Webinar for applicants

22\textsuperscript{nd} 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
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

Step 1: Pitch stage: Submission by applicants

Step 2: Proposal stage: Submission by applicants
- GSMA review & shortlisting
- Unsuccessful pitch applicants will be notified

Step 3: Proposal stage: Submission by applicants
- Review & Due diligence by GSMA & Palladium

Step 4: Review & Due diligence by GSMA & Palladium

Step 5: Panel review and grantee award decision

Step 6: Contracting stage for selected grantees

Step 7: Projects begin

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

15 Apr – 22 May 2020

June - July

July - August

September

September - December

December 2020
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.
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

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Demonstration of the online application portal

Questions?
Reminder: Timeline & Key Dates

**Step 1:**
Pitch stage: Submission by applicants

15 Apr – 22 May 2020

**Step 2:**
Proposal stage: Submission by applicants
GSMA review & shortlisting
(unsuccessful pitch applicants will be notified)

June - July

1 week

**Step 3:**
Review & Due diligence by GSMA & Palladium

July - August

**Step 4:**
Panel review and grantee award decision

Step 5:
Contracting stage for selected grantees

September

Step 6:
Projects begin

September - December

Step 7:

December 2020

*Please note all dates are provisional and may be subject to changes*
Next steps for your application

- 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.

Thank You
Good Luck!

website

Email
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