



# The GSMA Innovation Fund for Digital Urban Services



## Pitch Questions

Please complete and submit via the [Online Submissions Portal](#)

**Name:**

**Email:**

## 1. Profile

1.1

Name of your organisation:

1.2

Link to your website:

1.3

How did you hear about this fund?

GSMA website / mailing list

GSMA staff

LinkedIn

Twitter

Facebook

VC/Investors

Event

If yes, which events?:

Other

If other, please list:

1.4

Has your organisation previously received a grant from GSMA or FCDO/UK Aid, or from a programme that is funded by FCDO/UK Aid?

Yes

No

If **yes**, please provide details of the Fund/ Programme, the Project and the amount

## 2. Eligibility check

This section refers to the core eligibility criteria of the GSMA Innovation Fund - see the [Terms and Conditions](#) for more information

2.1 Select the definition that best describes your organisation:

Small and growing enterprise:

*Small and growing enterprises refers to for-profit start-ups, small to medium enterprises and social enterprises with up to 250 employees that have generated revenue from sales and have significant potential, and ambition for growth.*

Not-for-profit entity:

*For example a Charitable Organisation, a Non-Governmental Organisation, a Civil Society Organisation or Community Based Organisation*

Tech hub, incubator or accelerator:

*(Note: Entities such as tech hubs, incubators and accelerators are **NOT** eligible to apply to the Fund)*

Mobile Network Operator, Government or Academic entity or an entity that is owned by a Mobile Network Operator, Government or Academic entity:

*(Note: Governments, government-owned agencies (or appointed government agencies), Mobile Network Operators, University or Academic organisations are **NOT** eligible to apply, though may be included as partners on the project)*

Other

2.2 Is the majority of your organisation's income derived from commercial activities? Yes  No

If **No**, please explain why your organisation is still eligible to apply (e.g. what your path & timeline to generating the majority of your income from commercial activities is).

*To be eligible, applicants will need to demonstrate that a majority of their income is derived from commercial activities. Early-stage companies who have not reached this threshold will need to demonstrate a reliable path to sustainability via commercial activities that generate revenue to be considered. Please note that "Income" is inclusive of all forms of income reflected on a company's financial statements: revenue, grants, investments, etc.*

## 2. Eligibility check

2.3

In which country is your organisation headquartered?

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

Name of company	Country registered

2.4

In which country / countries is the proposed project?

*Projects in the following countries are **NOT** eligible for funding: Afghanistan, Burundi, Cambodia, Central African Republic, Chad, Eritrea, Equatorial Guinea, Iran, Libya, Republic of Guinea-Bissau, Somalia and South Sudan.*

2.5

Will the proposed project be implemented in an urban area as defined by the World Bank?

Yes  No

If **Yes**, mention the urban area/ areas where the grant project will be implemented

*Please note that the Fund is open **only to** projects being implemented in urban areas. Urban areas include cities with a population of at least 50,000 inhabitants in contiguous dense grid cells (>1,500 inhabitants per km<sup>2</sup>) OR towns and semi-dense areas with a population of at least 5,000 inhabitants in contiguous grid cells with a density of at least 300 inhabitants per km<sup>2</sup>. ([As per the World Bank definition](#)). To estimate the degree of urbanization in your market, see the [Global Human Settlement Layer Population Grid](#).*

2.6

Is your organisation registered and already operating in the country of proposed implementation?

Yes  No

If the response is **No**, does responsibility for service delivery lie with a downstream partner based in the country of project implementation, rather than your organisation? Please name the partner you are working with on the project implementation.

*Please note that for certain geographic markets (see section 3 of the [Terms and Conditions](#) for full details) applicants **MUST** be registered and operating in the country of project implementation to be considered eligible to apply for funding.*

## 2. Eligibility check

2.7

Which option below describes the registration type of your organisation?

Sole Trader

*Operated by one person with no legal distinction between the owner and the business entity*

Association

*e.g. trade associations, unions, societies, professional associations, etc.*

Partnership

*General partnership with no limited partners*

Limited Partnership

*At least one limited and one general partner*

Trust

*Organised to execute fiduciary relationships or act as agent on behalf of others*

Private Limited Company (Ltd)

*Company limited by privately held shares*

Public Limited Company

*Public companies or corporations e.g. PLC, Inc, Corp., Joint Stock Company (JSC), etc.*

Limited Liability Partnership (LLP)

*Partnership with only limited partners such as professional licensed firms*

Not for Profit

*Charities, NGOs, etc.*

Other

In which year was your organisation first registered?

