Introduction to the GSMA mWomen Innovation Fund Grants

GSMA mWomen Working Group Meeting

Jakarta, Indonesia

7 June 2012

Objectives today

Introduce the GSMA mWomen Innovation Fund Grants Mechanism

Solicit feedback

Q & A



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What we've heard what mobile network operators say is needed for mWomen scale-up



- An internal business case for action
- Concrete examples of successful deployments, both internal to your companies and from industry as a whole
- A better understanding of what women in your markets want and need
- Innovative ideas to inspire your teams
- How-to guidance with direct application to your business
- Faster, smoother access to commercially successful offerings for women

The GSMA mWomen Innovation Fund Grants are on the way!

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GSMA mWomen aim to stimulate an industry-wide shift to greater focus on the opportunities of underserved woman segments

Generate and share insights and tools

- Insights and tools for discovering base-of-the-pyramid women's wants and needs
- GSMA mWomen Business Case Framework and Toolkits
- Knowledge sharing via mWomen.org and beyond

Facilitate networks

- Linkages amongst industry and development community partners
- Peer sharing via the GSMA mWomen Working Group

Create incentives for innovation

- Mobile User Experience Design Challenge
- Mobile World Congress mWomen Global Mobile Award

Offer direct support for mWomen strategies[1]

- Advisory support to build internal buy-in and deploy GSMA mWomen tools
- Innovation Fund Grants to accelerate launch of offerings

1. Includes the Business Case Framework consultancies, which have now come to a close

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The GSMA mWomen Innovation Fund Grants will accelerate this shift

Objectives

Accelerate planned efforts

Help committed operators more to more quickly recognize and realize the commercial potential of serving underserved women

Help these efforts to succeed

Support operators, where it makes commercial sense, to deploy large-scale offerings that increase underserved women's ownership and use of mobile phones and life-enhancing, value-added services

Encourage further investment

Inspire other members of industry and the larger ecosystem to innovate on mobile business models that serve women

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The first type of grant targets mobile industry partners

First round to begin this summer

- **To fund steps leading to the deployment of a an 'offering' to improve access and/or effective use of mobile for underserved women, e.g.**
  - Products
  - Services
  - Tariff schemes
  - Marketing campaign
- **Industry recipients must match the grant with cash or in-kind resources**
- **Can be applied towards professional fees or salary of external or in-house consultants**
- **$500,000 in funds available**
- **$50,000- $75,000 grants for 3-9 month-long projects**

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The second type of grant will fund development community partners

First round to begin in early 2013

- **To promote partnerships leading to launch of life-enhancing, value-added services for underserved women**
- **Funding issued to development community partners, e.g.**
  - Non-governmental organizations
  - Social enterprises
- **Generally must work in partnership with operators**
- **$1,000,000 in funds available**
- **$100,000 - $150,000 grants for 6-12 month-long projects**

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Features of a successful project

Develops a **novel, innovative approach** to improving access to mobile and life-enhancing, value-added services by currently underserved women

Generates a concrete **strategy for the underserved women segment**, including an offering, marketing and distribution plans, acquisition or other relevant targets and a resourced plan to deploy at scale

