Concept Note Questions for The GSMA AgriTech Accelerator

Please note: This list is for reference only, all Concept Note submissions must be made through the online form accessible [here.](here)

ID	Question	Answer type/options	Rules/dependencies
	Your Organisation		
1.	Name of organisation applying	Free Text	Mandatory
2.	Entity type	Select: Sole Trader Association Partnership Trust Private Limited Company Public Limited Company Limited Liability Partnership Not for Profit Other	Mandatory
2a.	If other, please specify.	Free text	Mandatory if Other chosen in Question 2
3.	Physical address of the company for correspondence	Address validation	Mandatory
4.	Website	Website validation	Mandatory
5.	Is your organisation part of a group or a subsidiary organisation?	Yes/No	Mandatory
5a.	If yes, what is the name of the group or subsidiary organisation?	Free text	Mandatory if Yes chosen in Question 5
5b.	If yes, please upload organisation/ownership structure.	Upload file	Mandatory if Yes chosen in Question 5
6.	Name of parent company (if different to organisation applying)	Free text	Optional
7.	Physical address of parent company (if different to organisation applying)	Free text	Optional
8.	Contact person (of applicant organisation)	Free text	Mandatory
9.	Job title of contact person	Free text	Mandatory
10.	Landline or mobile number of contact person (incl. country code)	Telephone validation	Mandatory

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11.	Email address of contact person	Email validation	Mandatory
12.	Year your organisation was first registered	Drop down with years	Mandatory
13.	Please list the country/countries your organisation operates in.	Free text	Mandatory
14a.	Please select the proposed project implementation country and upload your organisation's certificate of registration/incorporation in the country. Please note that your organisation must be registered in the country of implementation.	Select from list of eligible countries	Mandatory (only able to select **one** country)
14b.	Upload your organisation's certificate of registration/incorporation in the country.	Upload file	Mandatory
15a.	Intellectual Property Rights: Do you own (or have the necessary rights to modify) the intellectual property rights (e.g., patents, software or other technology) that your business uses? Explanatory Note: This question is seeking to ensure that applicants have the ability to implement the recommendations from the technical assistance without seeking the approval of third parties owning or controlling the intellectual property assets underlying your business.	Yes/No/Other	Mandatory
15b.	Please explain your answer regarding Intellectual Property Rights if needed. (100 words max)	Free text	Optional
	Your service and proposed project		
16.	State your main business activities and how digital agriculture is a core part of your business strategy (200 words max).	Free text	Mandatory
17.	For GSMA AgriTech definitions of use and sub-use cases, please refer to "Section 6: Examples of use cases" in the applicant handbook before answering.	-	-
17a.	Please select the key digital agriculture use cases your service encompasses – check all that apply and mention the year of launch for each in Question 17aa.	Select Digital Advisory Agri Digital Financial Services Digital Procurement Agri e-commerce Smart farming Other	Mandatory and ability to check more than one box

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17aa.	If other, please specify.	Free Text	Mandatory if Other chosen in Question 17a.
17b.	Launch date(s) of your key digital agriculture use case(s)	Free Text	Mandatory
17c.	Please select the sub use-cases that are most relevant to your service.	Select from list	Optional
17cc.	If other, please specify.	Free Text	Mandatory if Other chosen in Question 17c.
18.	Please describe your service(s) and how it relates to the objectives of the GSMA AgriTech Accelerator (improving smallholder farmer livelihoods, climate resilience and/or financial inclusion). Please specify exactly what farmer need(s) your service solves for your target audience and benefits to the users in your answer (200 words max).	Free text	Mandatory
19.	Please attach a single slide (PPT or PDF) that shows the user journey (i.e. the pathway through using your service). If your service encompasses multiple use cases, you may use multiple slides while keeping to one slide for the user journey of each use case.	Upload file	Mandatory
20.	Please list the main agricultural value chains where farmers benefit from your service. Please list the approximate number of farmers in each of these value chains currently benefiting from your service. You can add up to 5 value chains by clicking "Add another".	Table with option to add up to 5 rows	Mandatory
21.	Please describe your organisational ambitions and roadmap for the next three years (200 words max).	Free text	Mandatory
22.	Please describe the main risks and challenges you foresee to achieving your stated ambitions (200 words max).	Free text	Mandatory
23.	Please describe why you believe technical assistance from GSMA will help you iterate and scale the service. (200 words max). Explanatory Note: Refer to Section 3 of the term sheet for the technical assistance available and *describe with reference to the risks and challenges identified in Q22 as well as any gaps you see in the user journey.*	Free text	Mandatory
24.	Do you have dependencies on third party organisations for the successful delivery of the proposed roadmap? Explanatory Note: Examples may include, but are not limited to:	Yes/No	Mandatory

