The GSMA Innovation Fund for Climate Resilience and Adaptation

Pitch Questions

Please complete and submit via the **Online Submissions Portal**

Name:

Email:

1. Profile

1.1 Name of your organisation:

1.2 (Optional) Link to your website:

1.3 (Optional) Attach your pitch deck (max 5 pages/slides).
Please note that we will only review up to the first 5 slides of the attached file.

1.4 (Optional) Do you have a video about your organisation you would like us to watch: ***Add link***

1.5 How did you hear about this fund?

GSMA website/mailing list ☐

GSMA staff ☐

LinkedIn ☐

Twitter ☐

Facebook ☐

VC/Investors ☐

Event ☐

If event, which event? **(50 words)**:

Other ☐

If other, please specify **(50 words)**:

1. Profile

1.6 Has your organisation previously received a grant from the GSMA or FCDO or Sida, or from a programme that is funded by FCDO or Sida?

Yes ◯   No ◯

If **Yes**, please provide details of the Fund/Programme, the Project, the year and the grant amount

2. Eligibility check

2.1 Select the definition that best describes your organisation (the applicant organisation):

Start-ups (Small and growing enterprises): ☐

Definition: 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 In which country is your organisation headquartered?

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

Name of company	Country registered

2. Eligibility check

2.3 In which country is the proposed project?

*Projects in the following countries are **NOT** eligible for funding: Afghanistan, Cuba, Iran, Iraq, Lebanon, North Korea, Syria, Tajikistan, Turkmenistan, Uzbekistan, Venezuela and Yemen.*

2.4 Is your organisation registered and already operating in the country of proposed implementation?   Yes ⭕   No ⭕

If the response is **Yes**, in which month and year was your organisation first registered in the country of proposed implementation?

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 and confirm which month and year was this partner first registered in the country of proposed implementation?

If **No**, please explain in which country the applicant entity is registered and in which month and year it was registered.

For either **Yes** or **No** - Please upload the certificate of incorporation/registration/business license for your organisation (the applicant organisation).

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.

2.5 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, Pacific Islands, Caribbean, Eastern Europe, Western Balkans and Latin America regions?   Yes ⭕   No ⭕

*Please note: To be eligible, applicants must have active users and **commercial revenue** (users and revenue from any products or services offered by the organisation) in at least one eligible market.*

2. Eligibility check

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

If different from the country of implementation or country of registration noted in 2.3, please explain.

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

*The GSMA awards grants in **GBP only**. The account **must be** able to receive GBP and must be signed by two persons jointly.*

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

2.8 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

In this section we will ask questions about your organisation and its core business. In section 5 ('Proposed Project'), you will have the opportunity to tell us about the specific project or solution that will receive grant funding and support from the GSMA.

3.1 Briefly describe the main purpose, vision and activities of your organisation

(100 words)

3.2 Please select the sector(s) in which your organisation operates.
(You may select multiple sectors)

Please note that the sectors (and types of projects) listed below are examples only and is not an exhaustive list. If the sector(s) in which you operate does not appear in the list below – please add under 'Other'.

Fishing or Agriculture
(e.g., precision advice, weather forecasting) ☐

Utility Services
(energy, water, or sanitation) ☐

Insurance and Financial Services
(e.g., index-based insurance, micro-loans) ☐

Natural Resource Management
(e.g., forestry, ecosystem restoration, nature-based infrastructure) ☐

Disaster Preparedness or Humanitarian Response
(e.g., early warning systems, coastal risk information, climate migration) ☐

Technology
(e.g., data analytics, satellite/remote sensing, software, artificial intelligence) ☐

Other (Please specify)

3. Your core business

3.3 Please describe your organisation's overall business model, including a description of who your customers are (B2B, B2C etc.) and your revenue model. **(150 words)**

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

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

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

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

3. Your core business

3.6

Please provide your organisation's total **active** customer/user/client base over the last three years in the table below.

*Please note: To be eligible, applicants must have **active users** and commercial revenue (users and revenue from any products or services offered by the organisation) in at least one eligible market.*

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

Formula/Calculation *(Explain how you calculate active users)*	Number of active users in 2019	Number of active users in 2020	Number of active users in 2021

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 three years?

