



# GSMA Innovation Fund for Assistive Tech



## Pitch Questions

Apply online at: [www.gsma.com/ATInnovationFund](http://www.gsma.com/ATInnovationFund)

### 1. Profile

(a) Name

(b) Email

(c) Name of your organisation

(d) Link to your website:

(e) Your position:

(f) How did you hear about this fund?

GSMA website

GSMA staff

LinkedIn

Twitter

Facebook

VC/Investors

Event

If yes, which events?

Other

## 2. Eligibility check

The purpose of this section is to allow you to confirm your eligibility to apply to the Fund ahead of completing subsequent (more detailed) sections about your organisation and project

2.1 Does your organisation fit within the below definition of start-up<sup>1</sup>, small to medium enterprises (SMEs)<sup>2</sup>, or social enterprise<sup>3</sup>?\*

Yes  No

<sup>1</sup> Start-up: Any organization that is newly setup to test new concept/idea to solve existing problems. It shall be a registered, licensed (if required) and revenue earning organization in the country of its operation

<sup>2</sup> SME: is a small and medium size registered commercial entity

<sup>3</sup> Social enterprise: where profit is reinvest or donated with the goal of creating positive social change

Social enterprises registered as not for profit legal entities that can demonstrate that a majority of their income is derived from commercial activities will be considered eligible

\* Start-ups and social enterprises applying are limited to the same size as an SME

If the response is **No** your organisation is ineligible

2.2 Is your organisation a tech hub, incubator or accelerator?

Yes  No

If the response is **Yes** your organisation is ineligible

2.3 Where is your organisation headquartered?

2.4 In which country is the proposed project?

*Check Terms & Conditions to determine if your proposed project is based in an eligible country*

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

Yes  No

If the response is **No**:

What is your market presence and go to market readiness in the proposed country of implementation?

## 2. Eligibility check

2.6 What 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)*

2.7 Please upload the certification of incorporation / registration / business license for the organisation noted in 2.6

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

| Name of company | Country registered |
|-----------------|--------------------|
|                 |                    |
|                 |                    |
|                 |                    |
|                 |                    |
|                 |                    |
|                 |                    |
|                 |                    |

2.9 If you are awarded a grant from the 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

## 2. Eligibility check

2.10

Does your organisation already have active users (registered to any product / solution offered by the organisation) OR generate revenue in at least one of the below eligible low- or middle-income markets?

Yes  No

If the response is **Yes** list which countries in the box below

If the response is **No** your organisation is ineligible

The Fund is open to applicants whose projects are implemented in the lower and middle income (classified by the [OECD DAC](#)) countries in the following regions:

Africa

South Asia\*

\*Preference will be given to lower and middle income countries in South Asia but high quality proposals will be considered from **across Asia**

The Fund is open to applications with projects focusing on one single market or across multiple markets (where eligibility criteria is met for each market).

2.11

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

Yes  No

If the response is **No** your organisation is ineligible

2.12

Does your organisation agree to adhere to the “do no harm” principle, where organisations will not cause further damage and/or potential suffering as a result of actions?

Yes  No

If the response is **No** your organisation is ineligible

## 2. Eligibility check

2.13

Please select which of the following barriers your project / solution will address and provide a short explanation of how the project / solution addresses those barriers to drive digital inclusion of people with disabilities<sup>1</sup>:

- ▶ **Access** – increasing accessibility and usability of handsets and mobile services for people with disabilities. This will not include mobile network coverage and connectivity, electricity or IDs. Yes  No

If the response is **Yes = Short Narrative Explanation (50 words)**

- ▶ **Affordability** – improving the affordability of handsets or mobile phones and usage fees for people with disabilities. Yes  No

If the response is **Yes = Short Narrative Explanation (50 words)**

- ▶ **Relevance** – ensuring availability of content, products and services that are relevant to, and meet the needs of people with disabilities. Yes  No

If the response is **Yes = Short Narrative Explanation (50 words)**

1. People with disabilities are those identified as having difficulties in at least one of the six core functional domains as defined by the Washington Group questionnaire. <http://www.washingtongroup-disability.com/washington-group-question-sets/short-set-of-disability-questions/>

## 2. Eligibility check

2.13

Please select which of the following barriers your project / solution will address and provide a short explanation of how the project / solution addresses those barriers to drive digital inclusion of people with disabilities:

- **Knowledge and skills** – providing people with disabilities with the knowledge and skills required to access and use mobile services, as well as increasing awareness and understanding of the benefits of mobile technology.

Yes  No

If the response is **Yes** = Short Narrative Explanation (50 words)

- **Safety and security** – addressing harassment, theft, fraud and security concerns of people with disabilities who want to use mobile services and/or building trust in these services.

