

Mobile Enabled
Community Services

MECS Innovation Fund Overview

May 29th, 2013

Agenda

- Introduction to the GSMA MECS Programme
- Introduction to the Innovation Fund
- Project eligibility
- Application process and timeline
- Q&A



- There are over 500 Million off-grid mobile connections



- 400 Million people have access to the mobile network before they have access to electricity



- 165 Million people have access to the mobile network before they have access to clean water

The GSMA Mobile Enabled Community Services (MECS) programme leverages mobile technology & infrastructure to improve access to basic energy and water services

Focus Areas:

- Advisory services to mobile operators
- Deploying £2.4M fund to support innovation and trials (minimum of 9 grants)
- Research & knowledge sharing:
  - Case Studies
  - Working Groups
  - Primary Research

Funding & Timeframe:

- £4.1M in funding (including £2.4M grant fund) from DFID's Climate & Environment Team to be deployed in 2013-2014

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Mobile Enabled Community Services

UKaid
from the British people

- Partner: UK Government
- The programme seeks to address the following questions:
  - What **types of mobile technologies** can support community services?
  - For a solution to be **adopted at scale** what building blocks would be needed?
  - What is the **social and commercial impact** of delivering community services to underserved mobile subscribers?

MECS Innovation Fund objectives

- **Accelerate efforts** using mobile technology to enable improved or increased access to water or energy services for underserved communities
- **Identify innovative business models** that can support mobile innovations for energy and water services
- **Generate knowledge** about the application of mobile enabled services which can be shared with the development community and mobile industry
- **Stimulate productive partnerships** between mobile operators/tower companies and energy provides, water providers, NGOs, entrepreneurs and academics to achieve these objectives at scale

Expected outcomes

Innovation Fund

- At least 9 new technologies/models using mobile to support energy and water service provision for underserved communities
- Reach 270,000 people
- Best practices and lessons for applying mobile technology to service delivery and building blocks for scaling

Of an individual grant project

- Design and launch of a commercially sustainable product or service that increase or improves access to water or energy for underserved communities
- Generation of evidence of the social and economic value of the offering
- Generation of insights into best practices for serving underserved communities

Two concurrent grant streams

Innovation Fund

	Seed Grants	Market Validation Grants
Primary objective	• To support R&D of early stage innovations using mobile to support access to sustainable energy and water provision	• To support promising business models that support improved access to energy and water services at scale
Target Applicant	• Early Innovators	• Mobile Operator/Tower Company in partnership with service provider
Grant value	• Up to £200,000	• Up to £350,000
Matching funds required	• Yes, 25%	• Yes, 50%
Total # of grants possible	• Minimum 5, subject to cap of £1 million	• Minimum 4, subject to cap of £1.4 million
Duration	• Up to 1 year	• Up to 1 year

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Innovation Fund General Eligibility Requirements

	General Requirements
Geography	Open to global applicants, priority to • Sub-Saharan Africa • South and Southeast Asia
Sector	• Access to energy and water services through technology and reach of mobile industry
Organisation	• **Registered and operating** in country of project implementation • In satisfactory **financial health** • Have internal **capability** to implement project applying an innovative model for service delivery • Have internal **capacity** to implement project within agreed timeframe • Demonstrated knowledge or experience working with **underserved communities**

	General Requirements
Use of funds	• Project management, research, content development, hardware, and measuring results • May be used towards professional fees and salaries of consultants
Data and knowledge sharing	• Commit to sharing data and insights arising from project (Commercial data will be treated as confidential) • Participate in programme's performance monitoring system • Participate in peer sharing via Working Groups and other forums

Innovation Fund: Seed Grant Eligibility Requirements

Organisation

- **Individual**
  - NGOs, small entrepreneurs and academic organisations
  - mobile operators and tower companies
  - public and private service providers
- Or **consortium** of above with
  - MOU (at application stage)
  - Documented, clear division of responsibilities between members
  - Statement of mutual commitment