▶ 2019 – £ [   ]

▶ 2020 – £ [   ]

▶ 2021 – £ [   ]

3.8

What are your sources of funding to date?

Organisation *Name of organisation that is providing the funding*	Funding type *Investment, loan, grant etc.*	Date *Date that the agreement for funding was executed*	Amount (GBP) *Total amount of funding awarded*
Total amount of funding raised to date (in GBP)			

3. Your core business

3.9 What is your organisation's current runway?

Please note: "runway" refers to how long your organisation can survive if your current income and expenses were to stay constant. No. months runway = [cash holdings + value of other current assets] / [monthly expenses - monthly income]

No of months of runway	Cash holdings (£)	Value of assets held (£)	Monthly expenses (£)	Monthly income (£)

4. Your team

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

4.1 **Your Staff**

Total staff members

Total staff members who are women

Total staff members in management positions

(Management positions include executive leadership, senior leadership, function managers (e.g. Head of Finance, Marketing Manager), or team managers (e.g. Sales Team Leader)

Total staff members in management positions who are women

4.2 **Founders:** the founders are the people who established the company

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

4. Your team

4.3 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

If any of your executive leadership does not have a LinkedIn Profile, please upload their CV (in English)

4.4 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

4.4 *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 ## 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 name	Nationality	% Shareholding	Gender (M/F/ Other)	LinkedIn Profile

5. Proposed project

The questions in this section are focused on the proposed solution or project that would be implemented if your organisation is successfully awarded a grant by the GSMA.

The GSMA Innovation Fund grants must go towards a specific 15 – 18 month project that will leverage digital technology to deliver climate adaptation and resilience solutions for low-income and vulnerable communities. As per the IPCC (2014), the populations who are most vulnerable to climate change are those who are socially, economically, culturally, politically, institutionally, or otherwise marginalised, and are therefore most likely to be susceptible to harm and to lack the capacity to cope and adapt.

5.1

Elevator Pitch: Please provide a brief introduction to the specific solution or project you would like the GSMA to support. **(50 words)**

5.2

Your Target Population: Who specifically are you targeting with your solution (please explain who will use and/or benefit from the solution)? **(100 words)**

Please describe the low-income or vulnerable population that your solution will benefit.

5. Proposed project

5.3

Problem you are trying to solve: Please explain briefly how the customers or communities in your target country/countries are (or will be) impacted by climate change **(100 words)**

Why do you identify your target population as vulnerable (briefly cover any relevant social, economic, or environmental challenges faced)? **(100 words)**

What is the severity of the climate risks faced? **(100 words)**

What is the time sensitivity of these risks? **(100 words)**

5. Proposed project

5.3 What are the reasons for the community being less able to adapt or cope with these risks? **(100 words)**

Please provide references to research/evidence where necessary.

5.4 Your solution: Please provide a brief description of how your solution works and how it addresses the challenges and vulnerabilities mentioned above. **(200 words)**

5. Proposed project

5.5 Describe the business model of the proposed solution (e.g. B2B, B2C etc.) and the pricing model (i.e. How much will you charge customers/end users?). Ensure you include details on how the solution will be sustainable beyond the grant period **(200 words)**

5.6 Based on your answers above, which of the following capacities (adapt, anticipate and absorb) would you say your solution helps to build? **You can select multiple answers.**

Adapt to multiple, long-term challenges brought about by climate change. (**Adaptive capacity** is the ability of social systems to adapt to multiple, long-term, and future climate change risks, and also to learn and adjust after a disaster. It is also the capacity to take deliberate and planned decisions to achieve a desired state even when conditions have changed or are about to change.)

Yes ◯   No ◯

*If the response is **Yes = Please explain how your project enables a vulnerable community to adapt to multiple, long-term challenges brought about by climate change (100 words)***

5. Proposed project

5.6

Anticipate climate hazards or events through the provision of timely information: (**Anticipatory capacity** is displayed when communities are ready to act on this information and undertake pre-emptive measures to reduce the impact of impending hazards such as preparing and moving to the nearest cyclone shelter. This capacity is useful to engage with shocks and stresses likely to occur in the medium to short term.)

