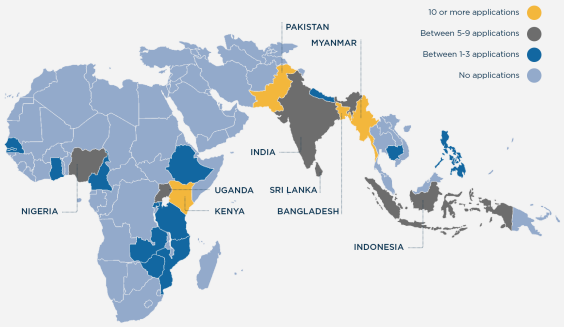
GSMA INNOVATION FUND

for Mobile Internet Adoption and Digital Inclusion

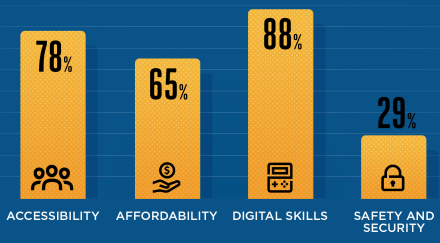
In April 2020, we launched the GSMA Innovation Fund for Mobile Internet Adoption and Digital Inclusion. 598 pitch applications were received from 44 countries. This infographic highlights the learnings from the top 100 pitches.

GEOGRAPHICAL DISTRIBUTION

OF START-UP AND SME APPLICATIONS



DIGITAL INCLUSION BARRIERS ADDRESSED



AVERAGE START-UP PROFILE

TEAM SIZE **46** PEOPLE

MANAGEMENT TEAM SIZE **7** PEOPLE

OPERATIONAL FOR **4+** YEARS

ACTIVE CUSTOMERS **142,000** (30-DAY ACTIVE BASE)

FUNDING **49%** HAVE RAISED LESS THAN $500,000 (OVER THE LAST 3 YEARS)

GENDER FOCUS

60% % OF APPLICATIONS WITH A FOCUS ON REACHING WOMEN

49% TARGET % OF WOMEN IN CUSTOMER BASE

21 AVERAGE NUMBER OF WOMEN ON TEAM: 46%

3 AVERAGE NUMBER OF WOMEN IN MANAGEMENT POSITIONS: 43%

PARTNERSHIPS WITH MOBILE NETWORK OPERATORS



ALREADY IN PARTNERSHIP

ENGAGED IN DISCUSSIONS BUT NO PARTNERSHIP

NO PARTNERSHIP

SOCIO-ECONOMIC IMPACT

ADDRESSING THE SUSTAINABLE DEVELOPMENT GOALS



- 15% NO POVERTY
- 3% ZERO HUNGER
- 6% GOOD HEALTH AND WELL-BEING
- 10% QUALITY EDUCATION
- 21% GENDER EQUALITY
- 0.3% CLEAN WATER AND SANITATION
- 3% AFFORDABLE AND CLEAN ENERGY
- 19% DECENT WORK AND ECONOMIC GROWTH
- 8% INDUSTRY INNOVATION AND INFRASTRUCTURE
- 9% REDUCED INEQUALITIES
- 1% SUSTAINABLE CITIES AND COMMUNITIES
- 1% RESPONSIBLE CONSUMPTION AND PRODUCTION
- 1% CLIMATE ACTION
- 0.3% PEACE, JUSTICE AND STRONG INSTITUTIONS
- 3% PARTNERSHIP FOR THE GOALS

www.gsma.com/MobileInternetAdoption

The GSMA Innovation Fund for Mobile Internet Adoption and Digital Inclusion is funded by the UK Foreign, Commonwealth and Development Office (FCDO).

UKaid from the British people