Has the potential for being **scalable and replicable in multiple markets**

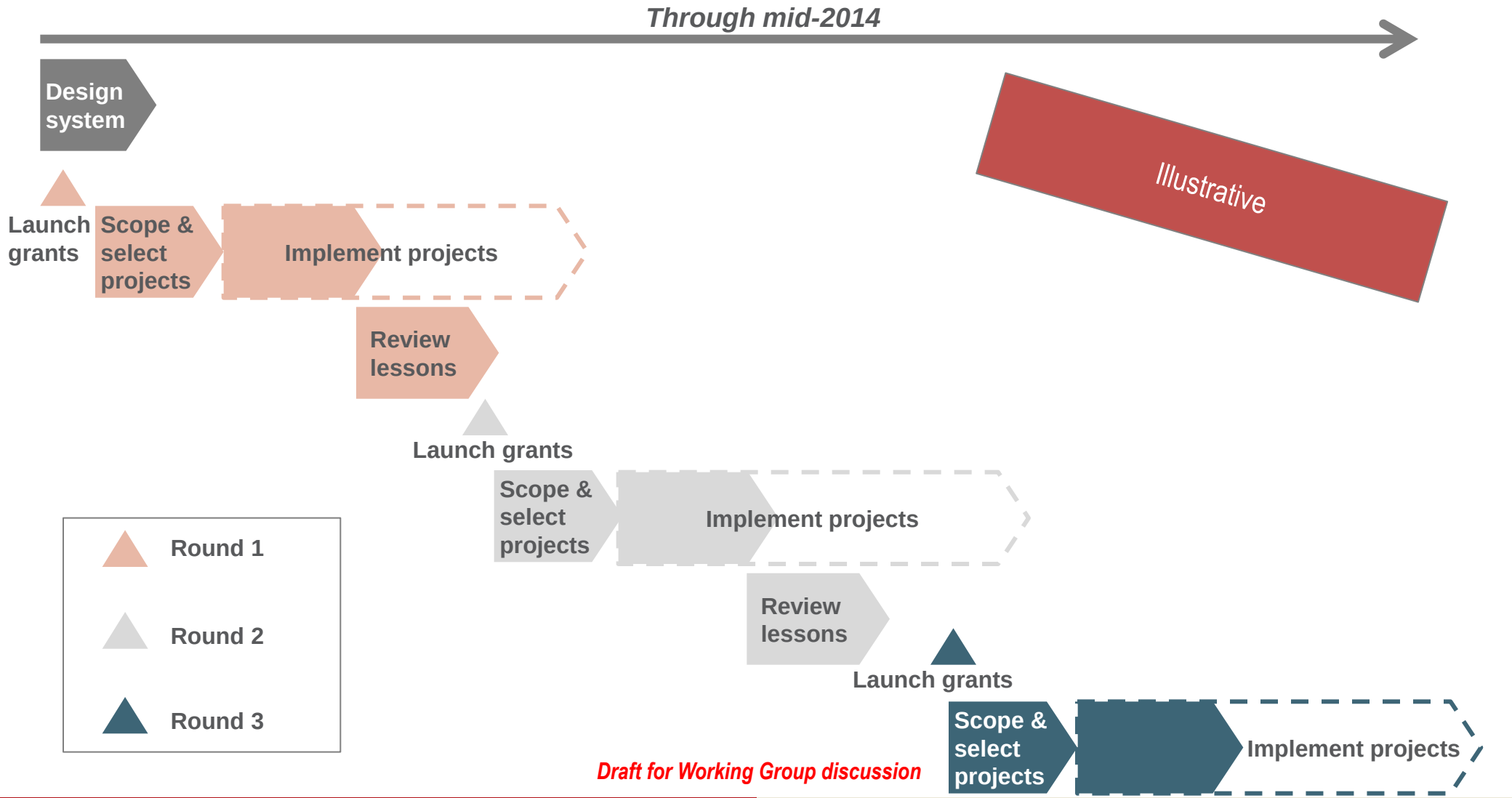
Offers defined potential for ongoing **commercial sustainability**

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An iterative approach to incorporate lessons learned

Timing and number of rounds to be determined



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Round one focus: support operator innovation to close the gender gaps