*Answer this for the country of project implementation (if registered there) or for the entity that will manage the project and grant funds (if not registered in country of implementation)*

Please upload the certificate of incorporation / registration / business license for the organisation.

## 2. Eligibility check

2.8

If you are selected to proceed, will you be able to provide unqualified audited financial statements / accounts before grant execution (February 2022)?

Yes

No

*Please note that shortlisted applicants will be required to produce unqualified audited financial accounts as a condition for funding ahead of Grant Agreement execution (Feb 2022)*

2.9

If you are awarded a grant from GSMA, in which country is the bank account you would use to receive the grant funds?

If different from the country of implementation, please explain below.

*Please note that GSMA cannot distribute payments to certain countries (see section 3 of the Terms and Conditions for full details).*

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

2.10

Is your organisation fully compliant with all relevant business licensing, taxation, employee, and other regulations in all applicable countries of operation?

Yes

No

If **No**, provide a brief explanation (50 words)

### 3. 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 project/ funding

3.1

How would you describe your organisation in a short "Elevator Pitch"?

Briefly describe the main purpose, vision, activities of your organisation. (100 words)

3.2

What problem is your organisation solving?

Please provide details about the specific issues and references, including any research/evidence that has helped you define the problem & solution. (100 words)

3.3

How many customers / users / clients does your organisation have registered to date, across all products or services that your organisation offers? Add Number

Does your organisation generate commercial revenue (e.g. sales revenue generated from any products or services offered by the organisation) in at least one country in Africa or South/ South East Asia?

Yes

No

If the response is **Yes** = Please list the countries in the box below and mention total number of customers / users / clients your organisation has registered to date, across all products or services, in each country

Country	Total active number of customers/ users/ clients across all products or services

### 3. Your core business

3.3

Please include any additional information you feel is necessary to explain your registered base in the box provided below. (100 words)

3.4

How many of these customers / user / clients identify and have registered as women? Add Number

Explain how your organisation calculates female customers / user / clients (50 words)

3.5

Profile your organisation's active customer / user / client base over the last 3 years in the table below. Add Number

2019	2020	2021

Also explain how you calculated the total of active users mentioned above.

### 3. Your core business

3.6

Please describe your organisation's business model, including the revenue model. (100 words)

3.7

How much commercial revenue (in GBP and excluding funding from non-commercial sources such as grants, prize money etc.) has your organisation generated in the last 3 years?

▶ Year 1 - £

▶ Year 2 - £

▶ Year 3 - £

3.8

What are your sources of funding to date?

Organisation	Funding type <i>Investment, Loan, Grant etc.</i>	Date	Amount
Total amount of funding raised to date (in GBP)			

3.9

What is your organisation's current runway (runway is how long your company can survive if your income and expenses stay constant)?

*Please answer in the format of 'We have [X] months runway, based on currently holding £[X] of cash and assets with expenses of £[X] and income of £[X] per month.'*



## 4. Your team

4.1

What is the size of your organisation?

*How many staff members? Add numbers*

*If required, please include any additional information you feel is necessary to explain your response in the box provided below (50 words)*

4.2

How many staff do you have in management positions? **Add numbers**

*(Management positions include: Executive Leadership, Senior Leadership, function managers (e.g. Head of Finance, Marketing Manager), or team managers (e.g. Sales Team Leader))*

4.3

How many of these management positions are held by women?

**Add percentage**

4.4

How many of all your employees are women?

**Add percentage**

4.5

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

Founders: the founders are the people who established the company

Full names	Nationality	Gender (M/F/Other)	LinkedIn Profile

## 4. Your team

4.5

### Shareholders/Owners:

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	Gender (M/F/Other)	LinkedIn Profile

### 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.

## 4. Your team

4.5

*If applicable, please provide the following information about your Board of Directors (or equivalent)*

Full name	Non executive director (Y/N)	Current job title and organisation	Gender (M/F/Other)	LinkedIn Profile

4.5

### Executive Leadership

*Please provide information about the top senior roles in your organisation (should include but doesn't need to be limited to CEO, CTO, CFO, COO, CMO, Product Director, Sales Director)*

Full name	Nationality	Current job title	Gender (M/F/Other)	LinkedIn Profile or CV Upload

*If any of your Executive Leadership does not have a LinkedIn Profile, please upload their CV (in English or French).*

## 5. Proposed project

GSMA Innovation Fund grants must go towards a specific 15-18-month project that will leverage digital technology to deliver essential urban services to underserved populations in developing markets. Essential urban services include energy, water, sanitation, plastics and waste management.