Project

- Implement **research and development of early stage innovations** using mobile technology to support sustainable energy and/or water provision
- Use **mobile communications channel** as a significant element of delivery model
- Involve **innovative model** that demonstrates potential to improve or increase access to energy and water, on a sustainable basis
- Preference will be given to projects that provide equitable **access to underserved women**
- **Not be easily supported by commercial** sources of finance
- Funding provided by the Fund utilised within **one year lifecycle** of Fund

Innovation Fund: Market Validation Grant Eligibility Requirements

Organisation

- **Partnership or consortium** between mobile network operator that is a member of the GSMA or tower company and community service providers (ESCO or WSP)
- In case of consortium
  - MOU(at application stage)
  - Documented, clear division of responsibilities between members
  - Statement of mutual commitment

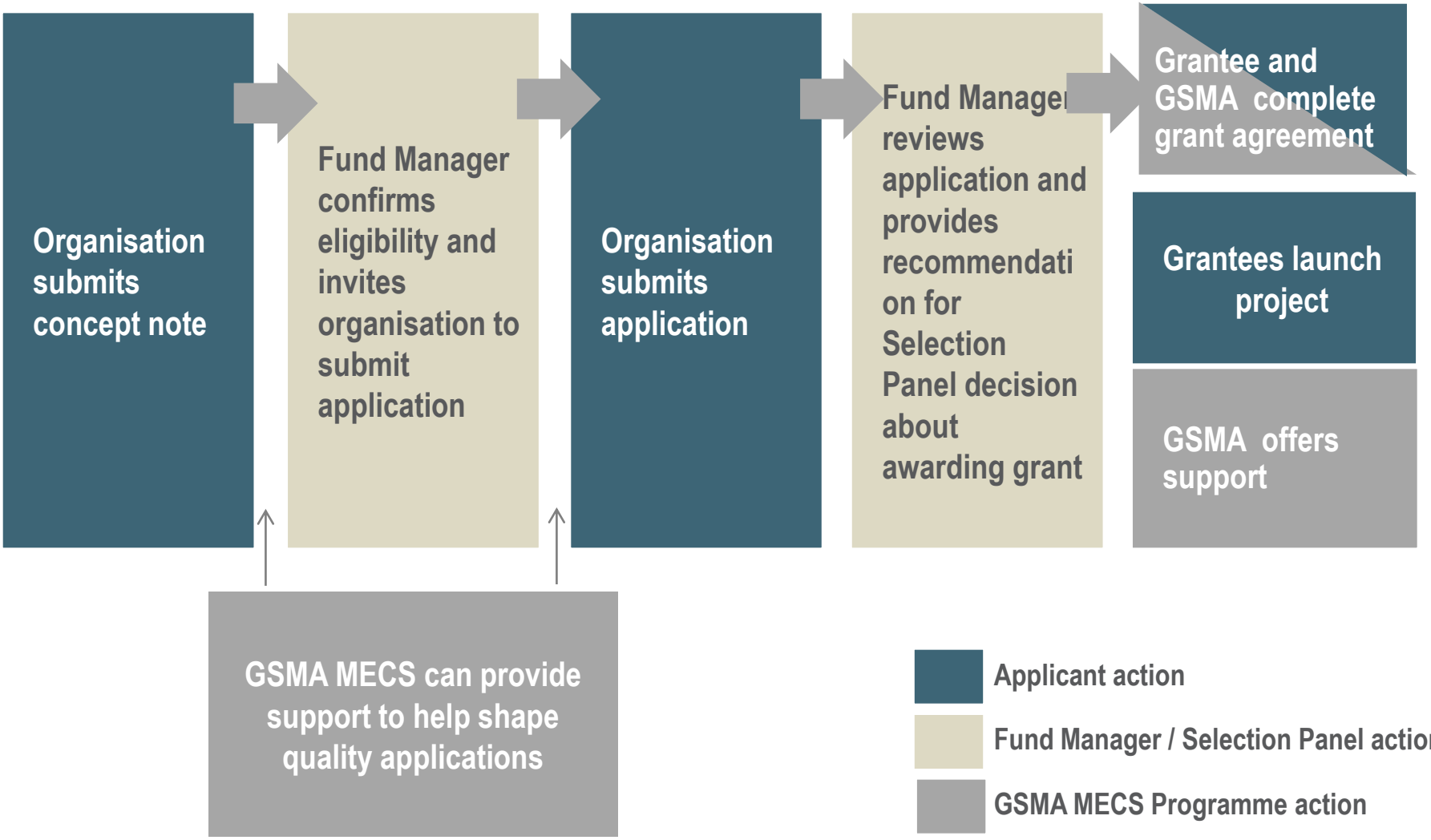
Project

- Use **mobile communications channel** as significant element of its delivery model
- Result **directly in increased or improved access** to energy or water services for underserved communities
- **Commercially sustainable business model** for provision of water or energy access that will be sustainable after period of grant funding
- Preference will be given to projects that provide equitable **access to underserved women**
- Have a means of **forecasting extent of outreach** (number of underserved able to access the service), and level and frequency of use
- **Not be easily supported by commercial** sources of finance
- Funding provided by the Fund will be utilised within the **one year lifecycle** of the Fund
- Priority will be given to those projects which are the most likely to be **replicable at scale**

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The GSMA MECS Innovation Fund Grants process



Further detail on concept notes and applications

	Objectives	Components	Evaluation criteria
1. Concept note	• Provide high-level view of the concrete project	• 3-page concept note	• Fulfilment of eligibility criteria • Alignment to Innovation Fund objectives • Likelihood of meeting application selection criteria
2. Application	• Fully develop and articulate the concept and project	• Application form • Project work plan • Budget • KPIs and performance monitoring approach • CVs of Management Team	Additional evaluation criteria: • Quality of the concept & implementation plan • Adequate capacity/resources • Potential to inform sector • Value-add of GSMA funding • Likelihood of scalability and replicability