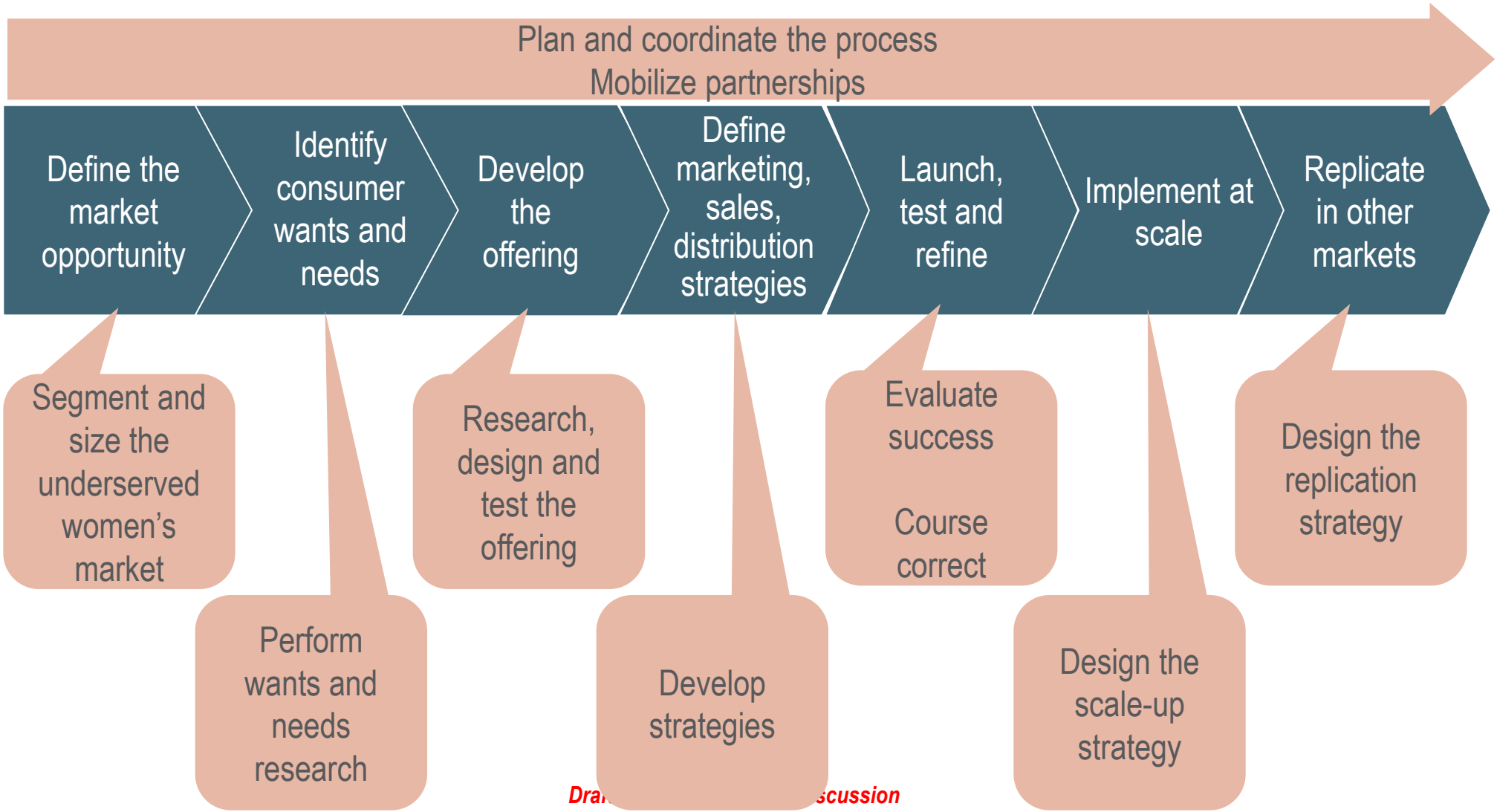
Eligible recipients	• **Members of the GSMA mWomen Working Group**
Project focus	• **Development and/or deployment of a segment strategy that includes** – Product, service, pricing, marketing or other services – Acquisition targets for currently underserved women – Resourced implementation plan for a launch
Number and size of grants	• **2-3 grants valued at $50,000 - $75,000**
Timing for grant awards	• **Awarded August / September 2012**

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Grants can accelerate operator activities at any stage of the lifecycle

Consultants might support one or more of the following example activities



Dra scussion

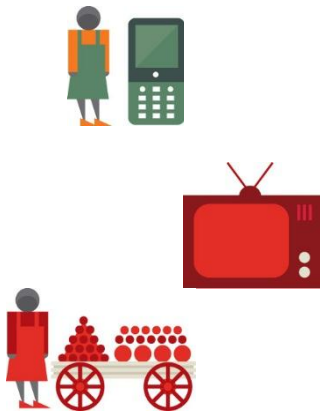
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Deliverables will vary according to the project

