The GSMA Innovation Fund
Monitoring & Evaluation Technical Assistance

Our approach

GSMA PROVIDES

- Specialist advisory services
- Tools, templates, outcome surveys

GRANTEE GAIN

- Improved offering and evidenced outcomes
- Unlock capacity beyond grant period

Three pillars of M&E technical assistance

1. Good roadmapping
   - How can we help grantees plan for impact, inclusion and scale?
   - Theory of change mapping
   - Scalability and sustainability planning

2. Creative problem-solving
   - How will we help grantees solve problems and drive innovation?
   - Design thinking tools
   - Design thinking advisory

3. Driving performance
   - Are grantees on the right track and how can they do better?
   - KPI setting and tracking
   - Outcome surveys with end users

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