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

5.1

What sector/ sectors does the proposed project focus on – energy, water, sanitation, plastics and/or waste management? Select one or more applicable sectors from the list below

- |                                    |                           |                          |
|------------------------------------|---------------------------|--------------------------|
| ▶ Energy                           | Yes <input type="radio"/> | No <input type="radio"/> |
| ▶ Water                            | Yes <input type="radio"/> | No <input type="radio"/> |
| ▶ Sanitation                       | Yes <input type="radio"/> | No <input type="radio"/> |
| ▶ Plastics and/or Waste Management | Yes <input type="radio"/> | No <input type="radio"/> |

5.2

Explain the current (i.e., pre-grant) state of development of your product/ solution and any initial field tests you have conducted with users toward your proposed solution. Please ensure you include details of where you have adapted your solution or approach based on this experience **(200 words)**

## 5. Proposed project

5.3

Please describe the project that you would like the GSMA to fund, including the problem your organisation is solving and the intended solution. **(250 words)**

## 5. Proposed project

5.3

Ensure you include 3-5 high-level project stages and provide a short description on how you plan to spend the GSMA funds you are requesting (6.6) and how these lead to the impact / scale you want to achieve. **See example below.**

Project stage	Description	Duration (months)
Stage 1 Product Development & Testing	<ul style="list-style-type: none"> <li>- Frontend &amp; backend development</li> <li>- User Acceptance testing</li> <li>- Product updates</li> </ul>	3 months
Stage 2 Product Launch & Marketing	<ul style="list-style-type: none"> <li>- Marketing plan</li> <li>- Training Agents</li> <li>- Onboard 500 users</li> </ul>	4 months
Stage 3 Product Scaling	<ul style="list-style-type: none"> <li>- Onboard 1000 users</li> <li>- Ongoing user feedback based app improvements</li> </ul>	3 months
Stage 4 Market Expansion	<ul style="list-style-type: none"> <li>- Launch in 2 markets</li> </ul>	3 months
Stage 5 Project Closure - Insights & Impact	<ul style="list-style-type: none"> <li>- Onboard 5000 users</li> <li>- Report lessons and insights</li> </ul>	2 months

Project stage	Description	Duration (months)
Stage 1		
Stage 2		
Stage 3		
Stage 4		
Stage 5		

## 5. Proposed project

5.4

Describe how your product/ solution utilises mobile or digital technology and how it will address the Fund objectives?

(Refer to the [Terms and Conditions](#) on the Fund objectives). (250 words)

5.5

Does your proposed product / solution involve the development or prototyping of new hardware solutions?

Yes

No

If **Yes**, provide details (50 words)

Please note grant funding will **NOT** be provided to prototyping new hardware. Applicants are required to provide evidence of a working prototype/ hardware to be eligible for funding.

5.6

Does your proposed solution aim to use an existing hardware solution provided by another company?

Yes

No

If **Yes**, provide details (50 words)

## 5. Proposed project

5.7

This Fund is focused on driving delivery of essential digital urban services for the underserved populations. Which technologies does your solution rely on?

*(Select all that apply or none)*

- |                            |                          |                                     |                          |
|----------------------------|--------------------------|-------------------------------------|--------------------------|
| ▶ Voice, USSD, SMS, IVR    | <input type="checkbox"/> | ▶ Artificial Intelligence           | <input type="checkbox"/> |
| ▶ Mobile Internet          | <input type="checkbox"/> | ▶ None                              | <input type="checkbox"/> |
| ▶ Mobile money             | <input type="checkbox"/> | ▶ Other - please specify (10 words) |                          |
| ▶ Internet of Things (IoT) | <input type="checkbox"/> |                                     |                          |
| ▶ Big data analytics       | <input type="checkbox"/> |                                     |                          |

5.8

What types of insights/lessons do you anticipate this project will generate and what is the value of these insights/lessons to the mobile industry as well as the broader ecosystem?  
**(200 words)**



## 5. Proposed project

5.9

Ideally, how much funding would you need from GSMA to implement the proposed solution (excluding match funding)?

(Between £100k – £250k) Ensure this is in GBP

Are you able to commit to providing the required amount of match funding to the project

Yes  No

(see [Terms and Conditions](#) for full details)

What is the source of your match funding and the amount of match funding?

