



GSMA Innovation Fund for Mobile Internet Adoption and Digital Inclusion – Pitch Questions

Apply Online at:

<https://www.gsma.com/mobilefordevelopment/gsma-innovation-fund-mobile-internet-adoption/>

1. PROFILE & ELIGIBILITY

- (a) Name: _____
- (b) Email: _____
- (c) Name of your organisation: _____
- (d) Link to your website: **Add link**
- (e) Your position: _____

1.1 This Fund is focused on mobile internet adoption. Are there any other technologies your solution relies on? **(Select all that apply)**

-
- Internet of Things (IoT)
 - Big data analytics
 - Mobile money
 - USSD, SMS, IVR
 - Mobile Internet
 - Other

1.2 Where is your organisation headquartered? **[Select from Drop Down Menu]**

1.3 In which country is the proposed project? **[Hyperlink to ELIGIBLE COUNTRIES]**

1.4 Is your organisation registered and operating in the country of proposed implementation? **Yes / No**

1.5 If you are awarded a grant from GSMA, in which country would the bank account you use to receive the funds be located? _____ If different than country of implementation, please explain in the box below.

NOTE: GSMA awards grants in GBP only. The account must be able to receive GBP

1.6 What year was your organisation first registered? _____

1.7 Please upload your organization's business license

1.8 If applicable, please list any parent company or subsidiaries in the box below.

1.9 Have any Principals of your organisation or the organisation ever been investigated for, charged with, convicted or otherwise implicated in criminal, corrupt, unethical, or unlawful conduct? **Yes / No**
If yes, please provide further details in the box below.

- 1.10 How much revenue (in USD) have you generated in the last 3 years?
- Year 1 – \$
 - Year 2 – \$
 - Year 3 – \$
- 1.11 How did you hear about this fund?
- GSMA website
 - GSMA staff
 - LinkedIn
 - Twitter
 - Facebook
 - VC/Investors
 - Other _____

2. YOUR CORE BUSINESS

This section refers to your core business. A later section ('Proposed Project') will give you the opportunity to tell us about your ideas for the grant money.

- 2.1 How would you describe your business in a short "Elevator Pitch"? *Briefly describe the main activities of your organisation (100 words)*
- 2.2 What problem is your organisation solving? *Please back up your answer with relevant data (100 words)*
- 2.3 Which countries does your organisation offer products or services in? *Please list all countries*
- 2.4 How many customers / users / clients do you have registered to date? **Add Number**
(If required, please include any additional information you feel is necessary to explain your registered base in the box provided below) 100 words
- 2.5 How many total active customers/users/clients do you have i.e. those who have used your service at least once in the last 30 days? **Add number**

3. YOUR TEAM

- 3.1 What is the size of your organisation? *(Full-time staff members) Add number*
- 3.2 How many staff do you have in management positions? **Add number**
(Management positions include: Board of Directors, Executive Leadership)
- 3.3 How many women are employed by your organisation? **Add number**
- 3.4 How many women hold management level positions in your organisation? **Add number**

Please provide details of the following. If any sections do not apply to your organisation, enter n/a.

3.4.1 Shareholders/Owners/Founders: Complete the table with details of your organisation's shareholders/owners and what shareholding they have, adding rows as needed. If publicly listed, please indicate any shareholders holding more than 10%.

FULL NAMES	NATIONALITY	% SHAREHOLDING

3.4.2 Board of Directors

- Do you have a Board of Directors – **Yes/No**
- If yes, how frequent are Board of Directors meetings?
- If no, please explain your governance/leadership body and how often it meets.

If applicable, please provide the following information about your Board of Directors (or equivalent), adding rows as needed.

TITLE (Mr, Mrs, Miss)	FULL NAME	CURRENT JOB TITLE

3.4.3 Executive Leadership

Please provide information about the top senior roles in your organisation

TITLE (Mr, Mrs, Miss)	FULL NAME	NATIONALITY	CURRENT JOB TITLE

3.5 LinkedIn profiles and or CV of all the key company personnel:

- Personnel 1: **Add link**
- Personnel 2: **Add link**
- Personnel 3: **Add link**
- Personnel 4: **Add link**

4. FUNDING

4.1 What are your sources of funding to date? *Please list key sources of funding to date* (100 words)

4.2 What is the total amount of funding raised over the last three (3) in USD?

- 0
- 1,000 – 50,000 USD
- 50,000 – 100,000 USD
- 100,000 – 500,000 USD
- 500,000 – 1,000,000 USD
- More than 1,000,000 USD

4.4 Have you ever received funding from GSMA, DFID/UK Aid, BMZ or GIZ or from a programme that is funded by DFID/UK Aid, BMZ or GIZ? **Yes/ No [If yes, please specify]** (100 words)

5. PROPOSED PROJECT

GSMA Innovation Fund grants must go towards a specific 15-18 month project that will increase mobile internet adoption and usage among those who have access to mobile internet services but are not using it, focusing on under-served, marginalised population groups, including women, in developing markets.

This next section looks at the proposed solution that would be implemented if your organisation is successfully awarded a grant by GSMA.

