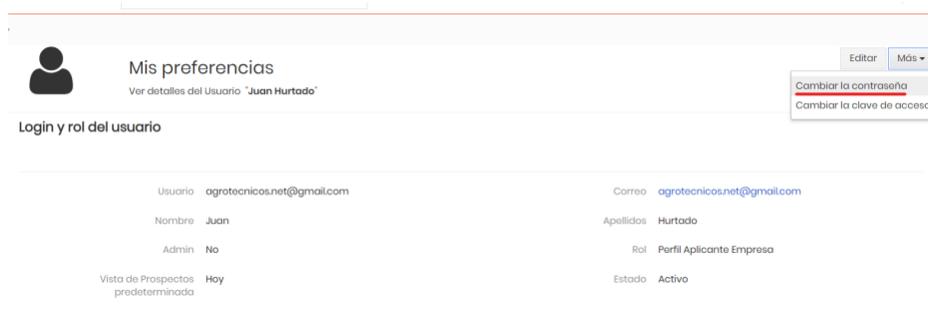
It is recommended that you change your password as soon as possible. To change your password, click on the "My Preferences" field (Figure 5-#7) and select "My Preferences" (Figure 6). When you enter, in the upper right corner you will find the "More" option (Figure 7). Click "More" to select the "Change Password" option and follow the instructions.

Figure 6 – My preferences



Source: APP Platform

Figure 7 – Password Change



Source: APP Platform

Section 3 – Applicant Module

Information Updates

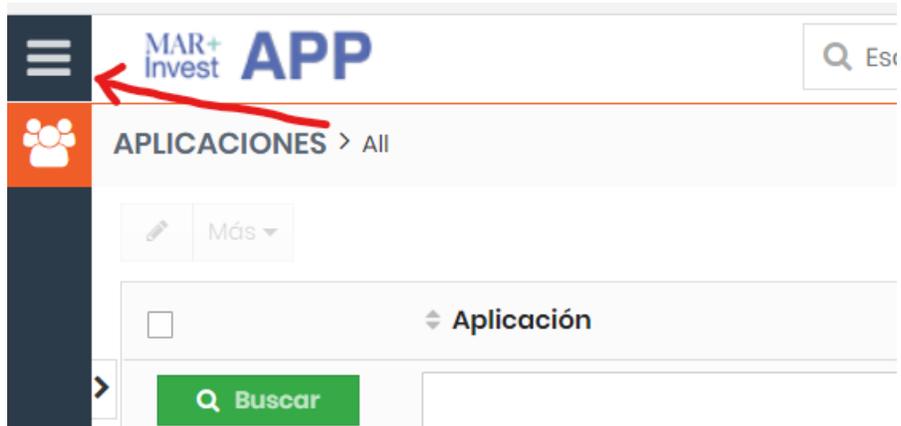
Para ingresar al módulo Proponente, puede hacerlo desde el Menú Principal (Figure 9), ubicado en el la derecha, en el link Aplicación → Proponente (Figure 9).

La mayoría de los campos ingresados en el formulario de registro son editables, para que puedan ser actualizados si fuera necesario.

To enter the Applicant module, you can do so from the Main Menu (Figure 9), located on the right, in the Application link → Applicant (Figure 9).

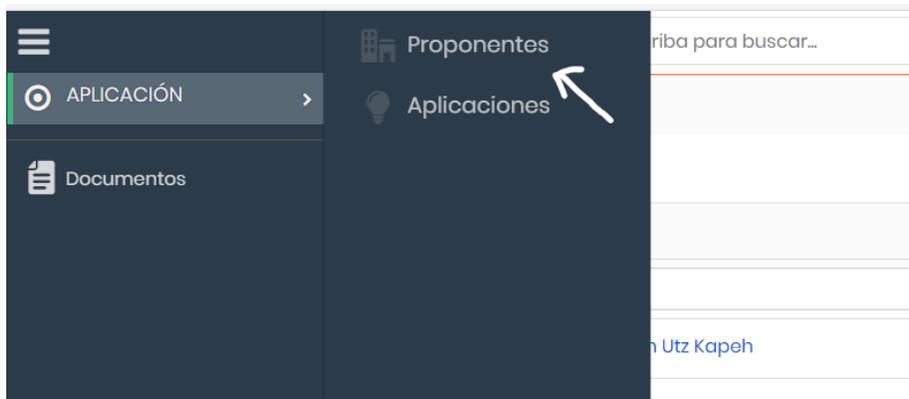
Most of the fields entered in the registration form are editable, so that they can be updated if necessary.