In addition to quarterly and end-of-project progress and financial reports

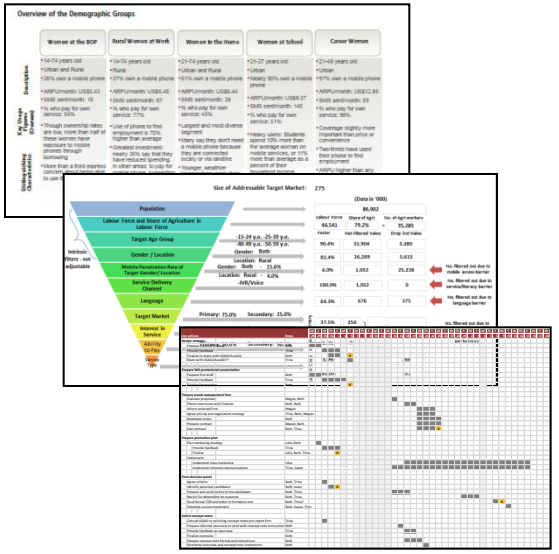
Launch of an offering

One or more products, service, marketing or other strategy



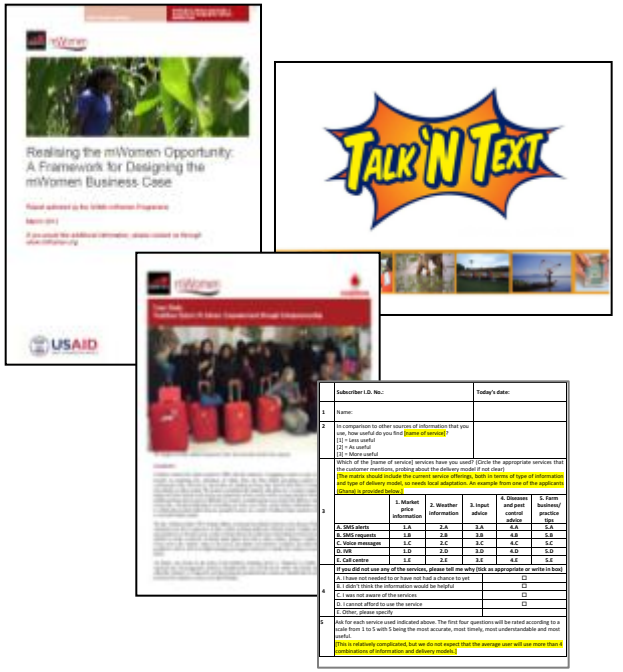
Analyses and plans

One or more products, service, marketing or other strategy



Knowledge

Insights and evidence to share internally and with the larger community



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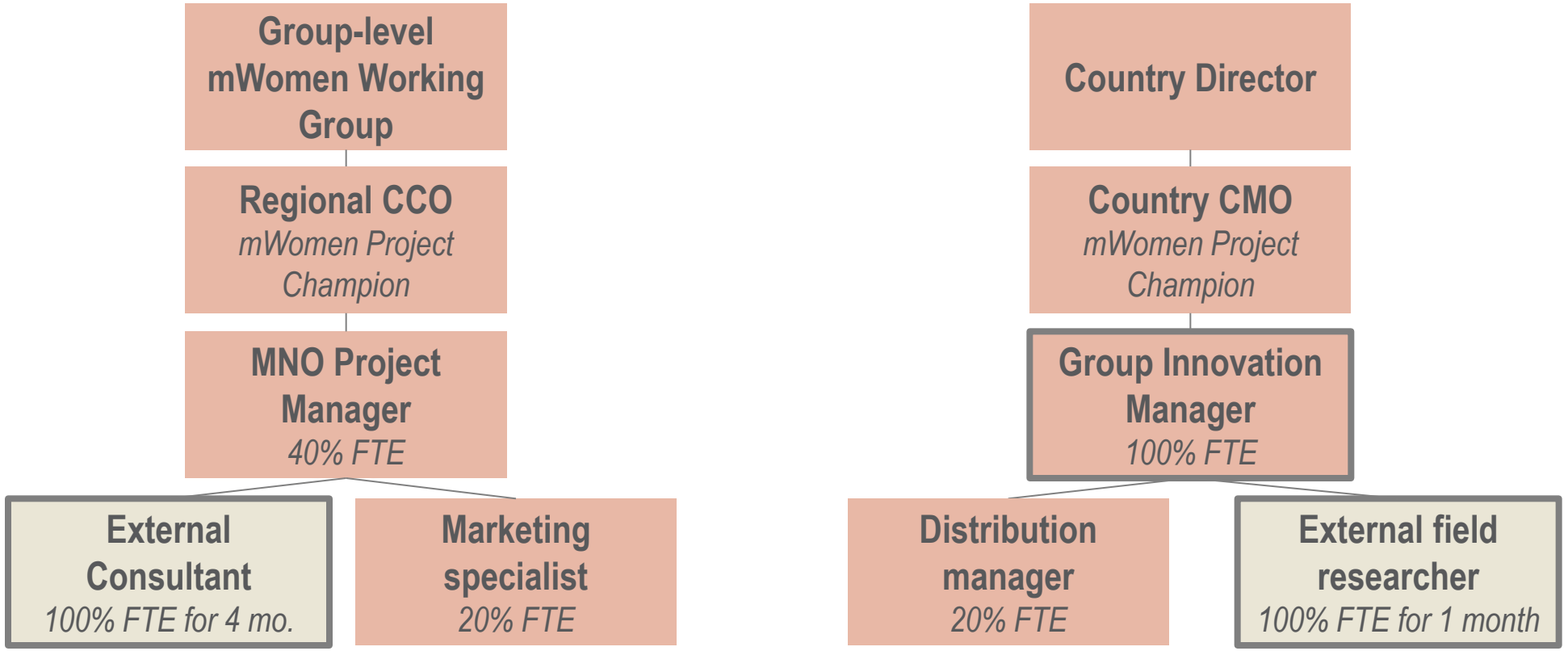
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Grantees will propose an appropriate team structure

