

mWomen

GSMA mWomen Innovation Fund

Webinar

27 September 2013

Agenda

Introduction to the GSMA mWomen Programme

Introduction to the Innovation Fund

Project eligibility

Application process and timeline

Q&A

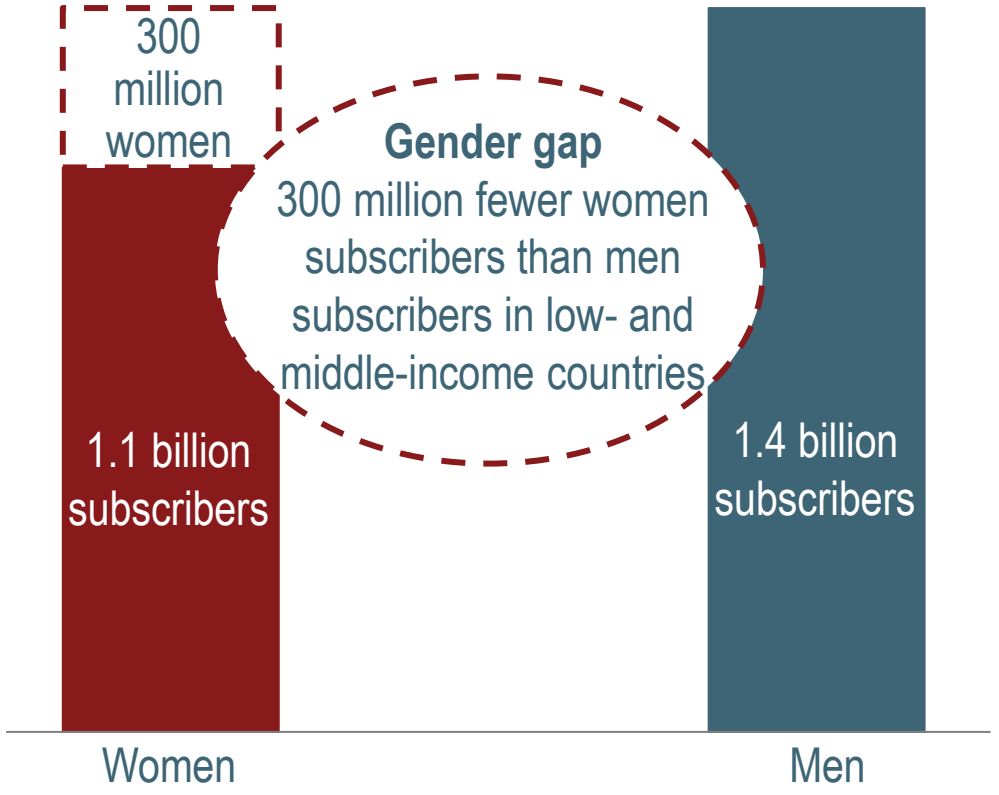
Introducing the GSMA and Mobile For Development

- 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

Women are underserved in terms of ownership and use of mobile phones



A woman is 21% less likely to own a mobile phone than a man in low- to middle-income countries

2% of BOP women have ever used the mobile Internet

Represents a $13 billion missed market opportunity

Sources: GSMA and the Cherie Blair Foundation for Women, *Women & Mobile: A Global Opportunity,* 2010. GSMA, *Striving and Surviving: Exploring the Lives of BOP Women,* 2012.
Note: gender gap data is valid for 2009.

Several barriers hinder resource-poor women's use of phones

Cost

- The total cost of ownership inhibits low-income women from investing in mobile
  - Handset
  - Services
  - Power for charging

Culture

- **40% of women** reported that a disadvantage of owning a mobile was that it allowed their family to "keep track" of them
- **75% of married women** who didn't want a phone said their husbands wouldn't allow it

Technical illiteracy

- **22% of women** who did not want to own a mobile phone said the main reason was they "wouldn't know how to use it"

Perceptions of value

- **30% of women** who do not own a mobile phone report not seeing its value
  - Suggests services are not tailored to meet their needs