Figure 8 – Main Menu



Source: APP Platform

Figure 9 – Applicant Module



Source: APP Platform

Upon completion of the Registration Form, the information is stored in the Applicant Module (Figure 10).

Figure 10 – Applicant Module

The screenshot displays the 'Applicant Module' for 'Fundacion Utz Kapoh'. The user profile is for Juan Chamalo, with contact details including a phone number (502 41084020) and email (agrotecnicos.net@gmail.com). The page is organized into several sections:

- Información del aplicante:** Lists personal and contact information such as full name, email, contact medium, and preferred language.
- Información de la Organización/Emprendimiento:** Provides details about the organization, including its name, location (Guatemala), website, and social media handles.
- Información del usuario:** Shows the user's name and email address.
- Información de Registro:** Displays the proposal ID (ACC54) and the assigned user (Juan Hurtado).

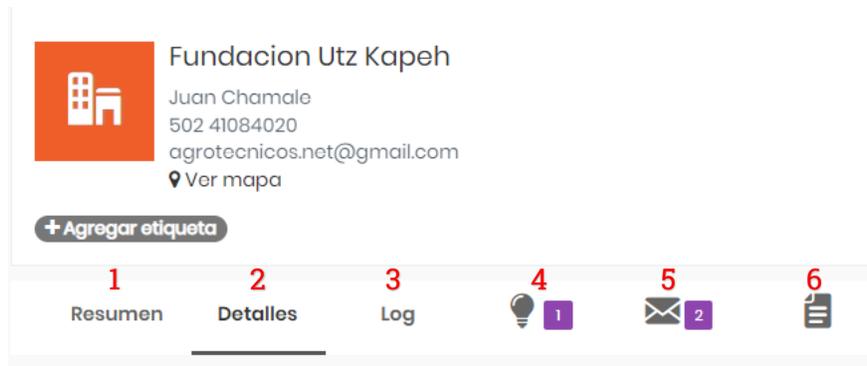
The interface includes a navigation menu on the left, a search bar at the top, and a sidebar with a 'Links de ayuda' section. The footer indicates the system is powered by vtiger CRM - 7.5.0 © 2004 - 2023.

Source: APP Platform

The Applicant module contains several tabs with information of interest, including the Application Form (Figure 11). The tabs are as follows:

1. Summary Tab
2. Details Tab (default)
3. Log Tab (history of changes)
4. Application Form Tab
5. Incoming Mail Log Tab
6. Documents Tab

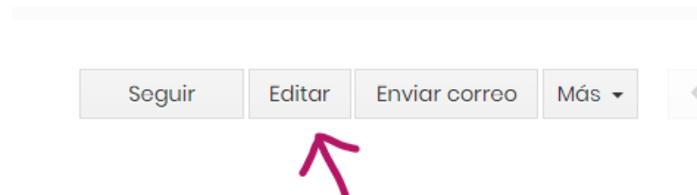
Figure 11 – Tabs in the Applicant Module



Source: APP Platform

To update the information, click on the Edit button (Figure 12). To save the information, click on the Save button (green color) and all the updated information will be saved correctly (Figure 13).

