



Mobile for Development Utilities Innovation Fund

Concept note template – Market Validation grant
February 2017

Concept note template: Round 1

For information only

Apply online at

<https://gsma-m4d.forms.fm/gsma-m4d-utilities-innovation-fund-seed-grant-concept-note>

1. Name: _____

2. Email: _____

Profile

3. Phone Number: _____ *[Hint: Please include country code without +]*

4. Name of your organisation: _____

5. Your position: _____

6. What year was your organisation first registered? 2010-2017; other (please specify)

7. How would you describe your business in a tweet? (140 characters)

8. Link to website: _____ *[Hint: Add link]*

9. What category best describes your organisation type? *[Hint: Choose one]*

- Academia
- Corporate/Private company
- Mobile operator
- Mobile infrastructure provider/owner
- Social enterprise
- NGO/iNGO (not-for profit)
- Other (please specify)

10. What category best describes your organisation's product/service *[Hint: Choose up to two]*

- Energy services
- Water services
- Sanitation services
- Telecom services
- Technology solutions provider
- Product manufacturer
- Other (please specify)

11. How did you hear about the GSMA M4D Utilities Innovation Fund?

- GSMA Website
- GSMA contact
- GSMA newsletter
- Facebook

- Twitter
- LinkedIn
- Local tech hub (please specify)
- Other (please specify)

Organisation Background

12. Please describe your organisation's business model, including the revenue model. (100 words)
13. Countries where your organisation already offers products or services? [Hint: Please separate countries with commas]
14. Does your organisation already generate revenue from sales? Yes / Not yet
15. How has your organisation's work to date prepared you to implement your proposed project? Comment on yours or your partner's experience with underserved consumers, in the proposed market(s) and/or in the proposed sector. (200 words)
16. Are any of the organisation founders a national of the country of implementation? Yes / No

Proposed Project

17. The specific focus areas of the Innovation Fund are energy, water, and sanitation. Which of these services will your project expand or improve? Energy / Water / Sanitation [Hint: select all that apply]
18. In which country(ies) is the proposed project? [Hint: The following countries within Sub-Saharan Africa and South and South East Asia are ineligible: Algeria, Botswana, Gabon, Libya, Namibia, South Africa, Tunisia, Malaysia and Thailand. Please separate the countries with commas.]
19. Is your organisation registered in the country(ies) of project implementation?
 - Yes
 - No
 - No, our partner organisation is registered in the country of implementation.
20. Which setting is your project targeting? [Hint: select all that apply].
 - Urban
 - Peri-urban (outskirts of a major city)
 - Rural
21. What mobile channel(s) do you intend to use? [Hint: Select all that apply and before replying review [GSMA's definition of mobile channels](#)]
 - Infrastructure (i.e. community power from mobile model, or anchor, business, customer model)
 - Mobile services – Mobile Apps / Data
 - Mobile services – SMS
 - Mobile services – Voice
 - Mobile services – USSD

- Mobile money
- Machine-to-Machine communication / IoT
- Mobile operator's distribution network e.g. using the mobile operator's agents or retail network
- Mobile operator's marketing support
- Co-branding with mobile operator
- Other (please specify)

22. Please describe the project, , what innovations you are testing and why, and how it will improve or provide new access to energy, water or sanitation for the underserved. Describe the pilot or experience to date that verifies that this project is ready to scale or be replicated. Please indicate if this project replicates or scales an existing product/service as is, OR also introduces new functionality. (400 words) *[Hint: Previous pilot or experience is required to be eligible for a Market Validation grant. Focus on the project itself, its use of mobile, its impact and learnings from previous experience. Macro data on the country or industry is not relevant].*
23. How many months is the proposed project duration in total? *[Hint: Enter up to 18. You can use a maximum of 12 months for implementation to allow a minimum of 6 months for assessing impacts and insights with the total project duration not lasting longer than 18 months]*
24. Please tell us about the socio-economic impact you have already achieved and what you plan to achieve through the project and how it will be measured. (100 words).
25. How many people will this project impact during the grant period (please be realistic given the grant funds requested and your match - please do not count other funds). *[Hint: Numeric value only]*
- Please explain how you've estimated this. (100 words)
26. Optional - Please feel free to attach your pitch deck (max 5 pages/slides) *[Hint: Note that this is optional and the primary criteria for evaluation are the other questions in this submission].*
27. Optional – Tell us anything important not covered by this form in 100 words or less. *[Hint: Note that this is optional and the primary criteria for evaluation are the other questions in this submission].*

