



GSMA Ecosystem Accelerator Innovation Fund – Pitch Questions – Round 3

For information only
Apply online at gsma.com/EAINnovationfund

PROFILE & ELIGIBILITY

- Name: _____
Email: _____
Name of your start-up: _____
Your position: _____
- Which technology is your product/service relying on?
 - Internet of Things (IoT)
 - Big data analytics
 - Mobile money
 - USSD, SMS, IVR
 - Other – Please Specify
- Where is your start-up headquartered? **[LIST OF ELIGIBLE COUNTRIES]**
 - Africa:** Angola, Benin, Burkina Faso, Burundi, Cabo Verde, Cameroon, Central African Republic, Chad, Comoros, Congo Dem Rep., Congo Rep., Cote d'Ivoire, Djibouti, Egypt, Equatorial Guinea, Eritrea, Ethiopia, The Gambia, Ghana, Guinea, Guinea-Bissau, Kenya, Lesotho, Liberia, Madagascar, Malawi, Mali, Mauritania, Morocco, Mozambique, Niger, Nigeria, Rwanda, Senegal, Sierra Leone, Somalia, Swaziland, São Tomé and Príncipe, Tanzania, Togo, Uganda, Zambia, Zimbabwe
 - Asia:** Bangladesh, Bhutan, Cambodia, Indonesia, Lao PDR, Myanmar, Nepal, Pakistan, Philippines, Sri Lanka, Vietnam
 - Pacific:** Cook Islands, Fiji, Kiribati, Marshall Islands, Federated States of Micronesia, Nauru, Niue, Palau, Papua New Guinea, Pitcairn Islands, Samoa, Solomon Islands, Timor-Leste, Tokelau, Tonga, Tuvalu, Vanuatu
 - Other:** Please specify

Please that additional due diligence checks may be required for some markets.
- What year was your start-up first registered? **Drop-down menu [2010-2018] + [If other, please specify]**

- How much revenue (in USD) have you generated in 2017?
 - 0
 - 1,000 – 50,000 USD
 - 50,000 – 100,000 USD
 - 100,000 – 500,000 USD
 - 500,000 – 1,000,000 USD
 - More than 1,000,000 USD

- Does your product/service use or plan to use mobile technology? **Yes / No**

- Is your start-up already working or ready to work with mobile operator(s) in the coming 6 months?
 - Yes - working with a mobile operator already
 - Yes – in talks with a mobile operator
 - Yes – but no contact yet
 - No

- Please describe the social impact you expect to generate as a result of this project **(100 words)**

- Did you hear about this fund from a GSMA team member? **If yes, who?**

YOUR CORE BUSINESS

This section refers to your core business. A later section ('Proposed Project') will give you the opportunity to tell us about your ideas for the grant money

- How would you describe your product/business in a tweet? **(140 characters)**

- How would you describe your business in a short "Elevator Pitch"? **(100 words)**

- Which problem is your start-up solving? (Please back up your answer with relevant data) **(100 words)**

- Link to your website: **Add link**

- Countries where your start-up offers products or services? **(100 words)** *Please list all countries*

- How many customers / users / clients do you have to date? **(100 words)** *Please include the total number of registered users, as well as any relevant information on usage (active users, repeat users, frequency etc.)*

- Who are your main competitors and what makes you unique? **(100 words)** *Please provide a brief description of each competitor you list.*

- Are you currently enrolled or have been enrolled in an accelerator/incubator programme? **Yes, [If yes, please specify] / No (50 words)**
- How do you measure success and what have you achieved so far? **(100 words)**
- Please explain in more detail about any partnerships you have planned or already in place with mobile operators? **(100 words)**

YOUR TEAM

- What is the size of your team? (Full-time staff members) **Add number**
- LinkedIn profiles of all the co-founders:
 - Co-founder 1: **Add link**
 - Co-founder 2: **Add link**
 - Co-founder 3: **Add link**
 - Co-founder 4: **Add link**
- How many staff do you have in management positions? **Add number** (*Management positions include: Board Members, Founders and Executive Management Team*).
- How many of your staff in management positions are women? **Add number**
- One other key personnel (e.g. applicant): **Add link**
- Describe your team **(100 words)** (*Include key information about background, achievements to date etc. Why do you think your team has the necessary skill set to deliver the project?*)