Figure 12 – Button to edit Applicant information



Source: APP Platform

Figure 13 – Save information

The image shows a form titled 'Información de la Organización/Emprendimiento'. The form has several fields: 'Organización' (Fundacion Utz Kapeh), 'Puesto de trabajo' (Oficial de Comunicación), '¿En dónde está ubicado tu proyecto?' (Guatemala), 'Otro país', 'Redes Sociales' (@FundacionUtzKapeh), 'Página Web' (https://fundacionutzkapeh.org), and 'Solociona la que aplique' (Empresa). At the bottom, there are two buttons: 'Guardar' (green) and 'Cancelar' (red). A red arrow points to the 'Guardar' button.

Section 4 – Application Module

Entering information in the Application form

The application form should be completed by the participant of the MAR+Invest Acceleration Program. Please note that, at the moment of registering the information in the form, the Application Form will be created according to the selected business model, i.e., Company or Business Idea or Early Stage Business. Please note that once the business model is selected it cannot be reversed by the user.

To complete the information in the Application Form, you must take into account the information requirements according to the guidelines requested in the call for proposals.

For more information, please [click the following link](#).

To locate the registration form you may do so through the three ways:

1. Home Screen (Figure 14)
2. Main Menu (Figure 15)
3. Applicant Module (Figure 16)

Figure 14 – Home Screen

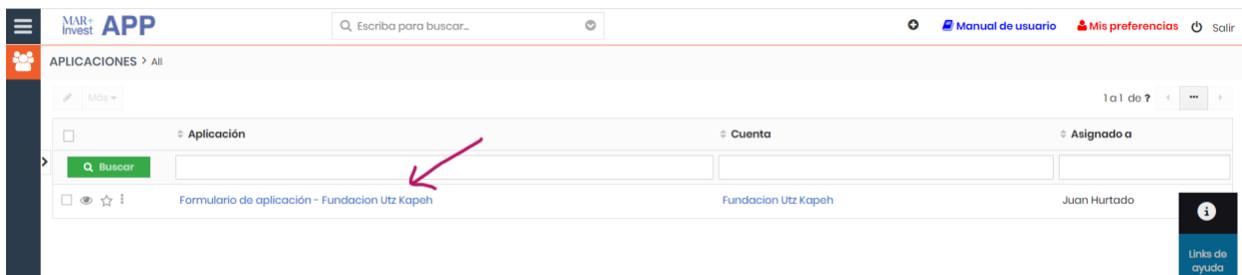
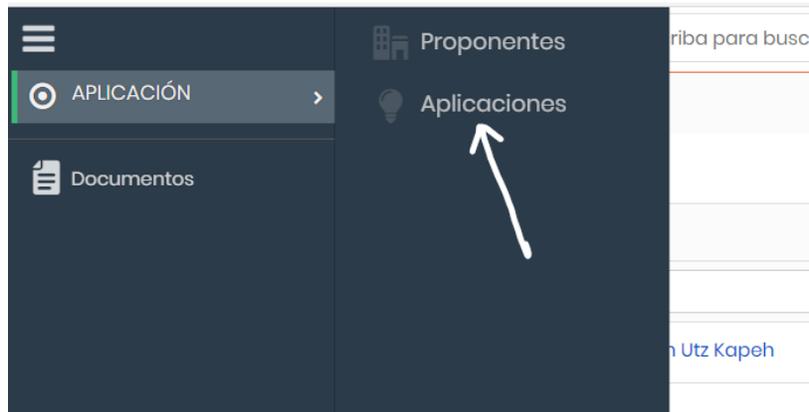
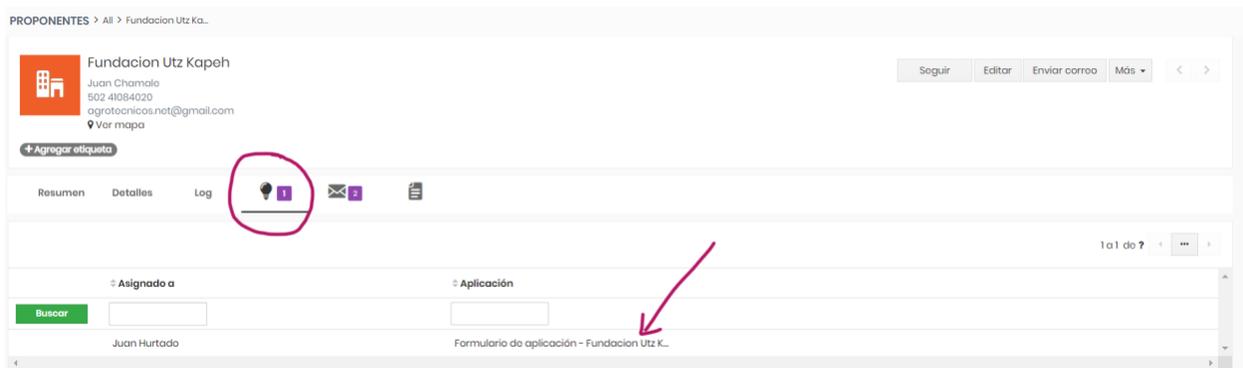


