

GSMA Ecosystem Accelerator Innovation Fund – Pitch Questions – Round 1

For information only
Apply online at gsma.com/innovationfund

PROFILE & ELIGIBILITY

- Name: _____
- Email: _____
- Name of your start-up: _____
- Your position: _____
- Where is your start-up's headquarter? **Drop-down menu [List of available countries] + [Other]**
- Is your company registered in this country? **Yes / No + [Other]**
- What year was your start-up first registered? **Drop-down menu [2010-2016] + [Other, specify]**
- Does your product/service use or plan to use mobile technology? **Yes / No**
- Specific focus areas are selected for each round of funding. For this round, these are: 'sharing economy' and 'services for SME'. Which applies to your start-up? **Sharing Economy / Mobile Services for SMEs / Both / None of the above**
- Has your start-up already launched a product or service? **Yes / No**
- Does your start-up generate revenue? **Yes / No**
- How did you hear about the GSMA Innovation Fund? **GSMA Website / GSMA contact / Facebook / Twitter / LinkedIn / Local tech hub [please specify which one] / Other, specify [...]**

YOUR BUSINESS

- How would you describe your product/business in a tweet? **(140 characters)**
- Link to website: **Add link**
- Countries where your start-up offers products or services?
- Which problem are you trying to solve and in which way is your solution innovative? **(100 words)**
- How would you describe your business in a short "Elevator Pitch"? **(100 words)**
- What makes you unique compared to your key competitors? **(100 words)**
- How do you measure success and what have you achieved so far? **(100 words)**
- Are you currently enrolled or have been enrolled in a local accelerator/incubator programme? **Yes, [which one] / No**
- Do you currently have any partnerships with a mobile operator? **Yes, [which one] / No**

YOUR TEAM

- What is the size of your team? **Add number**
- LinkedIn profile of founder: **Add link**
- One other key personnel (e.g. applicant): **Add link**
- Describe your team and its background (**100 words**)

FUNDING SITUATION

- What is your funding to date and from which sources? (**100 words**)
- Have you ever received funding from DFID/UK Aid or GSMA? **Yes, [please specify] / No**

PROPOSED PROJECT

- In which country is the proposed project?
- Please describe the project (**100 words**)
- Ideally, how much funding would you need (excluding matching)? **£100K-£150K / £150K-£200K / £200K-£250K**
- The Fund offers mobile-focused mentoring and the facilitation of the relationships with mobile operators, where relevant. Which kind of technical assistance and support from mobile operators would you like to receive on top of the funding? (**100 words**)
- Please tell us more about the socio-economic impact you plan to achieve through the project, including how you will measure it (**100 words**)
- Optional - Please feel free to attach your pitch deck (**max 5 pages/slides**)
- Or a video about your start-up you would like us to watch: **Add link**