

GSMA INNOVATION FUND

FOR MOBILE INTERNET ADOPTION
AND DIGITAL INCLUSION

Webinar for applicants

22nd April 2020



Agenda for today's webinar

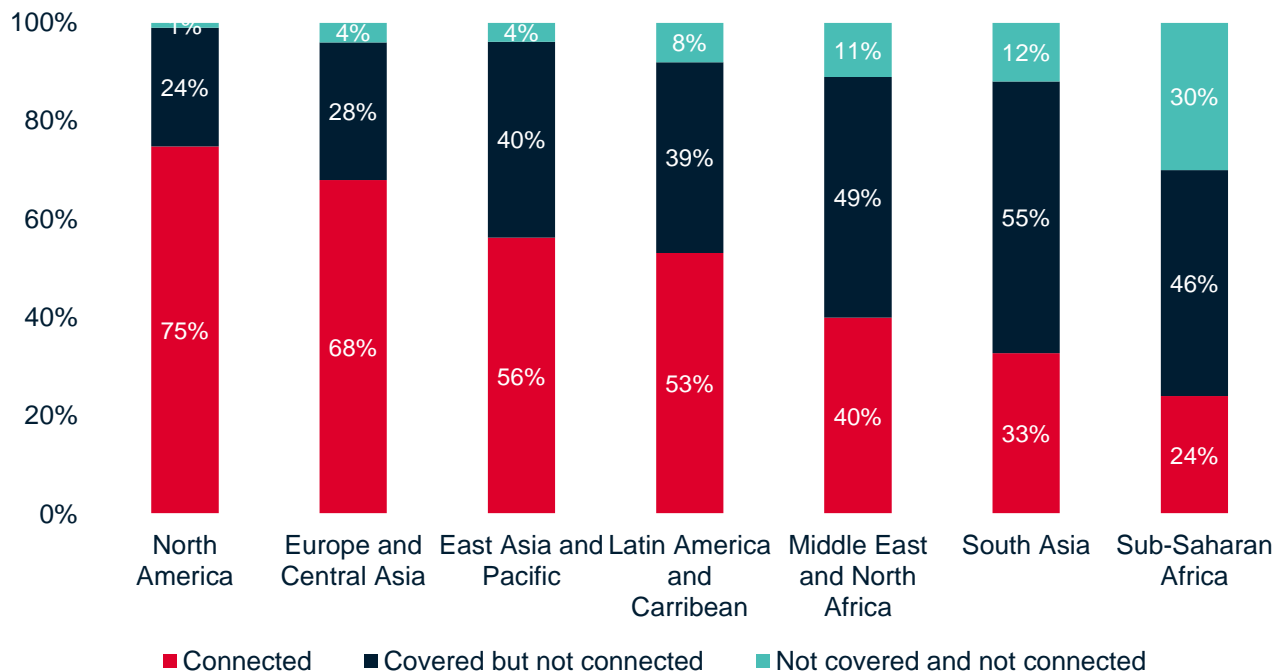


- State of Mobile Internet Connectivity
- GSMA Innovation Fund objectives and scope
- Addressing barriers to digital adoption
- Eligibility criteria for applicants
- Application process, including key dates
- The funding and other support available to the winners
- GSMA & Fund Manager Support to you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

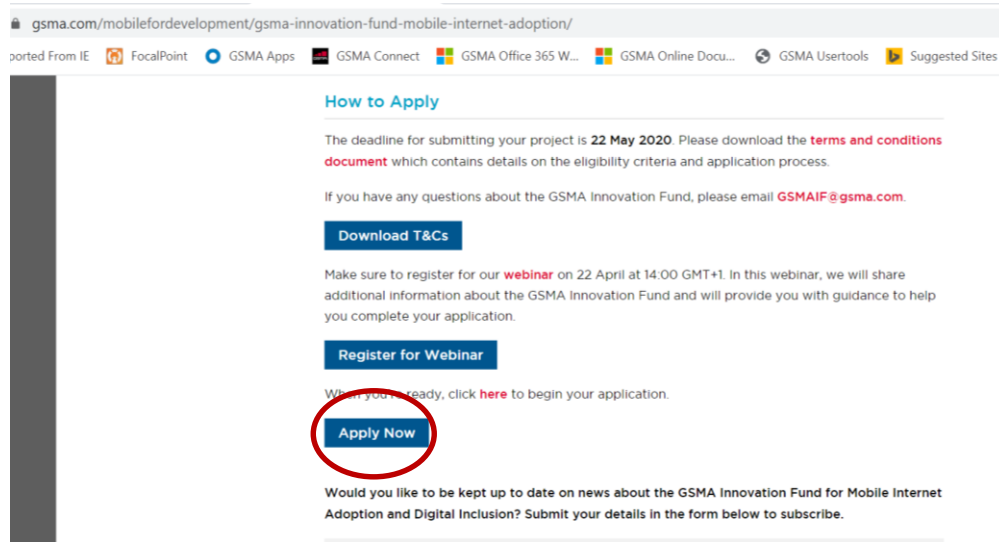
What we **DON'T** do:

- × 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



The screenshot shows a web browser window with the URL [gsma.com/mobilefordevelopment/gsma-innovation-fund-mobile-internet-adoption/](https://www.gsma.com/mobilefordevelopment/gsma-innovation-fund-mobile-internet-adoption/). The browser's address bar and tabs are visible at the top. The main content area is titled "How to Apply" and contains the following text:

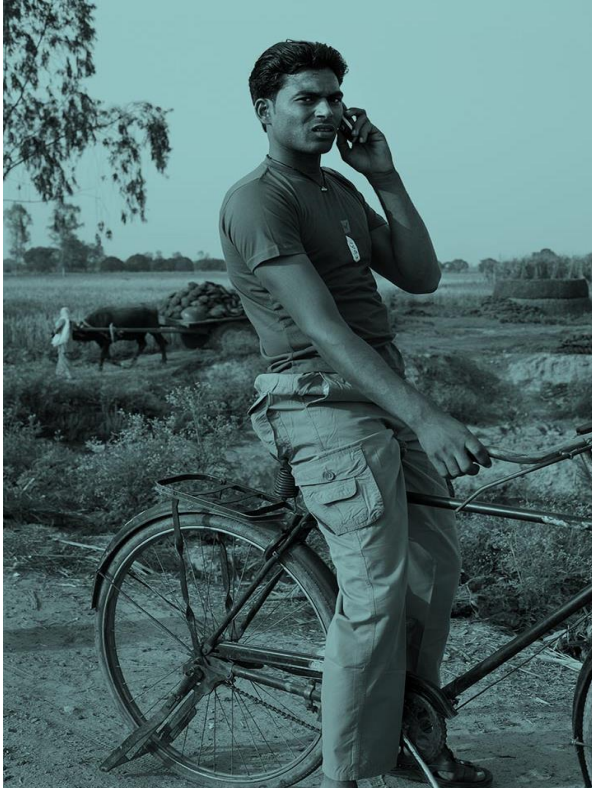
The deadline for submitting your project is **22 May 2020**. Please download the **terms and conditions document** which contains details on the eligibility criteria and application process.

If you have any questions about the GSMA Innovation Fund, please email GSMAIF@gsma.com.

Below the text, there are three blue buttons: "Download T&Cs", "Register for Webinar", and "Apply Now". The "Apply Now" button is circled in red. Below the buttons, there is a line of text: "When you're ready, click **here** to begin your application."

At the bottom of the page, there is a section for a newsletter subscription: "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



GSMA INNOVATION FUND FOR MOBILE INTERNET ADOPTION AND DIGITAL INCLUSION

Terms and Conditions



1 OBJECTIVES

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 **mobile internet adoption and usage** for 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).

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 hardware and mobile internet services for citizens who are unable to access them. This will not include accessibility to networks, electricity or 3G.
- Affordability** Innovations which improve affordability of hardware and mobile internet services.
- 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.

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 material or children's content. The Fund will not support the manufacturing or operation of hardware where access to hardware (e.g. mobile devices) is seen as a barrier to internet adoption and usage.

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 resources and expertise on the ways in which mobile is driving positive socio-economic change.

The Fund is supported by the UK Department for International Development (DFID), GSMA, the GSMA and its members.

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 10- to 18-month project, and who are registered and operating in Asia and Africa (see 1).

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

- Have active users and revenue in at least one eligible low- or middle-income market (see 2).
- Be in the planning to use mobile technology strategically.
- Have the potential and appetite to form strategic partnerships with mobile operators.
- Provide resource and expertise on the ways in which mobile is driving positive socio-economic change, in particular serving low-income citizens, rural populations, women and/or youth (see 3).
- Demonstrate how they will advance the SDGs.
- 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.
- Be in compliance with relevant business licensing, financial, employment and other relevant regulations in all countries of operation.
- Be in compliance with all applicable laws relating to intellectual property rights.
- Be in compliance with all applicable laws relating to data protection, privacy and all international labour standards.
- Be in compliance with all applicable laws relating to gender equality and all international labour standards.
- Be in compliance with all applicable laws relating to child protection and all international labour standards.

During the selection process, we will also ensure eligible applicants have:

- Adopted financial systems to report regularly to the Fund and if required, undergo an external audit.
- Adopted internal human resources policies to implement the proposed project and comply with the Fund's reporting requirements within the planned timeframe.
- Applicants need to demonstrate how they are compliant with all applicable laws and regulations.

We particularly encourage the following start-ups or SMEs to apply:

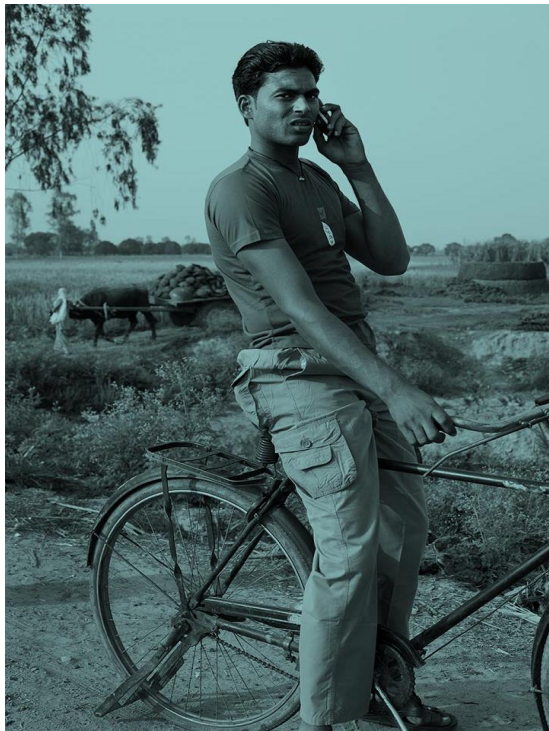
- Applicants must proactively demonstrate that they have taken steps to ensure their solution reaches women as well as men, in addition to people with disabilities and/or have evidence that disproportionately reach women (or have the potential to).
- Female founders, and applicants with good representation of women at all levels of the organisation.
- Local business supporting local talent.

2 ELIGIBILITY

- ✓ 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.
- ✓ 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