Yes ◯   No ◯

*If the response is **Yes = Please explain how your project enables a vulnerable community to anticipate climate hazards or events through the provision of timely information. (100 words)***

Absorb (i.e. face and manage) adverse conditions, emergencies or disasters and then recover from them: (**Absorptive capacity** is seen during and after a disturbance has occurred to reduce the immediate impact on people's livelihoods and basic needs. This capacity includes measuring the savings and safety nets and the community's ability to substitute one critical asset with another.)

Yes ◯   No ◯

*If the response is **Yes = Please explain how your project enables a vulnerable community to absorb (i.e. face and manage) adverse conditions, emergencies or disasters and then recover from them (100 words)***

UKaid
from the British people

Sweden
Sverige

5. Proposed project

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

5.8 Please provide a description of 3-5 key project activities/project stages you anticipate taking place during the grant period and how these lead to the impact/scale you want to achieve **(250 words)**

5. Proposed project

5.9 This Fund is focused on driving delivery of essential digital technology and mobile digital solutions for low-income and vulnerable communities. Which technologies does your solution rely on? (Fill in the table below)

Type of technology	Used in your project (Y/N)	Purpose of using this technology	Is it already used in your product?
Voice, USSD, SMS, IVR			
Mobile Internet			
Mobile money			
Internet of Things (IoT)			
Big data analytics			
Artificial Intelligence			
Mobile applications			
GIS mapping solutions			
Satellite imagery/communication solutions			
None			
Other - please specify (10 words)			

5. Proposed project

5.10 How will this solution or project help address the Fund objectives? 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? **(250 words)**

(Refer to the Terms and Conditions on the Fund objectives)

5.11 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

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

Yes ◯   No ◯

*If **Yes**, provide details* **(100 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.

5.13 Does your proposed solution aim to use grant funds for the assembly of parts for hardware?

Yes ◯   No ◯

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

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

Yes ◯   No ◯

*If **Yes**, provide details* **(100 words)**

5. Proposed project

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

(Between £100,000 - £250,000). Please ensure that the figure you give is in GBP

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

(See Terms and Conditions for full details)

Yes ◯   No ◯

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

(See Terms and Conditions for full details)

Organisation	Funding type *Own cash/assets, in-kind, investment, loan, grant etc*	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. Competitive landscape

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

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

7. Proposed project partners

7.1 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 and provide details*
   (name of company, partnership objective in 50 words)

▶ **Yes** – in talks with a mobile operator ☐

▶ **Yes** – but no contact yet ☐

▶ **No** ☐

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

7. Proposed project partners

7.3   What support does your solution need from a mobile operator? **(100 words)**

7.4   What support would you like from the GSMA in building a partnership with mobile operators (aside from funding)? **(100 words)**

7.5   Please list all other key existing or planned project partners including municipalities, technology companies, government entities, national/regional associations, NGOs, software developers, community organisations) for the proposed solution

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.

Organisation name	Organisation type	Role in proposed project	Country based	Length of partnership	Agreement/ MOU in place? Y/N	Website link

UK aid
from the British people

Sweden
Sverige

7. Proposed project partners

7.6 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 (May 2022).

Yes ◯ No ◯ N/A ◯

If applicable, please ensure you provide details of this in 7.5 above and please confirm here whether you will have the MOU in place by the deadline.

7.7 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 (May 2022).

Yes ◯ No ◯ N/A ◯

If applicable, please ensure you provide details of this in 7.5 above and please confirm here whether you will have the commercial agreement in place by the deadline.

7.8 How does the COVID-19 pandemic affect implementation of your solution?
What action(s) are you considering mitigating 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. Potential for impact

8.1 Expected outcome: Explain briefly, the ideal outcome(s) of your solution. Highlight any anticipated socio-economic impacts and how you'd envision the vulnerable community to be more resilient at the end of the grant funding period. **(200 words)**

8.2 List the Sustainable Development Goals(s) you expect to address. **(150 words)**

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)

8. Potential for impact

8.3 How will the outcomes or impacts mentioned above (e.g. improvements in individual or community resilience) be tracked/measured/monitored throughout the life of the project? **(100 words)**

8.4 How many active customers 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 Nov 2021)	End of grant (2024)
Total number of active users/clients using the proposed product		
Total number of active female users/ clients		

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

8. Potential for impact

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

9. Sharing your information

9.1 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