**GSMA MECS Innovation Fund**

**Concept Note Guidance for Market Validation Grants**

Background for applicants

Applications for funding by the **GSMA MECS Innovation Fund for Market Validation Grants** pass through a two-stage application process. The first stage involves the preparation and submission of a simple **Concept Note**.

Before completing the Concept Note, applicants must review the **Term Sheet** for the **GSMA MECS Innovation Fund for Market Validation Grants**. The Term Sheet sets out the key criteria against which Funds will be awarded.

Concept Notes are reviewed by the Fund Manager and only those Concept Notes that meet the objective of the Fund, and where the lead applicant is eligible, will be invited in to develop a full **Application**.

A successful Concept Note does not in any way imply that the subsequent Application will be funded.

How to complete the Concept Note

If, having reviewed the Term Sheet, you believe that your organization and project are eligible, please complete each section of the Concept Note. Please be as concise as possible and address the questions in each section.

Please use an appropriate balance of qualitative and quantitative information where possible so that the reviewers can understand the scope and scale of your project, as well as its likely impact.

It is important that you complete each section of the Concept Note. However, please note that **the completed Concept Note must not exceed 3 pages in length**. Feel free to re-size the boxes as needed so you can focus on the most critical elements of your concept.

Please return the completed Concept Note to the Fund Managers at [MECSgrants@gsma.com](mailto:MECSgrants@gsma.com).

|  |  |  |
| --- | --- | --- |
| Name of applying organisation |  | |
| Address for correspondence | | |
|  | | |
| Telephone |  | |
| Fax |  | |
| Email |  | |
| Contact name |  | |
| Contact position |  | |
| Senior sponsor name and position (if different to contact) |  | |
| Main activities of applying lead organisation (for example, a mobile network operator, mobile tower company, 3rd party energy service provider, water service provider) | | |
|  | | |
| Define the geographic market that you will target (which country, countries, or region) | | |
|  | | |
| The MECS Market Validation Grant only supports applications submitted by partnerships, or consortia of relevant organisations – including a mobile communications services provider and an energy/water service provider. What partnership or consortium have you developed to deliver this project, and what are the roles of the consortium members or partners? | | |
|  | | |
| In brief outline what the proposed project will involve. How will the proposed offering increase or improve access to energy or water services for underserved communities? What is the mobile communications channel that will be utilised? | | |
|  | | |
| How many beneficiaries do you anticipate reaching with your services within the funded period (maximum of 12 months)? | | |
|  | | |
| How do you intend the services will become commercially sustainable and financed over the longer term? | | |
|  | | |
| How will the grant funds be utilised by the project? | | |
|  | | |
| Why does your project require grant support rather than other commercial sources of finance? | | |
|  | | |
| Please complete the following section | | |
| Is your organisation a for-profit entity? **Yes/No**  Is one of your partners a member of the GSMA? **Yes/No**  Is your organisation registered in the country of project implementation? **Yes/No** | | |
| Does your organisation have two years of unqualified audited accounts? **Yes/No**  If no, then what evidence can you provide of your organisation’s financial health?  ……………………………………………………………………………………………………………………...  ……………………………………………………………………………………………………………………...  ……………………………………………………………………………………………………………………...  ……………………………………………………………………………………………………………………... | | |
| Do you have experience working with underserved communities? **Yes/No**  Are you, or any members of your partnership/consortium involved in a project supported by DFID funding: Yes/No  If awarded a grant, is your organisation willing and able to take part in the MECS initiative Annual Working Group, lesson-learning activities, and share project data with the MECS Initiative? **Yes/No** | | |
| Proposed grant value (GB£) | |  |
| Proposed project duration (in months) | |  |