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	1. A financial services provider to deliver loans to farmers 2. An insurance service provider to deliver climate insurance 3. A buy-side agribusiness for digitising farmer payments 4. A sell-side agribusiness for an agri e-commerce service.		
24a.	Please share details of the third-party partner organisations you have existing agreements with and their role in the project: You can add rows by clicking "Add another".	Table with option to add rows	Mandatory if Yes chosen in Question 24
24b.	Do you have data sharing agreements in place with the third-party partner organisations mentioned before?	Yes/No	Mandatory if Yes chosen in Question 24
24c.	Are these agreements in compliance with local data protection policies in your country of implementation?	Yes/No	Mandatory if Yes chosen in Question 24
24cc.	If no, please explain.	Free Text	Mandatory if Other chosen in Question 24c
25.	If there are additional/potential partners who are not yet confirmed but are critical to implementing your objectives, please share their details. You can add rows by clicking "Add another".	Table with option to add rows	Mandatory, if answer to 24 is yes
26.	The GSMA aims to improve the lives of millions of smallholder farmers through the AgriTech Accelerator. Please identify the current uptake of your organisation's service(s) among smallholder farmers and the KPIs you are proposing to set for your organisation over the two year implementation period. Explanatory Note: Please download the file named "GSMA_AgriTech_Accelerator_Key_Performance_Indicators" on the Concept Note application landing page, complete and upload it here.	Upload file	Mandatory
	Organisational details		
27a.	Please list your founders and co-founders. You can add rows by clicking on "Add another".	Table with option to add rows	Mandatory
27b.	Please upload your founders and co-founders' CVs here, in case you have not shared their LinkedIn profile above.	Upload file	Optional
28a.	Does your organisation have one year of unqualified audited accounts to share for GSMA compliance purposes?	Yes/No	Mandatory
28aa.	If yes, please upload your latest, unqualified, annual audited accounts.	Upload file	Mandatory if Yes chosen in Question 28a

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28ab.	If no, please upload your latest annual management accounts.	Upload file	Mandatory if No chosen in Question 28a
28b.	Please share your quarterly revenue over the past 12 months. Explanatory Note: Please convert to British Pound (GBP) values.	Table	Mandatory
28c.	Please share your quarterly burn rate over the past 12 months. Explanatory Note: lease convert to British Pound (GBP) values.	Table	Mandatory
28d.	Please describe your organisation's pathway to profitability (highlighting any key assumptions). If your organisation is already profitable, please state so and share your growth plans. (200 words max).	Free Text	Mandatory
29.	What are the delivery models for your service(s)? Check all that apply.	Select from list	Mandatory
29a.	If other, please specify.	Free text	Mandatory if Other chosen in Question 29
29b.	If B2B or other, how many B2B clients (e.g. agribusinesses) are actively contracted with your organisation?	Free text	Optional
30.	Have you raised any capital (internal, commercial or grant funding) for your business? Explanatory Note: As mentioned on the Concept Note application landing page, any information shared in this application will be treated with the strictest confidentiality, with access provided only to members of the GSMA AgriTech team, relevant GSMA support teams and members of the selection panel.	Yes/No	Mandatory
30a.	If yes, please share details of the amount and objectives for the fundraising. You can add rows by clicking on "Add another". Explanatory Note: Please feel free to mention "undisclosed" for any details you do not wish to share	Table with option to add rows	Mandatory if Yes chosen in Question 30
30b.	Please use this space to provide any additional details you feel are important regarding the funding you have already raised.	Free text	Optional
31.	Please share your fundraising plans (commercial or grant) for the next three years, including amounts and objectives for which the funding is required (200 words).	Free text	Mandatory
	Your Team Structure		