Figure 15 – Application Form in Main Menu



Source: APP Platform

Figure 16 – Access to Application Form through Applicant Module



Source: APP Platform

When entering the Application Form through the tab in the Applicant Module, click on the Application and a screen will open showing all the fields (Figure 17). To edit the data, click on Details and perform the same option as seen in the Applicant Module (Figure 12).

Figure 17 - Application Form - Field Display

Formulario de aplicación - Fundación Utz Kapah

Detalles

▼ Información del Formulario de Aplicación

Aplicación	Formulario de aplicación - Fundación Utz Kapah	Id Aplicación	POT47
Cuenta	Fundación Utz Kapah	Modelo de Negocio	Empresa
Asignado a	Juan Hurtado		

▼ Información de la Modelo de Negocio

Una empresa o negocio establecido es aquel que ya cuenta con un producto o servicio desarrollado, la base de clientes está definida y ya tiene ventas / ingresos recurrentes.

1.1.1 Por favor, describe el producto o servicio que ofreces <small>Máx. 800 caracteres</small>	text demo 1	1.1.2 Por favor, describe qué problemática resuelve tu producto o servicio <small>Máx. 800 caracteres</small>	text demo 2
1.1.3 Por favor, describe lo más detalladamente posible tu modelo de negocios. <small>Quénes son tus clientes, cómo vendes tu producto o servicio, cómo generas ingresos. <small>Máx. 800 caracteres</small></small>	text demo 412	1.1.4 ¿Cuál es la figura legal o personería jurídica de tu empresa? <small>Regístralo ante la autoridad fiscal de tu país. <small>Máx. 800 caracteres</small></small>	

Source: APP Platform

The Application form is the most relevant information section in the MAR+Invest Acceleration Program RfP, which has a start date and an end date to receive the information from the applicant. The information is divided into two previously reviewed categories, which correspond to:

- Applicant Information
- Category: Established company or organization
- Category: Business idea / early-stage business

To complete the information in the Application Form, you must take into account the information requirements according to the guidelines requested in the call for applications. For more information, please [click the following link](#).

Each category has information of interest that the proponent must complete according to seven specific sections and relevant fields in each section. The sections are as follows (they vary according to the business model). Información del modelo de negocio

1. Team information
2. Financial Information
3. Information on financing needs
4. Environmental and social impact information
5. Gender information
6. Program information

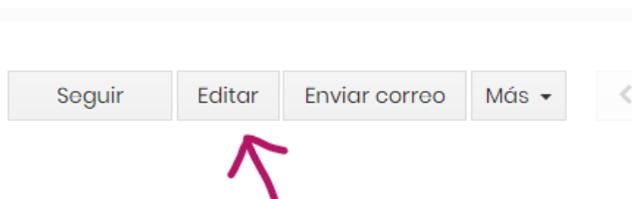
Edit or update information in the Application Form

Please note that, in order to edit and save the Registration form in the APP platform, you will have to do it in the same way as explained for the Applicant module (Figure 18 and Figure 19). It is not necessary to have the complete and detailed information of the seven sections mentioned above. It is recommended to read carefully all the questions in their different sections. You will be able to answer them at your own pace. You must take into account the closing date of each call for applications, since after this date, the user will not be able to make any changes or updates to the information.

