SoW – Impact Assessment for GSMA Innovation Fund for Accelerated Growth grantee: Orenda, Pakistan

October 2024

Context

The GSMA Innovation Fund accelerates mobile tech solutions addressing key global challenges for vulnerable communities in low- and middle-income countries. In 2024, the Fund launched the Accelerated Growth round, supporting alumni grantees in scaling their innovative products and services.

The GSMA Innovation Fund is seeking a supplier to conduct an impact assessment for one of the Accelerated Growth fund grantees – Orenda, based in Pakistan. Orenda is the innovator behind Taleemabad, a platform revolutionizing access to education by digitizing content and ensuring it is accessible. As part of their work with the GSMA Innovation Fund, Orenda is developing AI-based technology to aid in the creation of curriculum content.

The following are the use cases of AI-powered content generation and assessment that Orenda is developing:

AI-Powered Lesson Plans: Orenda is developing AI-powered lesson plans tailored to existing textbooks to enhance their effectiveness by helping teachers deliver content more clearly and efficiently. This ensures that teachers have tools to deliver better learning and don't feel pressured since lesson plans are based on the textbooks they have already been using.

AI-Powered Assessment Generation: Our solution will provide a repository of high-quality, pre-validated questions that adhere to Bloom's Taxonomy and other educational frameworks. This question bank will ensure that teachers have easy access to a diverse range of questions that meet rigorous quality standards, enabling them to efficiently construct assessments without the burden of question creation.

AI-Powered Assessment Grading:. Orenda has created an assessment grading tool that takes a scanned copy of the filled assessment, grades it, and records the results for analysis.

A key learning question of this study is: ***How do AI-generated lesson plans compare to teacher-created ones in terms of relevance, content quality, and adaptability to student needs?*** Assessing the additional two tools (lesson plans and grading) is a bonus and not a requirement of the study.

Suppliers are welcome to propose their own methodology, but they will not be able to collect data from students directly, as the students are minors. The impact should be measured against

Orenda's mission of expanding access to high-quality education in Pakistan and should consider the quality of the curriculum content, its accessibility, efficiency, and other factors that lead to better education outcomes for students. A key user of the tools are teachers, who would be available for interviews along with school administrators and other stakeholders.

Objectives

Produce a report assessing the impact of Orenda's AI-based tools on creating high quality educational content for schools in Pakistan.

The work is envisioned to take place across four key phases; these are outlined below.

Phase	Key activities	Timeline
1 - Inception phase	**Key activities:** Kick off call with GSMA team and Orenda to agree on project scope and work plan. **Deliverables**: Refined workplan, updated timeline, sampling strategy, and risk mitigation plan.	Contract signing + 3 weeks
2 – Survey tool development	**Key activities:** Develop a survey tool and implementation plan to assess impact of Orenda's AI-based tool on education, incorporating feedback from GSMA and Orenda, translated into relevant local languages as needed. **Deliverable**: Word doc version of final survey in English and local languages. Template of final report in English.	Contract signing + 6 weeks
3 – Data collection	**Key activities:** Conduct data collection. Clean and translate data as needed. **Deliverable:** Excel version of cleaned survey data in English	Contract signing + 10 weeks
4 – Final Report	**Key activities:** Draft final report and share with GSMA. Minor feedback may require an additional draft. **Deliverable:** Final approved impact report in English.	Contract signing + 12 weeks

Firm and proposal requirements

Required experience

Essential:
- Demonstrable track record of completing similar assignments.
- Expertise working in education technology sector, ideally with a focus on AI and emerging technology.
- Experience conducting impact assessments in second and third tier cities across Pakistan.

- Full working proficiency in English.

The successful supplier is expected to:

1. Provide all deliverables in English.
2. Provide a named key point of contact who will work closely with the GSMA team.
3. Respond to emails from GSMA within two working days.
4. Organize regular status calls/meeting to report on project progress throughout the assessment.
5. Inform GSMA about delays and complications in a timely manner.

Proposals should include a separate technical and financial proposal:

Technical proposal
1. A short (1 page) statement of suitability, highlighting recent relevant experience and a proposed methodology for data collection.
2. Details of relevant project experience.
3. Examples of previous work.
4. CVs and location of team member(s).

Financial proposal
5. Level of effort (person-day) by activity.
6. Fee rates (per day in GBP).
7. Total project cost (GBP), inclusive of all applicable taxes

Proposal assessment and selection Process

Selection will be made on a quality-cost based assessment based on a 70:30 weighting for the technical and financial respectively.

The technical component will be scored on the following set of criteria:

- Track record of completing similar assignments.
- Previous experience.

The financial will be assessed by value for money.

- Clarification questions can be sent to cmckevitt@gsma.com and mjones@gsma.com
- Proposals are to be submitted no later than 11 November 2024 to cmckevitt@gsma.com and mjones@gsma.com
- Shortlisted consultants will be contacted for an interview by 18 November 2024.
- Consultants will be notified of the final selection by the 1 December 2024

GSMA HEAD OFFICE
1 Angel Lane,
EC4R 3AB,
London,
United Kingdom
www.gsma.com