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32a.	Who are the key members of the team involved in the proposed project with GSMA and what are their roles? You can add rows by clicking on "Add another". Explanatory Note: You can support the application by adding links to their LinkedIn profiles or attaching their CVs below.	Table with option to add rows	Mandatory
32b.	Please upload CVs for your key members of the team, if you have not shared their LinkedIn profile above (mandatory for product manager, even if LinkedIn profile is shared).	Upload files	Mandatory
33.	Describe the experience of your product manager in developing, delivering and scaling digital services for the agricultural segment OR in managing other complex, multi-stakeholder revenue generating projects. (200 words).	Free text	Mandatory
34a.	How many full-time employees do you have in the team?	Free text	Mandatory
34b.	How many contractual employees do you have in the team?	Free text	Mandatory
35.	Executive Leadership: Please provide the following information about the top three senior roles in your organisation.	Table with three rows	Mandatory
36.	Please upload a copy of your organisational chart.	Upload	Optional
	Inclusivity		
37.	Please describe specific efforts you have made to make your service inclusive for female farmers, young farmers and/or farmers with disabilities (product design, marketing, partnerships etc) and how this is reflected in your user numbers over time. (200 words max).	Free Text	Mandatory
38.	Please describe your organisation's plans to make the service (even) more inclusive for female farmers, youth and farmers with disabilities. Please share how this links to the KPIs you have shared for the next two years. (200 words max).	Free Text	Mandatory
	Compliance and commitments		
39.	Are you aware of any potential reputational risks about your organisation, the project, your downstream partners etc. that need to be disclosed? (200 words max).	Free text	Mandatory
40.	Is your organisation in compliance with all data protection and privacy laws in your local jurisdiction?	Yes/No	Mandatory
40a.	If no, please explain	Free text	Mandatory if No chosen in Question 30
41a.	If selected as a cohort member for the GSMA AgriTech Accelerator, is your organisation willing to enter into a MoU with the GSMA Mobile for Development Foundation Inc, a US entity for implementation of Accelerator objectives?	Yes/No	Mandatory

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41b.	If selected as a cohort member for the GSMA AgriTech Accelerator, is your organisation willing and able to take part in the GSMA AgriTech Working Groups and other knowledge-sharing events? Explanatory Note: The cost of travel of at least one team member can be covered by GSMA.	Yes/No	Mandatory
41c.	If selected as a cohort member for the GSMA AgriTech Accelerator, is your organisation willing to share pseudonymised service level data for analysis to support product improvement? Explanatory Note: This data will be handled in the strictest confidence, with terms to be mutually agreed between the cohort member and GSMA under data processing and non-disclosure agreements.	Yes/No	Mandatory
42.	If selected as a cohort member, is your organisation comfortable to sign off on all commitments laid out in Section 7 of the term sheet?	Yes/No	Mandatory
43.	Please upload any supporting evidence or additional information you want to share in support of your application (limited to up to 5 pages).	Upload file	Optional
44.	Please share a link to download your app, if applicable.	Free text	Optional
45	The GSMA's Privacy Policy can be found at https://www.gsma.com/aboutus/legal/privacy. Please confirm your firm's acknowledgement of and agreement by ticking this box.	Yes/No	Mandatory