Sources: GSMA and the Cherie Blair Foundation for Women, *Women & Mobile: A Global Opportunity,* 2010.. GSMA, *Striving and Surviving: Exploring the Lives of BOP Women,* 2012

The GSMA mWomen Programme



Promotes increased mobile access and use by resource-poor women in the developing world:

- Encourages an industry shift towards investing in women
- Catalyses availability of life-enhancing value-added services to meet women's needs
- Promotes solutions that address women's technical and cultural barriers to adoption

GSMA mWomen activities

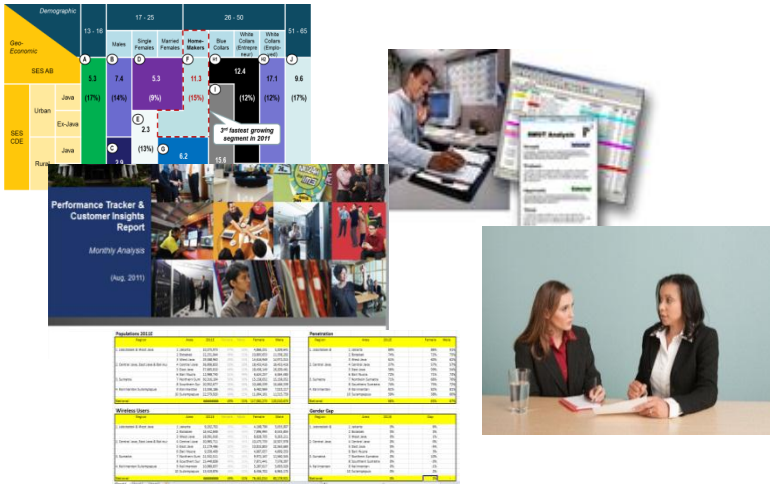
Facilitate and support industry and ecosystem partner action	Innovation Fund grants
	Technical assistance
Generate and share insights to promote action and impact	Research and evaluation
	Knowledge generation
	Innovation to address barriers
	Gender data
	Knowledge sharing

Success story: Indosat in Indonesia

Using data to design a service reaching millions of women

After generating insights on women via existing and new research data…

- A GSMA mWomen consultant helped collect and analyse data from several sources
  - Segmentation study
  - Brand tracker
  - Phone surveys
  - In-person qualitative interviews with 1000 women



…Indosat introduced a service that reached millions of women

- Hebat Keluarga service for housewives
  - Affordable friends-and-family tariff
  - 'Family-finder' to track children's locations
  - Extended SIM card validity period
- Has reached nearly **2 million women** since 2011
- Now expanding tools for women entrepreneurs (Info Wanita and Usaha Wanita)

Success story: Asiacell in Iraq

Creating a brand and services to meet women's needs

Asiacell
brings us together

By first analysing the composition of its subscriber base…

- In 2011, women made up only 20% of Asiacell's subscriber base
- Asiacell conducted consumer research to understand the needs of women in its market



…Asiacell designed a brand appealing to the needs of millions of women

- The resulting Almas line for women includes
  - 'Step charging,' offering a 50% discount after the third minute
  - Choice of off-peak hours
  - Free 'bye-bye' service to block harassing calls and SMS
- Has reached nearly **1.8 million women** since 2011
- Women now comprise 40% of the subscriber base

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GSMA Innovation Fund objectives

- **Accelerate efforts** to recognise and realise the commercial and social potential of serving underserved women

- **Foster success** by equipping and supporting operators and NGOs as they launch relevant mWomen offerings

- **Generate lessons and models of success** which can be shared with the mobile industry and development community and mobile industry

Two concurrent grant streams

Innovation Fund

	Operators	NGOs
Grant value	• Up to US $70,000	• Up to US $140,000
Matching funds required?	• Yes	• No
# of grants remaining	• 2 - 3	• 3 - 4
Primary objective	• Launch products, services, marketing and/or distribution mechanisms that increase women's access to mobile	• Develop life-enhancing VAS for women or support an MNO in the design and launch of a new offering for women
Partnership approach	• Partnerships are encouraged, but not required	• Partnership with an operator is required to enable large scale distribution
Duration	• 6 months	• 6 months