In each question of the form there are instructions for what is required, as well as a field for each of the different sections; however, some of them have a character limit (where there is a limit, it will be indicated in the text).

To update the information, click on the Edit button (Figure 18).

Figure 18 – Button to edit information in the Application form



Source: APP Platform

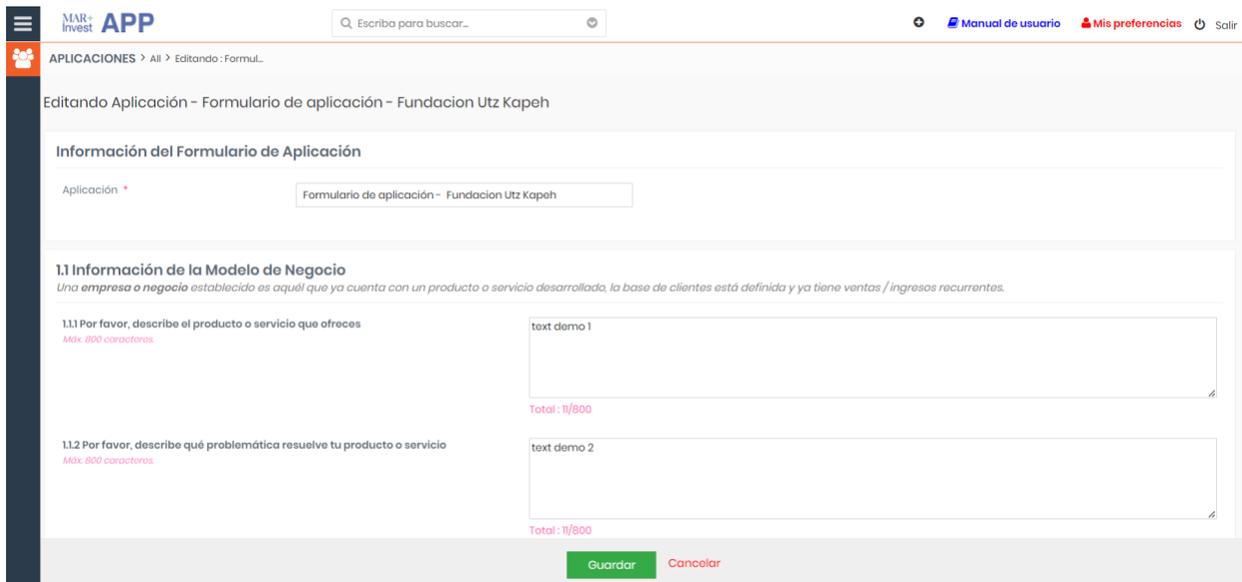
Section 5 – Saving information and sending the form

Saving information in the Application Form

To save the information, click on the Save button (green color) and all the updated information will be saved correctly (Figure 19).

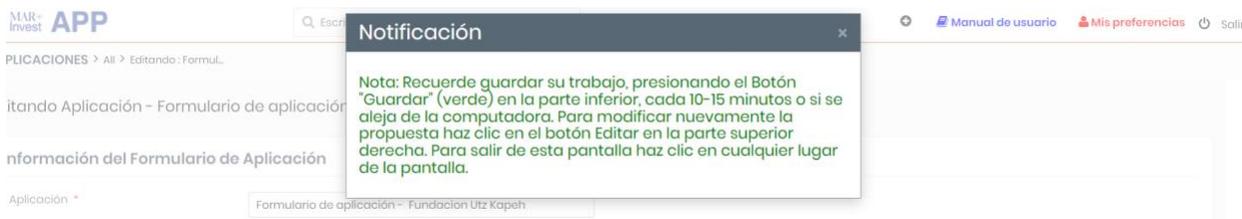
If the user is entering information, he/she may receive a message on the screen (Figure 20), indicating that it is recommended to save the information. Upon receiving this notification, **the user must click anywhere on the screen** to make the message disappear and continue entering or reviewing the information.

