GSMA AGRITECH PROGRAMME

GSMA AgriTech Accelerator

FAQs

1. Is a Concept Note template available?
Yes, all Concept Note questions are available in a downloadable format on the GSMA AgriTech Accelerator website. Please note that this is for reference only and all answers must be submitted through the online Concept Note application form.

2. What information and level of detail is required in the Concept Note application?
Please refer to the term sheet for the objectives of the fund, eligibility requirements, and selection criteria; try to address these points in your answers. Each free-text answer comes with its own word limit (usually 200 words), which is mentioned in the question. Please note that you can open/start the online Concept Note application form and return to it at a later point.

3. Can Concept Notes be submitted in a language other than English?
Concept Notes must be submitted in English. Quality of written English will not be considered in the review process, but applications should be clear and answer each of the required questions.

4. Can an applicant organisation submit more than one Concept Note?
Multiple Concept Notes can be submitted by an organisation. However, multiple applications will only be considered if one of the two criteria below is met

i. each application should be independent and present a different project concept (i.e. any single Concept Note should not be dependent on the success of another Concept Note).
ii. The applicant has operations in multiple eligible markets. In such cases, separate applications need to be submitted for each market.

5. How flexible are the application deadlines?
To ensure fairness, the deadlines are final, with no exceptions possible. The Concept Note stage will close at 1700 GMT on Friday 10th February 2023. Only fully completed Concept Notes will be taken forward to the review stage.

6. What does the entire application and selection process look like?
Please refer to Section 6 of the term sheet for the detailed process and timelines.
Concept Notes will be accepted till 10th February 2023. After a review by the GSMA AgriTech team, organisations shortlisted for the next stage will be asked some clarifying questions based on the application review as well as some additional compliance questions. Shortlisted applicants will be provided with templates of two documents to be signed with GSMA if they are selected:

i. MoU with GSMA covering the terms of participation in the Accelerator
ii. Data Processing Agreement

A Selection panel will convene in April 2023 to make the final decision on selected projects to be supported. Contracting of successful applicants to become part of the GSMA AgriTech Accelerator cohort will be completed by Wednesday 31st May 2023. Project implementation is expected to begin on Thursday 1st June 2023.

7. My organisation is working on building a prototype addressing the core objectives of the Accelerator but the product is not yet in market. Are we eligible to apply?
No. The service or product applicants are offering must be revenue-generating, even if not profitable, at the time of application.

8. Which countries are eligible?
The list of eligible countries is provided in Section 5 of the term sheet.

Africa: Burkina Faso, Cameroon, Egypt, Ghana, Ivory Coast, Madagascar, Malawi, Mali, Morocco, Mozambique, Nigeria, Senegal, Togo, Tunisia, Zambia
Asia: Cambodia, Jordan, Pakistan
Latin America: Colombia, Ecuador, Peru

9. Is it necessary for the applicant to have an existing presence in the country of implementation?
The applicant must have an existing presence in the country of implementation and be registered to conduct business there. The registration document must be shared as part of the Concept Note application. Partners may or may not be based in the country of implementation but must have legal authorisation to conduct business there.

10. Can a university apply to be a cohort member of the Accelerator?
Academic organisations can be an implementing partner but cannot be the primary applicant. For a full list of eligibility criteria, please refer to Section 4 of the Term Sheet.

11. My organisation is currently offering some services that align with the Accelerator objectives. We now plan to expand our product line and offer additional services like loans and climate insurance for farmers. However, we do not have partners identified who will deliver this. Are we eligible?
If you have an existing, revenue-generating service that aligns with the Accelerator's objectives, you are eligible to apply, provided you meet other eligibility requirements. GSMA is happy to provide technical assistance to diversify your product portfolio over the two-year implementation period and launch/scale additional services that align with the Accelerator's objectives.

12. What is the overall objective of the Accelerator?
The GSMA AgriTech Accelerator ("the Accelerator") aims to support and fast-track the growth of innovative, revenue-generating digital agriculture solutions that align with the programme's mission of improving smallholder farmers'

1. Livelihoods,
2. Financial inclusion, and
3. Climate resilience.

In order to support cohort members in achieving these objectives, GSMA will offer a range of technical assistance, including targeted consulting from the GSMA team, user experience and product design/management support, farmer feedback surveys, access to GSMA events and insights and capacity building for investor readiness. Details of the technical assistance on offer can be found in Section 3 of the Term Sheet.

13. What are the use cases that the proposed product/service must encompass?
Some examples of use cases that are relevant to the Accelerator's objectives include:

1. Digital advisory
2. Agri digital finance
3. Digital procurement
4. Agri e-commerce
5. Smart farming

This is not an exhaustive list and we will consider applications promoting other use cases that align with the objectives of the Accelerator. Details about these use cases, and sub use cases relevant to each use case, can be found in Section 6 of the applicant handbook.

14. Do the projects have to display an inclusive approach with respect to gender?
Yes, we promote equitable access to technology for all users. The Accelerator aims to specifically ensure inclusion for female farmers, young farmers, and farmers with disabilities. Your organisational focus on inclusivity must be highlighted in the application and Key Performance Indicators (KPIs) that you propose in the Concept Note.

15. Is it a pre-requisite for eligibility that an application must involve a mobile network operator (MNO) as a formal partner?
No. This is not required but highly encouraged, where such a partnership is relevant.

16. Can an individual employee apply for the Accelerator?
The GSMA can only provide technical assistance to an organisation. Individuals are not eligible to apply.

17. Can a consortium of organisations apply for the Accelerator?
Yes, a consortium is encouraged to make the application. However, the lead applicant must be a digital agriculture solution provider. The consortium may include agribusiness partners, MNOs, academic institutions, government organisations, NGOs, financial service providers, and others, as may be relevant to the service or product requirements. If applying as a consortium, formal arrangements through an Agreement/Memorandum of Understanding/Letter of Intent must be in place by the time the Concept Note is submitted.

18. Can a UN organisation be a lead applicant?
UN organisations are not eligible to be the lead applicant of a proposal; however, they can be a part of the consortium.

Additional Questions

19. What documentation is needed from an applicant's partner organisations?
During the Concept Note application, you will find some questions that ask for details of partners that you work with. Please answer these. You do not need to provide additional supporting documents regarding partnerships at this stage. We may ask for supporting documents from the shortlisted candidates in February, depending on the nature of the application.

20. How do I define KPIs for my service, as asked for in the Concept Note application?
The GSMA AgriTech accelerator aims to improve the livelihoods, climate resilience, and financial inclusion of millions of smallholder farmers. We expect applicants to identify what scale they aim to achieve by June 2025, the end of the two-year implementation period. These KPIs reflect your ambition for the service and how you will contribute to the Accelerator's objectives. Please use the table provided in the Concept Note application to define your KPIs