Definitions of success

Innovation Fund

- An increase in the number of women who have access to mobile services
- An increase in the availability of relevant, life-enhancing VAS for women
- A larger set of proven approaches for addressing the needs of resource-poor women and reducing the barriers to the adoption of mobile phones

Of an individual grant project

- Design and launch of an economically sustainable product or service, distribution model or awareness campaign (an 'offering') that increases women's access to and use of mobile phones and VAS
- Generation of evidence of the social and economic value of the offering
- Generation of insights into how to reduce women's barriers to adoption on a large scale

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Innovation Fund eligibility requirements: Mobile Operators

Please see term sheet for full details (available on www.mWomen.org)

Geography

- Sub-Saharan Africa
- North Africa and Middle East
- South and Southeast Asia

Organisation eligibility

- Must be a GSMA member
- In good financial and legal standing

Use of funds

- Grant funds can be applied towards a number of activities, such as project management, research, content development, building partnerships, and measuring results
- Grant funds may be used towards professional fees and salaries of consultants

Partnership

- Partnership with an NGO is encouraged where relevant, but not mandatory
- Concept note should outline rationale for partnership

Data and knowledge sharing

- Commitment to sharing data and insights arising from the project
  - Commercial data will be treated as confidential
- Participation in programme's performance monitoring system
- Participation in peer sharing via GSMA mWomen Working Groups and other forums

Innovation Fund eligibility requirements: NGOs

Please see term sheet for full details (available on www.mWomen.org)

Geography

- Sub-Saharan Africa
- North Africa and Middle East
- South and Southeast Asia

Organisation eligibility

- NGO (non-profit)
- Legally registered
- Operates at large scale

Use of funds

- Grant funds can be applied towards a number of activities, such as project management, research, content development, building partnerships, and measuring results
- Grant funds may be used towards professional fees and salaries of consultants

Partnership

- Partnership with a mobile network operator is required
- Concept note should contain a clear plan for this partnership

Data and knowledge sharing

- Commitment to sharing data and insights arising from the project
  - Commercial data from the operator will be treated as confidential
- Participation in programme's performance monitoring system
- Participation in peer sharing via GSMA mWomen Working Groups and other forums

Project eligibility

- Seed funding for **innovative projects** that will increase resource-poor women's uptake of mobile and lead to life-enhancing outcomes
- Well-defined, measurable **social objectives**
- **Clear targets** of number of women served
- Long-term ambition to serve women on a **national scale** in an economically sustainable manner

Three key attributes

Economic Sustainability

- Concept notes should demonstrate a clear plan for sustainability beyond the grant period, outlining:
  - The operator's commercial rationale for undertaking the project
  - The funding model for the underlying services provided by the NGO

Scalability

- Does the project have the potential to reach scale?
- Does the organisation have the ability take the project to a large scale?

Replicability

- Does the project contain elements which can be replicated in other geographies?
- If project is successful, are the networks to enable replication in place?

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Who's who in the Innovation Fund

Independent Selection Panel

- Evaluates applications and awards grants based on selection criteria
- Comprises 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