(see [Terms and Conditions](#) for full details)

Organisation	Funding type <i>Own cash/assets, in-kind, Investment, Loan, Grant etc</i>	When will it be secured?	Amount (GBP)

*(Applicants must provide a matching contribution of at least 25% of requested grants amount between £100,000 to £150,000. For instance, if an applicant is requesting £100,000 from the Fund, a contribution of at least £25,000 from other sources is required.)*

*(Applicants must provide a matching contribution of at least 50% of requested grants amount between £150,001 to £250,000. For instance, if an applicant is requesting £200,000 from the Fund, a contribution of at least £100,000 from other sources is required.)*

## 6. Proposed project – Dependencies (Mobile Network Operator Partnership)

6.1

Is your organisation already partnering or ready to partner with mobile operator(s) in the next 6 -18 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

6.2

What is the value proposition of your solution to mobile operators? **(200 words)**

## 6. Proposed project – Dependencies (Mobile Network Operator Partnership)

6.3

What support would you 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)**

6.4

Is your organisation already partnering or ready to partner with other technology companies in the next 6 -18 months?

*Technology companies refer to the broader mobile ecosystem, including handset and device makers, software companies, equipment providers and internet companies, as well as organisations in adjacent industry sectors. This excludes mobile network operators.*

▶ Yes – already in partnership with a technology organisation

*If Yes, please provide details*

**(name of company, partnership objective in 50 words)**

▶ Yes – in talks with a technology company

▶ Yes – but no contact yet

▶ No

## 7. Proposed project – Dependencies (Other)

7.1

If applicable, please list key existing or planned project partners (Example: municipalities, utility companies, NGOs) for the proposed solution

Organisation name	Organisation Type	Country based	Role in proposed project	Country Based	Length of Partnership	Agreement/ MoU in Place? Y/N	Website Link

If your project involves piloting with government clients you will need to have an MoU in place that demonstrates political will and capacity to commit to the project, prior to the final submission of the proposal to the fund panel (Nov 2021).

Yes  No  N/A

*If applicable, please ensure you provide details of this in 7.1 above and please confirm here whether you will have the MOU in place by the deadline.*

If your project involves receiving payment from a government client, you will need to have a commercial agreement in place prior to final submission of the proposal to the fund panel (Nov 2021).

Yes  No  N/A

*If applicable, please ensure you provide details of this in 7.1 above and please confirm here whether you will have the commercial agreement in place by the deadline.*

## 7. Proposed project – Dependencies (Other)

7.2

Tell us more about your partnerships and how this will help you deliver the grant project. For partnerships with municipalities or government entities also describe how the grant project aligns with their organisational strategy. **(250 words)**

7.3

Does the success of your solution depend on any other critical factors such as improvement on mobile network infrastructure, supply chains, government policy, regulations etc. in the country of implementation?

Yes  No

If **Yes**, please explain in **100 words**

## 7. Proposed project – Dependencies (Other)

7.4

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 and to comply with government health and safety requirements?

Please explain below in **150 words**

## 8. Competitive landscape

8.1

Are there other stakeholders/ competitors who are offering a similar solution/service in the same market? **(100 words)**

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8.2

What makes your proposed solution/service unique or differentiated from identified competitors? **(150 words)**

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## 9. Potential for impact

9.1

How many users/customers/clients does your proposed product/ solution currently reach and how many does it aim to reach by the end of the grant period?

**Add Numbers to table below**

	Pre-Grant (as of May 2021)	End of Grant (2023)
Total number of users/customers/clients		
Total number of FEMALE users/customers/clients		

9.2

How will the number of women users/customers/clients be tracked/measured/monitored throughout the life of the project? **(100 words)**

9.3

Please describe the impact on the user's life (social impact) you expect to generate as a result of this project **(100 words)**



## 9. Potential for impact

9.4

Please describe the impact your product/ service has on a government/utility partner's ability to deliver services? **(100 words)**

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9.5

How do you ensure the product/ service provided through the grant project actively reaches more female users? **(100 words)**

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9.6

Please describe how your organisation has taken steps to set targets to reduce or systematically measure the environmental/climate impact of their operations **(100 words)**

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## 9. Potential for impact

9.6 Has your organisation taken steps to measure and/or set targets to reduce the negative environmental or climate impacts of your company's operations? If **YES**, please describe **(100 words)**

Yes  No

Please describe any positive environmental or climate impacts you expect to generate as a result of this project **(100 words)**

9.7 List the Sustainable Development Goals(s) you expect to contribute to?

*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](#))*

## 10. Additional material (optional)

10.1 Attach your pitch deck (max 5 pages/slides)

10.2 Do you have a video about your organisation you would like us to watch: Add link

10.3 I agree that my personal information may be shared with the GSMA network

Yes  No

<https://www.gov.uk/government/publications/guide-to-the-general-data-protection-regulation>