Mobile for Development Utilities Innovation Fund

Concept note template – Seed grant

February 2017

Concept note template: Round 1

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. Has your organisation already launched a product or service? Yes / No
    - If yes, 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. *(300 words)*

23. 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]*

24. 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]*

25. Outline the partnership or consortium you have developed to deliver this project and the roles of the members/partners if applicable. *(100 words)*
    - 25a 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].*

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].*

26a. 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

27. 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.

28. 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]*

29. Have you selected hardware and/or software vendors that are critical to the grant project?
    - Yes
    - Not yet (please specify timeframe)
    - Not applicable

30. If your project involves a hardware product, has it passed initial field testing with users? Yes / No/ This is in progress.
    - 30a. If in progress, how far along is your testing? *(100 words)*

31. 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

32. Do you need to sign contracts/memoranda of understanding (MOU) with partners in order to implement the project? *[Hint: the GSMA will advise if MOUs are required if your project is selected].*
    - Yes – we already have these
    - Yes – we will develop these (please specify when contracts/MOUs will be in place)
    - Not necessary

Funding

33. How much funding (£GBP) are you requesting (excluding matching)? *[Hint: Maximum grant value is GBP 150,000 and grantees must be able to provide a one third match for the amount requested].*

34. 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%]*

35. Does your organisation have two years of unqualified audited accounts? Yes / No.
    - 35a. If no, what evidence can you provide of your organisation's financial health? *(50 words)*

36. 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 – 50 words) / No

37. I understand that this grant requires a one third match and this cannot come from other UK Aid funds and must be spent during the grant timeline. *[Hint: Please confirm]*

38. If awarded a grant, is your organisation willing and able to commit a key 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

39. The GSMA is often approached by other funders seeking projects. Do you authorise the GSMA to share this concept note with them? Yes / No