

# GSMA INNOVATION FUND

FOR MOBILE INTERNET ADOPTION  
AND DIGITAL INCLUSION

## Webinar for applicants

22<sup>nd</sup> April 2020

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# Agenda for today's webinar

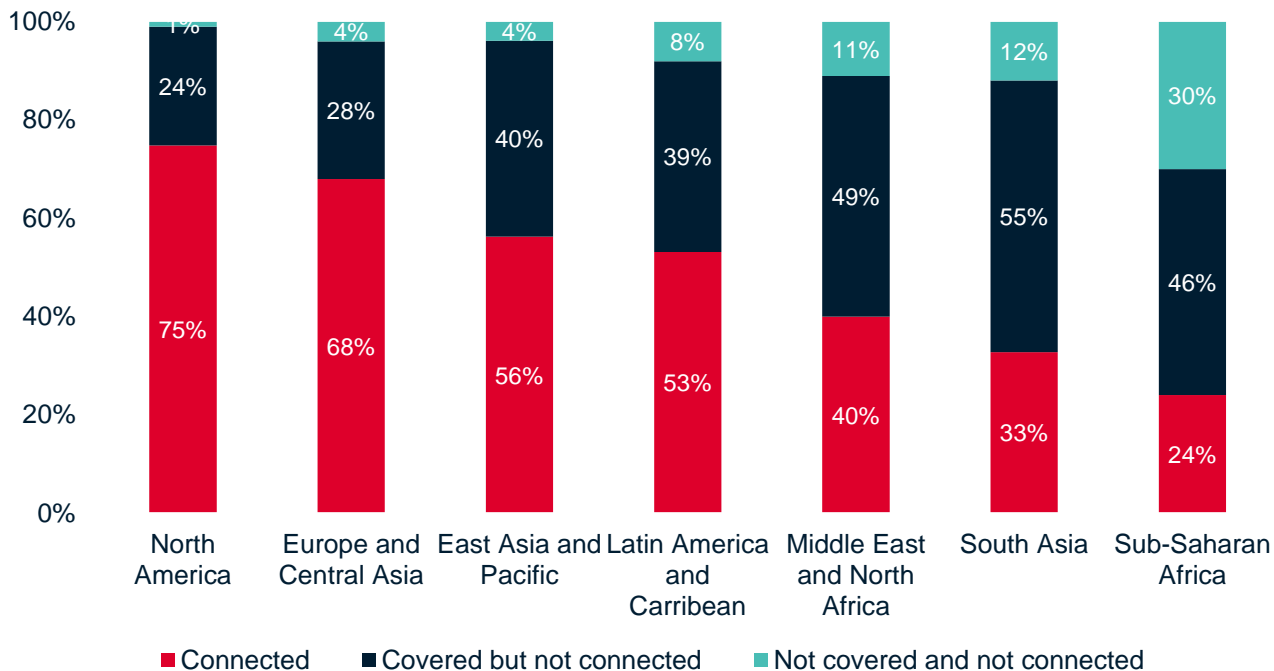


- State of Mobile Internet Connectivity
- GSMA Innovation Fund objectives and scope
- Addressing barriers to digital adoption
- Eligibility criteria for applicants
- Application process, including key dates
- The funding and other support available to the winners
- GSMA & Fund Manager Support to you
- Demonstration of the online application portal
- Questions



# State of Mobile Internet Connectivity

## Connected and Unconnected by Region



More than **3.5 billion people** were connected to mobile internet (47% of the world's population)

**Coverage Gap** – 750 million people are not covered by 3G or 4G mobile broadband networks

**Usage Gap** – 3.3 billion people live within the footprint of a network but are not accessing mobile internet services, highlighting the importance of demand-side factors in connecting the unconnected.



# Innovation Fund objectives & scope

The Fund aims to support start-ups or small to medium sized companies (SMEs) in emerging markets with an innovation that increases mobile internet adoption and usage for the underserved and those who are currently not using mobile internet services.