FUNDING SITUATION

- What is your total amount of funding raised to date (in USD)?
 - 0
 - 1,000 – 50,000 USD
 - 50,000 – 100,000 USD
 - 100,000 – 500,000 USD
 - 500,000 – 1,000,000 USD
 - More than 1,000,000 USD
- What are your sources of funding to date? **(100 words)** (*Please list key sources of funding to date.*)
- If you are successfully awarded a grant from GSMA, which country would the bank account you would prefer to receive the funds into be located in? **[Choose country from drop down menu]**

- Have you ever received funding from GSMA, DFID/UK Aid, DFAT/Australian Aid or from a programme that is funded by DFID/UK Aid or DFAT/Australian Aid? **Yes, [If yes, please specify] / No (50 words)**

PROPOSED PROJECT

GSMA grants must go towards a specific 9-12 month project that will promote sustainable social development outcomes in their community, market and/or region ('socio-economic impact').

This next section looks at the proposed project that would be implemented if your start-up is successfully awarded a grant by GSMA

- In which country is the proposed project? **[LIST OF ELIGIBLE COUNTRIES]**
 - **Africa:** Angola, Benin, Burkina Faso, Burundi, Cabo Verde, Cameroon, Central African Republic, Chad, Comoros, Congo Dem Rep., Congo Rep., Cote d'Ivoire, Djibouti, Egypt, Equatorial Guinea, Eritrea, Ethiopia, The Gambia, Ghana, Guinea, Guinea-Bissau, Kenya, Lesotho, Liberia, Madagascar, Malawi, Mali, Mauritania, Morocco, Mozambique, Niger, Nigeria, Rwanda, Senegal, Sierra Leone, Somalia, Swaziland, São Tomé and Príncipe, Tanzania, Togo, Uganda, Zambia, Zimbabwe
 - **Asia:** Bangladesh, Bhutan, Cambodia, Indonesia, Lao PDR, Myanmar, Nepal, Pakistan, Philippines, Sri Lanka, Vietnam
 - **Pacific:** Cook Islands, Fiji, Kiribati, Marshall Islands, Federated States of Micronesia, Nauru, Niue, Palau, Papua New Guinea, Pitcairn Islands, Samoa, Solomon Islands, Timor-Leste, Tokelau, Tonga, Tuvalu, Vanuatu
 - **Other:** Please specify
 - (Please note that additional due diligence checks may be required for some markets.)
- Is your start-up registered in the country (or will be registered there by the time the project starts)? **Yes / No**
- Please describe the project that you would like GSMA to fund?" **(100 words)**
- Ideally, how much funding would you need from GSMA to implement the proposed project (excluding matching)? **£100K-£150K / £150K-£200K / £200K-£250K**
(Applicants must provide a matching of at least 50% of the amount requested. For instance, if a start-up is requesting £200,000 from the Fund, a contribution of at least £100,000 from other sources is required.)
- The Innovation Fund offers mobile-focused mentoring and provides bespoke support to start-ups who want to build relationships with mobile operators. Please tell us 1/ which operators you are trying to reach, 2/ what are your goals for the collaboration/partnership and 3/ what support would like from the GSMA in achieving these goals (aside from funding)? **(200 words)**
- All projects must demonstrate measurable socio-economic targets over the life of the project. Examples include: tracking the number of people positively impacted by a product or additional income generated through a new service. Please tell us more about the socio-economic impact you plan to achieve through the project, including how you will measure it **(100 words)**

- How many female customers does your proposed project aim to reach? **Add number**
- How will you track this? **(100 words)**

GSMA is driving the mobile industry's commitment to play a leading role in the achievement of the UN's 17 Sustainable Development Goals (SDGs) <[Click here for more information](#)>

- Which are the top 3 Sustainable Development Goals(s) you are, or expect to contribute to? Please provide some examples:
 - [Select the first SDG you will pursue] – NOT OPTIONAL
Provide some examples of how you will pursue this first goal. **(100 words)**
 - [Select the second SDG you will pursue] – OPTIONAL
Provide some examples of how you will pursue this second goal. **(100 words)**
 - [Select the third SDG you will pursue] – OPTIONAL
Provide some examples of how you will pursue this third goal. **(100 words)**

ADDITIONAL MATERIAL

- Attach your pitch deck **(max 5 pages/slides)**
- Do you have a video about your start-up you would like us to watch: **Add link**
- I agree that my personal information may be shared with the GSMA network of private and corporate investors: **Yes / No**