Who's who in the Innovation Fund

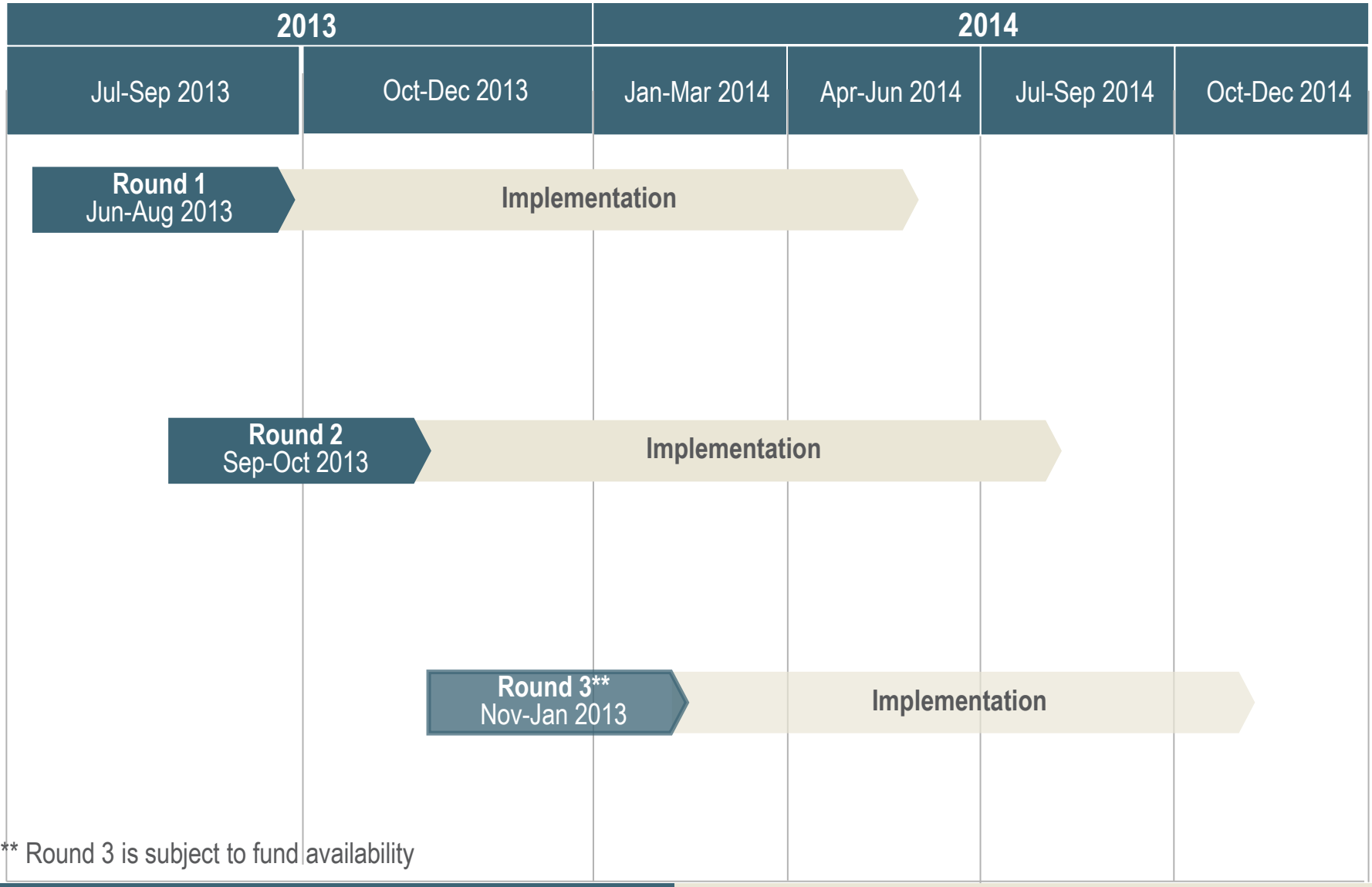
Independent Selection Panel	• Evaluates applications and awards grants based on selection criteria • Comprised of diverse subject matter experts
Fund Manager: Coffey International	• Reviews concept notes to determine eligibility and alignment with Innovation Fund objectives • Supports the Selection Panel by evaluating applications according to selection criteria • Once a grant is awarded, works with grantees to ensure compliance with the grant agreement terms and project plans

GSMA MECS team	• Provides various types and levels of support at each step
	  • Feedback on concept note ideas
	  • Can provide support during application development
	  • Ongoing support and advice throughout implementation

Timeline for first round of grants

Concept notes due	Sunday, 30th June 2013
Invitations to submit applications	Monday, 8th of July 2013
Applications due	Sunday, 4th August 2013
Awards announced	Mid-September 2013
Grant agreements signed	Early October 2013

Current plans for full set of Innovation Fund grants



** Round 3 is subject to fund availability

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For more information:

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http://www.gsma.com/mobilefordevelopment/programmes/mobile-enabled-community-services

Thank You!



Mobile Enabled
Community Services

Back-up

May 29th, 2013

Introducing the GSMA and Mobile For Development

- The GSMA represents the interests of mobile operators worldwide.
- Our members span more than 220 countries and we unite nearly 800 of the world's mobile operators

Mobile for Development

- GSMA Mobile for Development brings together our mobile operator members, the wider mobile industry and the development community to drive commercial mobile services for underserved people in emerging markets
- We identify opportunities for social, economic and environmental impact and stimulate the development of scalable, life-enhancing mobile services


Mobile is the predominant
infrastructure in emerging markets


There are over 500 Million off-grid mobile connections


400 Million people have access to the mobile network before they have access to electricity


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