The Fund will seek to:

- ✓ Promote partnerships between mobile operators and start-ups or SMEs in order to increase the reach of innovative mobile services to low-income citizens
- ✓ Test business models with the greatest potential for growth and impact in Asia and Africa
- ✓ Provide lessons and examples on the ways in which mobile is driving positive socio-economic change



# Addressing barriers to digital adoption

The objective of the Fund is to support solutions that seek to address one or more of the following barriers to mobile internet adoption:



**Accessibility:** Innovations which improve the accessibility and usability of mobile internet services and handsets for citizens who are unable to access them.



**Affordability:** Innovations which improve affordability of mobile internet services and handsets for citizens who are unable to access them.



**Digital skills:** Innovations which focus on improving basic digital skills and confidence to access and use mobile internet



**Safety and security:** Innovations which focus on improving safety and security of those who want to use mobile internet. This will not include tackling issues of data privacy and fraud



# Eligibility criteria for applicants

To be eligible to apply, start-ups or SMEs must meet the following criteria:

- ✓ Have active users and revenue in at least one eligible market
- ✓ Use or be planning to use mobile technology strategically
- ✓ Have the potential and appetite to form strategic partnerships with mobile operators
- ✓ Have clear and measurable socio-economic impact
- ✓ Demonstrate how they will advance the SDGs
- ✓ Be registered and operating in the country of project implementation.
- ✓ Be fully compliant with relevant business regulations in all countries of operation
- ✓ Be compliant with all applicable laws
- ✓ Have 50% matching funding for the total grant value



# Application Process: Timeline & Key Dates



*\*Please note all dates are provisional and may be subject to changes*



# Funding and support available to the winners

- ✓ Grant funding between £100,000 and £250,000
- ✓ Mentoring on the use of mobile technology
- ✓ Monitoring and evaluation support to help evidence SDG outcomes and promote product improvement







# Additional support available to the winners

- ✓ Facilitation of relationships with mobile operators
- ✓ Bootcamps (a programme of expert-led sessions and targeted networking) and regular offline clinics
- ✓ Opportunity to increase your visibility and raising the your profile to potential investors and partners





# GSMA & Fund Manager Support to you

## What we DO:

- ✓ Answer questions about application process (at the end of webinar or via email after)
- ✓ Host today's webinar on the proposal process to support you to complete your application (today)
- ✓ Limited review your submission on a reactive basis (via calls or email)
- ✓ Support information gaps on a reactive basis (via calls or email)
- ✓ Due diligence (via calls)
- ✓ Keep your information confidential

**Fund Manager (Palladium):** Palladium works on behalf of the GSMA Mobile for Development Foundation compliance team to cross-check all compliance issues and leads on financial accountability. Palladium also provides admin support to the Fund – for example: conducting interviews, quality control of proposals and presenting proposals to the Fund Panel. The Fund Manager is required by law to check grant recipients (organisation and personal) against the global legal sanctions as agreed with DFID. This check needs to be completed ahead of sending your proposal to the Panel for review.



# GSMA & Fund Manager Support to you

## What we DON'T do:

- × Design your proposed project
- × Allow direct engagement with the host MNO for guidance, support or feedback
- × Foster or confirm partnerships or matching contribution on applicants' behalf
- × Provide any kind of analysis, needs assessment or research

**Fund Manager (Palladium):** Palladium works on behalf of the GSMA Mobile for Development Foundation compliance team to cross-check all compliance issues and leads on financial accountability. Palladium also provides admin support to the Fund – for example: conducting interviews, quality control of proposals and presenting proposals to the Fund Panel. The Fund Manager is required by law to check grant recipients (organisation and personal) against the global legal sanctions as agreed with DFID. This check needs to be completed ahead of sending your proposal to the Panel for review.