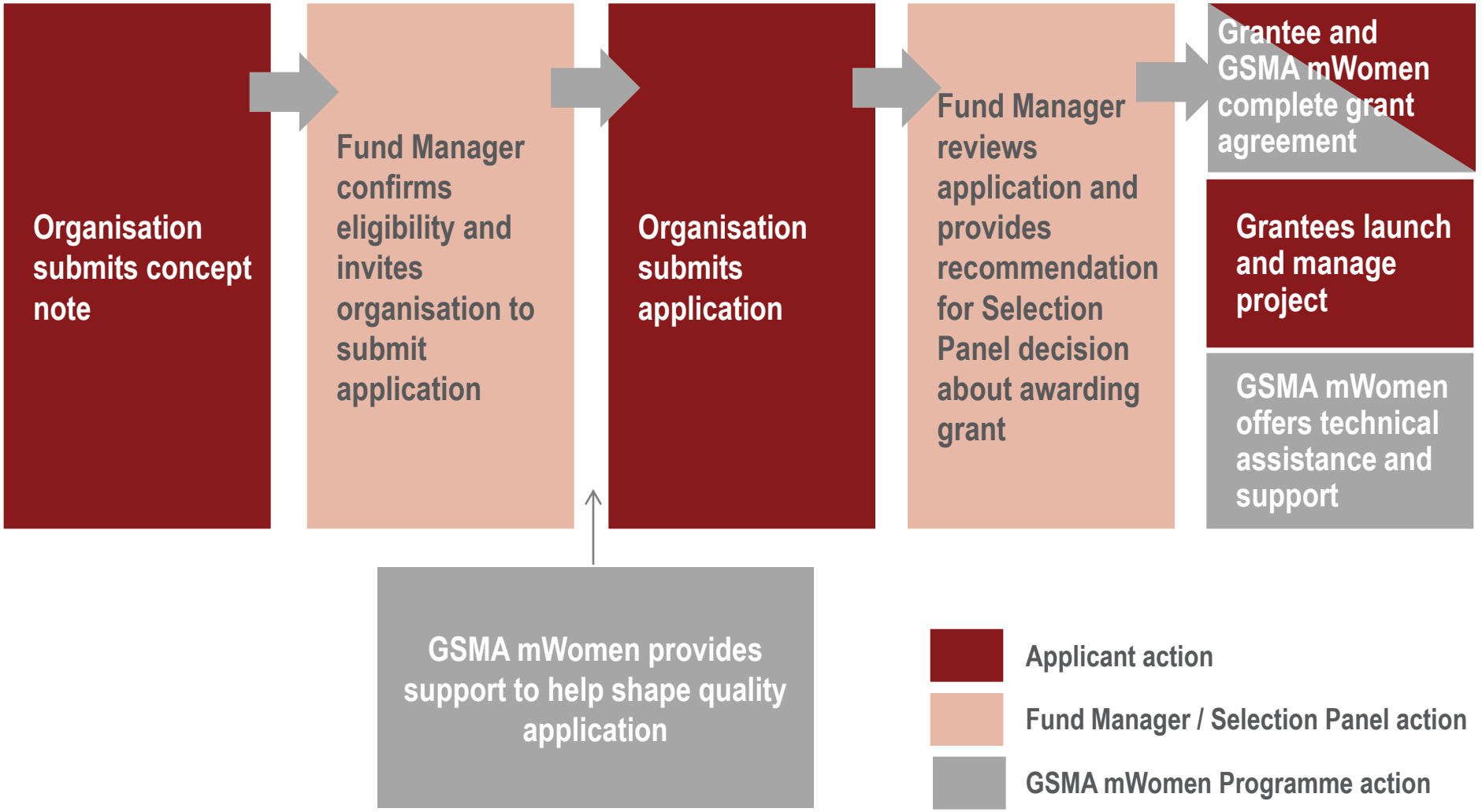
GSMA mWomen team

- Provides various types and levels of support:
  - Hands-on support during application development
  - Ongoing support and advice throughout grant-funded period

Further detail on concept notes and applications

	Objectives	Components	Evaluation criteria
1. Concept note	• Provide high-level view of the concrete project concept	• 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	• 10-page application form • Project work plan • Budget • KPIs and performance monitoring approach	• Quality of project objectives and their alignment to Fund objectives • Quality of the concept • Adequate implementation capacity • Quality of project design • Value-add of GSMA funding

The GSMA mWomen Innovation Fund Grants process



Timeline for current round of grants

Concept notes due	Friday, 1st November 2013
Invitations to submit applications distributed	Friday, 15th November 2013
Applications due	Friday, 10th January 2014
Awards announced	Early February, 2014
Grant agreements signed	Mid February, 2014

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For more information:

www.mWomen.org

mWomengrants@gsma.com