**GSMA M4D Utilities Innovation Fund**

**Concept Note Guidance for Market Validation Grants**

Background for applicants

Applications for funding by the **GSMA M4D Utilities 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 M4D Utilities 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 and please remove this concept note guidance page before submitting.

Please submit the completed Concept Note by following the steps outlined on the GSMA website

|  |  |  |
| --- | --- | --- |
| Name of applying organisation |  | |
| Address for correspondence | | |
|  | | |
| Telephone |  | |
| Email |  | |
| Contact name, position |  | |
| Senior sponsor name and position (if different to contact) |  | |
| 1. How has your organisation’s work to date prepared you to implement the proposed project? | | |
|  | | |
| 1. Define the geographic market (which country, countries, or region) and setting (urban, rural, peri-urban) that you will target | | |
|  | | |
| 1. Please outline the partnership or consortium you have developed to deliver this project, and the roles of the consortium members or partners. | | |
|  | | |
| 1. In brief outline what the proposed project will involve. How will the proposed offering increase or improve access to energy, water or sanitation services for underserved communities? What is the mobile communications channel that will be utilised? | | |
|  | | |
| 1. How many beneficiaries do you anticipate reaching with your services within the funded period (maximum of 18 months)? | | |
|  | | |
| 1. How do you intend the services will become commercially sustainable and financed over the longer term? | | |
|  | | |
| 1. How will the grant funds be utilised by the project? | | |
|  | | |
| 1. Why does your project require grant support rather than other commercial sources of finance? | | |
|  | | |
| 1. Please complete the following section | | |
| 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?  ……………………………………………………………………………………………………………………...  ……………………………………………………………………………………………………………………...  ……………………………………………………………………………………………………………………...  ……………………………………………………………………………………………………………………... | | |
| Does your organisation or one of your partners 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  The GSMA is often approached by other funders seeking projects. Do you authorise the GSMA to share this concept note with them? Yes/No  If awarded a grant, is your organisation willing and able to commit to taking part in the M4D Utilities Programme Annual Working Group, lesson-learning activities, and share project data with the M4D Utilities Programme? **Yes/No** | | |
| Proposed grant value (GB£) | |  |
| Proposed project duration (in months) | |  |