# Demonstration of the online application portal

gsma.com/mobilefordevelopment/gsma-innovation-fund-mobile-internet-adoption/

ported From IE FocalPoint GSMA Apps GSMA Connect GSMA Office 365 W... GSMA Online Docu... GSMA Usertools Suggested Sites

## How to Apply

The deadline for submitting your project is **22 May 2020**. Please download the **terms and conditions document** which contains details on the eligibility criteria and application process.

If you have any questions about the GSMA Innovation Fund, please email [GSMAIF@gsma.com](mailto:GSMAIF@gsma.com).

[Download T&Cs](#)

Make sure to register for our **webinar** on 22 April at 14:00 GMT+1. In this webinar, we will share additional information about the GSMA Innovation Fund and will provide you with guidance to help you complete your application.

[Register for Webinar](#)

When you're ready, click [here](#) to begin your application.

[Apply Now](#)

Would you like to be kept up to date on news about the GSMA Innovation Fund for Mobile Internet Adoption and Digital Inclusion? Submit your details in the form below to subscribe.

<https://www.gsma.com/mobilefordevelopment/gsma-innovation-fund-mobile-internet-adoption/>



**Questions?**



# Reminder: Timeline & Key Dates



*\*Please note all dates are provisional and may be subject to changes*



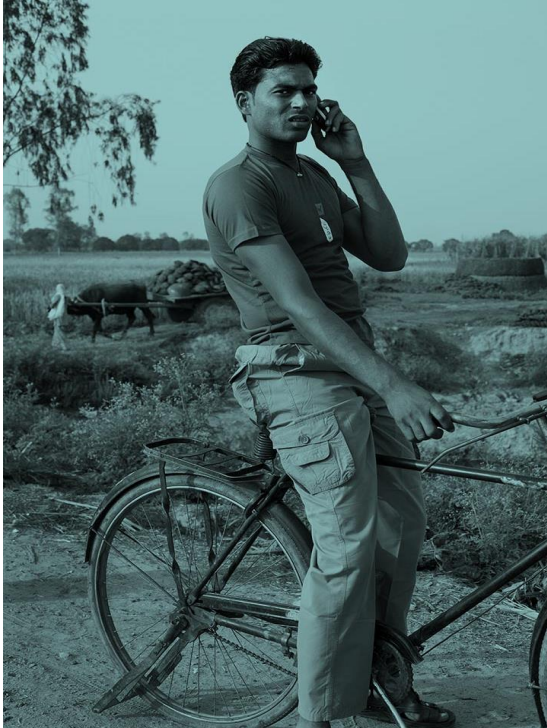
# Next steps for your application

	<p><b>GSMA INNOVATION FUND FOR MOBILE INTERNET ADOPTION AND DIGITAL INCLUSION</b> Terms and Conditions</p> 
<p><b>1</b></p>  <p>OBJECTIVES</p>	<p>The GSMA Innovation Fund ("the Fund") supports innovative start-ups or small to medium sized private sector companies (SMEs) in emerging markets to achieve sustainable growth and improved socio-economic impact. The Fund aims to support innovation that increases <b>mobile internet adoption and usage</b> to the underserved and those who are currently not using mobile internet services. The Fund is looking for start-ups or SMEs willing and able to work with mobile operators on projects which advance the United Nations Sustainable Development Goals (SDGs).</p> <p>The objective of the Fund is to support solutions that seek to address one or more of the following barriers to mobile internet adoption:</p> <ul style="list-style-type: none"> <li>• <b>Accessibility:</b> Innovations which improve the accessibility and usability of hardware and mobile internet services for citizens who are unable to access them. This will not include accessibility to networks, electricity or DNS</li> <li>• <b>Affordability:</b> Innovations which improve affordability of hardware and mobile internet services</li> <li>• <b>Digital skills:</b> Innovations which focus on improving basic digital skills and confidence to access and use mobile internet</li> <li>• <b>Safety and security:</b> Innovations which focus on improving safety and security of those who seek to use mobile internet. This will not include tackling issues of data privacy and fraud</li> </ul> <p>The Fund will not support services, solutions or business models that have a focus on the creation of sector specific, locally relevant content (e.g. health or agriculture services, or maternal or childcare content). The Fund will not support the manufacturing or operation of hardware where access to hardware (e.g. mobile phones) is seen as a barrier to internet adoption and usage.</p> <p>The Fund will seek to:</p> <ul style="list-style-type: none"> <li>• Promote partnerships between mobile operators and start-ups or SMEs in order to increase the reach of innovative mobile services to low-income citizens</li> <li>• Test business models with the greatest potential for growth and impact in Asia and Africa</li> <li>• Provide resources and exchanges on the ways in which mobile is driving positive socio-economic change</li> </ul> <p>The Fund is supported by the UK Department for International Development (DFID), GSMA, the GSMA and its members.</p>
