Innovation Fund for Assistive Tech
Agenda for today’s webcast

- GSMA Innovation Fund for Assistive Tech: objectives and scope
- Funding and other support available
- Addressing barriers to digital inclusion
- Eligibility criteria for applicants
- Application process, including key dates and resources
- Q&A – please type questions into the chat box
GSMA Innovation Fund for Assistive Tech

Est. 8 – 12 projects will be selected by an independent fund panel

Address 5 barriers to digital inclusion faced by persons with disabilities

Selected projects receive:

- Funding: grants between £100,000 - £250,000
- Mobile-focused mentoring and technical assistance
- Networking & global profiling through insight reports

Start-ups, Social Enterprises & SMEs
Mobile as assistive technology*
Project based grants
Africa & Asia
Testing commercial models

Access
Affordability
Relevance
Knowledge and skills
Safety and security

* The application of mobile, where products or services support or improve an individual’s functioning, independence and well-being.

GSMA Innovation Fund for Assistive Tech fund is funded by UK Foreign, Commonwealth & Development Office (FCDO) and run by GSMA’s Innovation Fund Team (a central M4D funding unit).
The funding should be used for a specific project e.g. scaling up an existing product or service or replicating to a new market.

The amount can be between £100,000 and £250,000.

The funding will be milestone-based (i.e. incremental fund payments will be dependent on the start-up delivering proof that mutually-agreed targets have been completed/achieved).

The duration of the project can be between 15 and 18 months.
Selected projects receive:

- **Funding**: grants between £100,000 - £250,000

- **Mobile-focused mentoring and technical assistance**

- **Networking & global profiling through insight reports**

- **Mentoring on the use of mobile technology including expert advice and bringing organisations together to share relevant insights**, and best practice on how to overcome the barriers preventing the digital inclusion of people with disabilities (“Bootcamp”).

- **Learning exchange opportunities** with other grantees and networking opportunities with Assistive Tech’s networks.

- **Profiling of projects at key events** and across GSMA’s platforms.

- **Monitoring and evaluation support** to evidence socio-economic impact and promote product improvement.
The grant projects must seek to:

- **Test innovations** which increase digital inclusion of people with disabilities.
- Develop approaches or business models that can be **scaled or replicated in similar** markets.
- Generate data and learnings to **demonstrate commercially sustainable** models.

Supports innovative **start-ups, small to medium enterprises**, or **social enterprises**. Projects are implemented in the lower and middle income (classified by the **OECD DAC**) countries in the following regions:

**Africa and South Asia**

*Preference will be given to lower- and middle-income countries in South Asia but high quality proposals will be considered from across Asia*

Applicants must **proactively demonstrate their solution reaches people with disabilities and** tackles the barriers to digital inclusion.

- **Access**
- **Affordability**
- **Relevance**
- **Knowledge and skills**
- **Safety and security**
## Five barriers to drive the digital inclusion of persons with disabilities:

<table>
<thead>
<tr>
<th>Barriers</th>
<th>Description</th>
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<tbody>
<tr>
<td>Access</td>
<td>Increasing accessibility and usability of mobile technology to increase access to services for people with disabilities.</td>
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<tr>
<td>Affordability</td>
<td>Improving the affordability of handsets or mobile phones and usage fees for people with disabilities.</td>
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<tr>
<td>Relevance</td>
<td>Ensuring availability of content, products and services that are relevant to, and meet the needs of people with disabilities.</td>
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<tr>
<td>Knowledge and skills</td>
<td>Providing people with disabilities with the knowledge and skills required to access and use mobile services, as well as increasing awareness and understanding of the benefits of mobile technology.</td>
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<tr>
<td>Safety and security</td>
<td>Addressing harassment, theft, fraud and security concerns of people with disabilities who want to use mobile services and/or building trust in these services.</td>
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(GSMA, 2019)
Matching contribution demonstrates interest and trust from the wider investor community.

- If applicants request a grant amount between £100,000 to £150,000
  - 25% of the grant requested is required.
  - For instance, if an applicant requests £100,000, a contribution of at least £25,000 from other sources is required.

- Requesting an amount between £150,001 to £250,000
  - 50% of the grant requested is required.
  - For instance, if an applicant requests £200,000, a contribution of at least £100,000 from other sources is required.

*Matching must be used towards the proposed project and spent in full across the 15 to 18 month project cycle. Matching contributions can be made ‘in cash’ and/or ‘in kind’ where approved by the Fund.*
Organisations should have **active users and revenue** in at least one eligible low- or middle-income market.

Social enterprises registered as not for profit legal entities that can demonstrate that a majority of their **income is derived from commercial activities** will be considered eligible.

Entities such as **tech hubs, incubators and accelerators are NOT eligible** to apply to the Fund. NGOs are **NOT** eligible to apply. Applicants cannot apply as a **consortium**.
Applicant Organisation: Eligibility Criteria

- Be fully **compliant with relevant business licensing, taxation, employee and other regulations** in all applicable countries of grant project operation.

- Be registered and have a **bank account in the country** where they will receive the grant money (if not the same as the project implementation country).

- Be **compliant** with fundamental **Human Rights Laws, the UK Modern Slavery Act and Gender Equality Act, Child Protection Policies**.

- Be compliant with GSMA **Safeguarding Policy (on Children and Vulnerable Adults)** and any other **relevant disability laws** in all implementation markets.

- Be able to demonstrate adherence with **EU General Data Protection Regulation** on **data and privacy** (GDPR).
Applicant Organisation: What else?

We particularly encourage the following to apply:

- Applicants must proactively demonstrate their solution reaches persons with disabilities as a priority and/or have solutions that disproportionately and actively reach more persons with disabilities as users.

- Entrepreneurs with disabilities, and applicants with good representation of people with disabilities at all levels of the organisation. Project must focus on people with disabilities.

- Local entrepreneurs, where innovators have localised or first hand experience of the problem they are trying to solve and are represented at all levels of the organisation.

- Female founders, and applicants with good representation of women at all levels of the organisation. Projects where approaches have been developed to reach female users also encouraged.
Innovation Fund Process

- Pitch Stage
  - Open 7 Sep

- Proposal Stage
  - Open 17 Nov 20

- Due Diligence
  - Feb 21

- Panel Stage
  - Mar 21

- Grant Contracting
  - Apr 21

- Project Kick Off
  - Jul 21

Apply to the Fund by:
11.59pm GMT+1
16 October 2020

Independent Fund panel selects est. 8-12 Grants

Reach over 1 million citizens with life enhancing products and services by 2023
Resources:

- **Terms and Conditions** sets out all eligibility
- **Assistance** or request for accessibility features ([GSMAIF@gsma.com](mailto:GSMAIF@gsma.com))
- **Innovation Fund** Video
- **Downloadable Pitch** stage questions (see website)
- **Frequently Asked Questions** (FAQs)
- **Demo**: Application Portal (see website)
- **Webcast sessions**:
  - **Wednesday 16th September 9.30 GMT+1 (UK time)**
  - **Thursday 17th September 16.30 GMT+1 (UK time)**

This initiative is currently funded by the UK **Foreign, Commonwealth & Development Office (FCDO)**, and supported by the GSMA and its members.

**Gsma.com/ATInnovationFund**

Deadline - 16 Oct 2020. **Good Luck!**