Figure 19 - Save information in the Application form

The screenshot shows the 'Formulario de aplicación' for 'Fundacion Utz Kapeh'. The page title is 'Editando Aplicación - Formulario de aplicación - Fundacion Utz Kapeh'. The main heading is 'Información del Formulario de Aplicación'. Below this, there is a dropdown menu for 'Aplicación' with the selected value 'Formulario de aplicación - Fundacion Utz Kapeh'. The section '1.1 Información de la Modelo de Negocio' contains two text input fields. The first field is labeled '1.1.1 Por favor, describe el producto o servicio que ofreces' and contains the text 'text demo 1'. The second field is labeled '1.1.2 Por favor, describe qué problemática resuelve tu producto o servicio' and contains the text 'text demo 2'. At the bottom of the form, there are two buttons: 'Guardar' (green) and 'Cancelar' (red).

Source: APP Platform

Figure 20 - Warning screen to save information

The screenshot shows the same application form as Figure 19, but with a dark grey notification box overlaid on top. The notification box has the title 'Notificación' and contains the following text: 'Nota: Recuerde guardar su trabajo, presionando el Botón "Guardar" (verde) en la parte inferior, cada 10-15 minutos o si se aleja de la computadora. Para modificar nuevamente la propuesta haz clic en el botón Editar en la parte superior derecha. Para salir de esta pantalla haz clic en cualquier lugar de la pantalla.' The background form is partially visible behind the notification box.

Source: APP Platform

Important Note: By not using the "Save" button and exiting the system unexpectedly, information will be lost. Also, please be reminded that the system deactivates after 30 minutes of inactivity, so it is important to save information on a regular basis. By saving the information and logging out of the system the data will remain stored until your next session.

Field format

To enter information, you must take into account the different types of fields to be entered. The different types of fields are as follows: Texto (hasta 256 caracteres, incluyendo espacios)

- Expanded Text (up to 10000 characters, including spaces)
- Numbers (integers from 0 to 100,000)
- Selection (Yes/No)
- Currency (up to US\$ 10 million)
- Percentage (1 to 100, example 5, the symbol "%" is not placed)

The Text and Expanded Text fields accept up to a previously assigned maximum number of characters, so if the text is greater than the maximum number, you should consider revising the text to fit the maximums indicated.

Submitting the Application Form for review

To complete the process, the applicant is required to submit the Application Form through the platform.

At the end of the Application form there is a section called Submit Application Form (Figure 21) and the field used is "Submit Form". This field has only two options: 1) **Option No** and option 2) **Option Yes** which indicates to the system to notify that the Application Form has been completed and is ready for review. Then select the Yes option and click on Save. Remember that with the Yes option, the Application Form will be submitted and you will no longer be able to make any modifications to it.

Figure 21 – Sending the Application Form



Envío de Formulario de Aplicación
Si ya completaste el formulario, por favor selecciona la opción "SI" y da clic en el botón de Guardar.
Es importante que revises todas tus respuestas antes de enviar el formulario, ya que después no se podrá editar.

Enviar Formulario

Selecciona una opción

Selecciona una opción

Sí

No

Source: APP Platform

After the Application Form is submitted, it will enter a cycle of revisions prior to its Approval/Rejection by the Evaluation Committee. During this process it is possible that the technical staff of the member funds and the MAR+Invest office staff will enable a revision module, which will re-activate the editing of the proposal. During the revision/editing process (not described in this Manual) the applicant will be informed via email so that the necessary edits can be made with specific instructions from the MAR+Invest team and the proposal can continue its evaluation process. Successful submission of a proposal does not guarantee that funding will be granted, as this is up to the MAR+Invest Evaluation Committee.

Final Considerations

This manual was published during the MAR+Invest Acceleration Program Call for Proposals in February 2023. Other versions of this manual will be made available for future calls. If there are any doubts during the editing process, please contact Graciela Suárez, MAR+Invest project manager, at the following e-mail address: graciela@nvgroup.org.