<p><b>2</b></p>  <p>ELIGIBILITY</p>	<p>The Fund aims to increase mobile internet adoption and usage among those who have access to mobile internet services but are not using it. It is open to profit-revenue start-ups or SMEs using mobile technology to solve local challenges through a 12 to 18 month project, and which are registered and operating in Asia and Africa (see 1).</p> <p><b>To be eligible to apply, start-ups or SMEs must meet the following criteria:</b></p> <ul style="list-style-type: none"> <li>• Have active users and revenue in at least one eligible low- or middle-income market (see 1)</li> <li>• Use or be planning to use mobile technology strategically</li> <li>• Have the potential and appetite to form strategic partnerships with mobile operators</li> <li>• Have clear and measurable socio-economic impact, in particular serving low-income citizens, rural populations, women and/or youth (see 1)</li> <li>• Demonstrate how they will advance the SDGs</li> <li>• Be registered and operating in the country of project implementation. The applicant must also be registered in the country where they will receive the grant money (if not the same as the implementation country)</li> <li>• Be able to comply with relevant business (taxing, health, employment and other relevant regulations in all countries of operation)</li> <li>• Be compliant with all applicable laws including (but not limited to) fundamental human rights</li> <li>• Comply with the <b>UK Modern Slavery Act</b>, <b>Gender Equality Act</b>, <b>Child Protection Policies</b>, and all international labour standards</li> <li>• Meet SDG <b>target 8.10</b> for the target period (2017-2020) (see 7)</li> </ul> <p><b>During the selection process, we will also ensure eligible applicants have:</b></p> <ul style="list-style-type: none"> <li>• Adequate financial systems to report regularly to the Fund and and, if required, undergo an external audit</li> <li>• Adequate internet service providers to implement the proposed project and comply with the Fund's reporting requirements within the grant timeframe</li> <li>• Applicants may need to demonstrate how they are compliant with all applicable laws and regulations</li> </ul> <p><b>We particularly encourage the following start-ups or SMEs to apply:</b></p> <ul style="list-style-type: none"> <li>• Applicants must proactively demonstrate that they have taken steps to ensure their solution reaches women as well as men, in addition to people with disabilities and/or have solutions that disproportionately reach women (on their gendering)</li> <li>• Female founders, and applicants with good representation of women at all levels of the organisation</li> <li>• Local business supporting local jobs</li> </ul>



- ✓ The deadline for submitting your project is **22 May 2020**.
- ✓ Please download the [terms and conditions document](#)
- ✓ Download the recording of the webinar
- ✓ Email any further questions to [GSMAIF@gsma.com](mailto:GSMAIF@gsma.com).
- ✓ An FAQ page will be created on the website

<https://www.gsma.com/mobilefordevelopment/gsma-innovation-fund-mobile-internet-adoption/>



# Thank You Good Luck!

**website**

<https://www.gsma.com/mobilefordevelopment/gsma-innovation-fund-mobile-internet-adoption/>

**Email**

[GSMAIF@gsma.com](mailto:GSMAIF@gsma.com)