Yes  No

If the response is **Yes** = Short Narrative Explanation (50 words)

If the response is **No** your organisation is ineligible

2.14

Does your proposed product / solution involve the development or prototyping of new hardware solutions? (NB: Where there is a proposal to use existing hardware solutions (e.g. wearable or IoT solutions) as part of the project, applicants must be able to clearly demonstrate that all required approvals for widescale importation and use of the hardware exist)

Yes  No

If the response is **Yes** your organisation is ineligible

2.15

Are you able to commit to providing the required amount of match funding to the project? [See T&Cs for full details](#)

Yes  No

## 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 money.

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)*

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3.2

What problem is your organisation solving?

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

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3.3

How does your organisation address the barriers for people with disabilities?

*Please provide a summary of how your organisation supports people with disabilities. This should include examples of current or past projects / products. Try to link your answer to any of the five barriers noted in the Terms & Conditions. (100 words)*

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### 3. Your core business

3.4

What policies or initiatives have you put in place within your organisation to support the inclusion of people with disabilities?

*Please provide details of internal measures taken by your organisation to support People with Disabilities and make your workplace more inclusive. (100 words)*

3.5

Which countries does your organisation offer products or services in?

*Please list all countries (including those not considered eligible markets). If the same as noted in 2.10, please just say 'See 2.10'.*

3.6

How many customers / users / clients do you have registered to date across all products or services that your organisation offers?

*(If required, please include any additional information you feel is necessary to explain your registered base in the box provided below. (100 words)*

3.7

How many of these customers / user / clients might be considered people with disabilities?

### 3. Your core business

3.8 How many total active customers/users/clients do you have across all products or services i.e. those who have used your service at least once in the last 30 days?

3.9 a) Profile your organisation's customer / user / client base over the last 3 years

▶ **Year 1** - number of customers + number of average active users

▶ **Year 2** - number of customers + number of average active users

▶ **Year 3** - number of customers + number of average active users

b) Profile your organisation's average active users over the last 3 years

▶ **Year 1** - number of customers + number of average active users

▶ **Year 2** - number of customers + number of average active users

▶ **Year 3** - number of customers + number of average active users

3.10 How much revenue (in GBP) has your organisation generated in the last 3 years?

▶ **Year 1** - £

▶ **Year 2** - £

▶ **Year 3** - £

3.11 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? How many are part-time?)

4.2

How many staff do you have 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))

4.3

How many of these management positions are held by women?

4.4

How many of your staff are women?

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

### 4.4.1 Founders: the founders are the people who established the company

| Full names | Nationality | Gender (M/F/Other) |
|------------|-------------|--------------------|
|            |             |                    |
|            |             |                    |
|            |             |                    |
|            |             |                    |
|            |             |                    |

## 4. Your team

4.4

### 4.4.2 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 |
|------------|-------------|----------------|
|            |             |                |
|            |             |                |
|            |             |                |
|            |             |                |
|            |             |                |
|            |             |                |
|            |             |                |

If any of your Executive Leadership does not have a LinkedIn Profile, please upload their CV

### 4.4.3 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)

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

## 4. Your team

4.4

### 4.4.4 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 | LinkedIn Profile or CV Upload |
|-----------|-------------|-------------------|--------|-------------------------------|
|           |             |                   |        |                               |
|           |             |                   |        |                               |
|           |             |                   |        |                               |
|           |             |                   |        |                               |
|           |             |                   |        |                               |
|           |             |                   |        |                               |
|           |             |                   |        |                               |
|           |             |                   |        |                               |

4.5

Tell us about any initiatives you have to ensure people with disabilities are represented in senior management. **(100 words)**

4.6

Tell us about any other initiatives, ongoing or planned, to drive inclusion in your workforce particularly for people with disabilities. **(100 words)**

## 5. Funding

5.1

What are your sources of funding to date?

| Organisation | Funding type<br><i>Investment, Loan, Grant etc.</i> | Date | Amount |
|--------------|---|------|--------|
|              |   |      |        |
|              |   |      |        |
|              |   |      |        |
|              |   |      |        |
|              |   |      |        |
|              |   |      |        |
|              |   |      |        |
|              |   |      |        |
|              |   |      |        |

5.2

What is the total amount of funding raised to date (in GBP), if applicable?

- ▶ 0 - 1,000 GBP
- ▶ 1,000 - 50,000 GBP
- ▶ 50,000 - 100,000 GBP
- ▶ 100,000 - 500,000 GBP
- ▶ 500,000 - 1,000,000 GBP
- ▶ More than 1,000,000 GBP

5.3

Have you ever received funding from GSMA, FCDO/UKAID, or from a programme that is funded by FCDO/UKAID?