Minimum operator commitment levels required throughout

In-house resource
External resource
Day-to-day driver

Example project team structures



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The GSMA mWomen team will offer support throughout the grant period

- Leads to external consultants and other experts
- Advice for refining projects
- Introduction and adaptation of GSMA mWomen Business Case Framework tools
- Introduction and training on GSMA mWomen monitoring and evaluation tools, including potential contribution of on-the-ground outcomes evaluation
- Lessons learned and reflections on maintaining internal support for the project
- Tools and support in capturing lessons learned for internal and external knowledge sharing and replication

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Grantees will be those operators ready to commit to action

Eligibility criteria relating to readiness to act

- **An active GSMA mWomen Working Group member**
- **Willing to commit to 50% cost-share of the project**
- **Able to identify an active internal champion who will:**
  - Approve internal KPIs and decision gates for the project
  - Convene an internal leadership team for project buy-in and governance
  - Oversee the project delivery and reporting by external and internal consultants
  - Maintain internal buy-in and support
- **Able to assign at least one day-to-day, internal staff member for 25% average level of effort for the project duration**

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Grantees also must be willing to help build and share knowledge

Eligibility criteria relating to knowledge sharing

- **Willing to share project-related subscriber data with GSMA mWomen**
  - E.g. subscriber data, changes to women's ARPU, etc
  - Will help make the business case for internal company replication
  - Will be used in aggregate to create a generalized business case for industry
  - Will be treated as confidential by GSMA, mWomen team members and consultants

- **Willing to work with the GSMA mWomen program to adapt its monitoring and evaluation tools to the needs of the project**

- **Prepared to generate and share lessons learned for internal and external use**

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Examples of how an Innovation Fund Grant can contribute to your mWomen offering's success

Offering	What an Innovation Fund Grant can contribute
• Reduce women's **cost of ownership barrier** by offering low cost handsets with embedded SIM cards	• Size and value the low-income women's segment • Determine ROI of the service package • Design replication guide for other markets
• Challenge **cultural barriers** to women's ownership and use by designing a marketing campaign for women and male decision-makers	• Provide seed funding for market research • Design, test and help launch a marketing campaign
• **Introduce life-enhancing, value-added services for women** by partnering with a health content provider to design an information and service package targeted at mothers	• Model the return on investment • Plan and help manage rollout of a large-scale market launch
• Introduce a service and pricing package that **meets women's unique needs** for lower per-minute charges for lengthy calls and the ability to block nuisance calls from men	• Design and perform wants and needs market research • Model the return on investment of the pricing model

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Your feedback will be very helpful!

- **How valid is our hypothesis that the grants will help accelerate decisionmaking and/or execution of your mWomen efforts?**
- **What are the tradeoffs relating to the size of the grant, given the need to match?**
  - Is there a material difference if the grant is $50k versus 75k? 100k?
- **What internal processes do you anticipate, and how will this affect the time it will take to prepare an application, especially given the co-funding?**
- **How long is the process from researching the market to deployment, and what are the implications for the grant period?**
- **Other feedback?**

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Next steps

GSMA mWomen will send full details to all Working Group members

- Guidelines for Concept Notes
- Final timeline

For questions in the meantime, please contact

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mWomen

Thank you!

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