Project readiness

28. Is there a qualified project manager who lives and operates in the country for implementation of the proposed project?
- Yes
 - No
 - Not yet, but we plan to hire this person.
29. What in-house or external expertise do you have in place to support the use of mobile technology in your product/service? (100 words) *[Hint: Mention consultants/ vendors/ staff possessing the required technical knowledge]*

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30. How many users or organisations are already using the product or service you are proposing to scale or replicate with this grant? (50 words) [Hint: Please indicate users OR organisations]
31. Have you selected hardware and/or software vendors that are critical to the grant project?
- Yes
 - Not yet (please specify timeframe)
 - Not applicable
32. Will any aspect of the project require regulatory clearance before implementation?
- Yes (please indicate duration of regulatory process)
 - Yes, but we have the applicable regulatory clearance already
 - No
 - Not sure, will look into it

Project partners

33. Outline the partnership or consortium you have developed to deliver this project and the roles of the members/partners. (300 words) [Hint: To be eligible for a Market Validation grant, there must be a mobile operator (lead or partner) or an urban utility partner]
- 32a Optional – Please feel free to attach a visual representation of the partnership or consortium structure (max 1 page / slide). [Hint: Note that this is optional and the primary criteria for evaluation are the other questions in this submission].
34. Please specify with which of these partners you will need to sign contracts and /or memoranda of understanding (MOU) in order to implement the project and which contracts and/or MOUs are already in place. Note that the GSMA will also advise if MOUs are required if your project is selected. (100 words)
35. If you are planning to partner with a mobile operator, have you had a formal meeting with them? [Hint: “formal partnership” refers to a signed MOU/other contract]
- Not planning to partner/I am a mobile operator
 - Planning to partner, have not had a meeting
 - Planning to partner, have had formal discussions
 - Already have a formal partnership that will extend to this project
- a. If you have had a meeting with your mobile operator, please provide the following information: Name of organisation, name of primary contact, designation of primary contact, email of primary contact [Hint: the GSMA will not contact partners without your prior consent]
36. If you are planning to partner with an urban utility, have you had a formal meeting with them? [Hint: “formal partnership” refers to a signed MOU/other contract]
- Not planning to partner
 - Planning to partner, have not had a meeting
 - Planning to partner, have had formal discussions
 - Already have a formal partnership that will extend to this project

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- a. If you have had a meeting with your utility partner, please provide the following information: Name of organisation, name of primary contact, designation of primary contact, email of primary contact *[Hint: the GSMA will not contact partners without your prior consent]*
37. If you are proposing to partner with an urban utility, will the project be subject to government procurement processes? If yes, please describe how you plan to address this. (200 words)

Funding

38. How much funding (£GBP) are you requesting (excluding matching)? *[Hint: Maximum grant value is GBP 300,000 and grantees must be able to provide 100% match for the amount requested].*
39. What project activities will be funded by the grant? (200 words) *[Hint: Please include the main budget lines and a rough estimate of funds required. E.g. Project management: 20%, Hardware: 40%; Engineering 20%; Installations: 10%; Marketing: 10%]*
40. Does your organisation have two years of unqualified audited accounts? Yes / No.
- If no, what evidence can you provide of your organisation's financial health? (50 words)
41. Are you, or where relevant, any members of your partnership/consortium involved in a project supported by DFID/UK Aid or GSMA funding? Yes, (please specify) / No
42. I understand that this grant requires a 100% match and this cannot come from other UK Aid funds and must be spent within the grant timeline. *[Hint: Please confirm]*
43. If awarded a grant, is your organisation willing and able to commit a key project manager to take part in the M4D Utilities annual grantee workshop, annual regional working groups, other lesson-learning activities, and share project data with the M4D Utilities Programme? Yes / No
44. The GSMA is often approached by other funders seeking projects. Do you authorise the GSMA to share this concept note with them? Yes / No
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