Yes  No

*If yes, please specify. (100 words)*

## 6. Proposed project

*GSMA Innovation Fund grants must go towards a specific 15-18-month project that will increase digital inclusion of people with disabilities 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.*

### 6.1

Please describe the project that you would like the GSMA to fund, including how your intended solution utilises mobile or digital technology and how it will tackle/solve barriers for people with disabilities. **(200 words)** [T&Cs](#)

## 6. Proposed project

6.2

Please outline the 3-5 high-level stages / workstreams of your project and provide a short description on how you plan to spend the GSMA funds you are requesting (6.4) and how these lead to the impact / scale you want to achieve

*Ensure you include 3-5 high-level stages and provide a short description on how you plan to spend the GSMA funds you are requesting (6.4) and how these lead to the impact / scale you want to achieve.*

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

## 6. Proposed project

6.3

Explain the current (i.e. pre-grant) state of development of your 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)**

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6.4

Does your proposed solution aim to use an existing hardware solution?

Yes

No

*If Yes, explain how the issues of importation/supply chains will be addressed during the project duration. (100 words) [T&Cs – section 1](#)*

## 6. Proposed project

6.5 Ideally, how much funding would you need from the GSMA to implement the proposed solution (excluding match funding)?  
(Between £100k – £250k) Ensure this is in GBP

6.6 What is the source of your match funding and the amount of match funding? [T&Cs](#)

| Organisation | Funding type<br><i>Own cash/assets, in-kind,<br/>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.)*

6.7 This Fund is focused on using the mobile device to provide digital inclusion for people with disabilities. Which technologies does your solution rely on?

*(Select all that apply or none)*

- |                            |                          |                   |                          |
|----------------------------|--------------------------|-------------------|--------------------------|
| ▶ Internet of Things (IoT) | <input type="checkbox"/> | ▶ USSD, SMS, IVR  | <input type="checkbox"/> |
| ▶ Big data analytics       | <input type="checkbox"/> | ▶ Mobile Internet | <input type="checkbox"/> |
| ▶ Mobile money GBP         | <input type="checkbox"/> | ▶ Other           | <input type="checkbox"/> |

## 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 -18 months?

*(Select all that apply or none)*

- ▶ 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

Please provide detail of the following:

- (a) Are you working or planning to work with a mobile operator and
- (b) what is your solutions value proposition to mobile operators?

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

7.3

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)**

## 8. Proposed project – Dependencies (Other)

8.1

If applicable, please list any other project partners for the proposed solution

| Organisation name | Role | Country based | Length of partnership | Agreement in place? Y/N | Website link |
|-------------------|------|---------------|-----------------------|-------------------------|--------------|
|                   |      |               |                       |                         |              |
|                   |      |               |                       |                         |              |
|                   |      |               |                       |                         |              |
|                   |      |               |                       |                         |              |

8.2

Tell us more about your partnerships and how this will help you meet the varied needs of people with disabilities in the project country. **(200 words)**

## 8. Proposed project – Dependencies (Other)

8.3 Does the success of your solution depend on any other critical factors such as improvement on network infrastructure, Assistive Technology Wearable, supply chains, government policy, regulations etc.?

Yes  No

*If Yes, please explain in 100 words*

8.4 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?

*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 in the same market? **(100 words)**

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9.2

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

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## 10. Baseline for inclusion

*(Include the baseline numbers i.e. numbers that have been achieved to date before project implementation)*

10.1 Where relevant, how many users/customers/clients does your current solution reach?

10.2 Does the current solution specifically target people with disabilities? **(100 words)**

10.3 How many of your current users/customers/clients might be considered people with disabilities?

10.4 Where relevant, how many of your current users/customers/clients are women?

10.5 Explain how have you calculated the number users/customers/clients that are people with disabilities? For example, what evidence, research has been conducted to date **(100 words)**

## 11. Potential for scale

*(Include the target numbers that you plan to achieve by the end of the project duration)*

11.1 How many users/customers/clients does your proposed solution aim to reach by the end of the grant period?

11.2 Does the proposed innovation/solution specifically target people with disabilities? **(100 words)**

11.3 Following your answer to question 11.1 how many users/customers/clients do you estimate may be people with disabilities

11.4 Following your answer to question 11.1 how many of users/customers/clients do you estimate may be women?

11.5 How will the number of people with disabilities as well women users/customers/clients be tracked/measured/monitored throughout the life of the project? **(100 words)**

## 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)**

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12.2

Please describe how focusing on people with disabilities will be impactful as a result of this project. **(100 words)**

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12.3

Please describe the research or evidence or experience on which you are basing your expectations regarding impact. **(100 words)**

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## 12. Potential for social impact

12.4

What are the UN Sustainable Development Goals (SDGs) you are, or expect to contribute to? Please provide some examples: **(200 words)**

*The 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) –*

<https://sustainabledevelopment.un.org/post2015/transformingourworld>

## 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:

13.3

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>