5.1 Please describe the project that you would like GSMA to fund, including how your intended solution will tackle/solve barriers and challenges to mobile internet adoption (200 words)

5.2 Explain the current (i.e. pre-grant) state of development of your solution and the initial field tests you have conducted with users toward your proposed solution, as described above. (200 words)

5.3 Ideally, how much funding would you need from GSMA to implement the proposed solution (excluding match funding)? (Between £100k - £250k)

5.4 What is the source of your match funding?

(Applicants must provide a match funding of at least 50% of the amount requested. For instance, if an organisation is requesting £200,000 from the Fund, a contribution of at least £100,000 from other sources is required.) Match contribution can include cash, contributions in kind (office space, salaries etc)

6. PROPOSED PROJECT - PROBLEM FIT

The GSMA Innovation Fund is focused on identifying and selecting innovations that address key barriers to using internet for the underserved and marginalised, including women. Which of the following barriers does your solution/service address (multiple selection option) –

- **Accessibility:** Innovations which improve the accessibility and usability of handsets and mobile internet services for citizens who are unable to access them. This will not include accessibility to networks, electricity or IDs.
- **Affordability:** Innovations which improve affordability of handsets and mobile internet services.
- **Digital skills:** Innovations which focus on improving basic digital skills and confidence to access and use mobile internet.
- **Safety and security:** Innovations which focus on improving safety and security of those who want to use mobile internet. This will not include tackling issues of data privacy and fraud.

7. PROPOSED PROJECT - DEPENDENCIES (MOBILE NETWORK OPERATOR PARTNERSHIP)

7.1 Is your organisation already partnered or ready to partner with mobile operator(s) in the next 6 months?

- Yes – already in partnership with a mobile operator.
 - If Yes, please upload MOU/partnership agreement
- Yes – in talks with a mobile operator
- Yes – but no contact yet
- No

7.2 In **200 words**, please tell us the following:

7.2.1 How are you working or planning to work with a mobile operator?

7.2.2 What is your solution's value proposition to mobile operators?

7.3 What support would like from the GSMA in building a partnership with mobile operators (aside from funding) and what support does your solution need from a mobile operator? **(100 words)**

8. PROPOSED PROJECT - DEPENDENCIES (OTHER)

8.1 If applicable, please enlist any other project partners for the proposed solution (*Name, role – 50 words*)

- Partner Organisation 1–
- Partner Organisation 2 –
- Partner Organisation 3 –

8.2 Does the success of your solution depend on any other critical factors such as infrastructure, government policy, regulations etc.? **Yes/No If Yes, please explain in 100 words**

8.3 How does the Covid-19 pandemic affect implementation of your solution? What action(s) are you considering to mitigate the effect of Covid-19 on the roll-out of your solution? **Please explain below in 150 words**

9. COMPETITIVE LANDSCAPE

9.1 Are there other digital or non-digital stakeholders who are offering a similar solution/service? **(100 words)**

9.2 What makes your proposed solution/service unique or differentiated from identified competitors? **(100 words)**

10. POTENTIAL FOR INCLUSION

All projects must proactively demonstrate how their solution reaches women and people with disabilities in the life of the project.

10.1 How many customers does your current solution reach? **Add number**

10.2 How many of these customers are women? **Add number**

- 10.3 How will you ensure that this solution is inclusive of women? **(100 words)**
- 10.4 How will the number of female customers be tracked? **(100 words)**
- 10.5 How accessible is your product or service to people with disabilities and how will you ensure your services continue to be inclusive in particular to people with disabilities? **(100 words)**

11. POTENTIAL FOR SCALE

- 11.1 How many users will your proposed solution reach during the grant period? **Add number**
(Users defined as those who have used your service at least once in the last 30 days)
- 11.2 How many female users does your proposed solution aim to reach? **Add number**
(Users defined as those who have used your service at least once in the last 30 days)

12. POTENTIAL FOR SOCIAL IMPACT

All solutions must demonstrate measurable socio-economic targets over the life of the grant and beyond. Examples include: tracking the number of people positively impacted by a product or additional income generated through a new service.

- 12.1 Please describe the impact on the user's life (social impact) you expect to generate as a result of this project **(100 words)**
- 12.2 Please describe the impact on the lives of women/rural populations/other marginalised groups you expect to generate as a result of this project **(100 words)**
- 12.3 What are the top 3 Sustainable Development Goals(s) you are, or expect to contribute to? Please provide some examples:

GSMA is driving the mobile industry's commitment to play a leading role in the achievement of the UN's 17 Sustainable Development Goals (SDGs) <[Click here for more information](#)>

- 12.3.1 [Select the first SDG you will pursue] – **NOT OPTIONAL**
Provide some examples of how you will pursue this first goal. (100 words)
- 12.3.2 [Select the second SDG you will pursue] – **OPTIONAL**
Provide some examples of how you will pursue this second goal. (100 words)
- 12.3.3 [Select the third SDG you will pursue] – **OPTIONAL**
Provide some examples of how you will pursue this third goal. (100 words)

13. ADDITIONAL MATERIAL

- 13.1 Attach your pitch deck **(max 5 pages/slides)**
- 13.2 Do you have a video about your organisation you would like us to watch: **Add link**
- 13.3 I agree that my personal information may be shared with the GSMA network **Yes / No**