Scope of Work – Baseline study for GSMA Innovation Fund Grantee – Guru-Bot, Indonesia

March 2026

Context

The GSMA Innovation Fund accelerates mobile tech solutions addressing key global challenges for vulnerable communities in low- and middle-income countries. In December 2025, the Innovation Fund has announced its' latest cohort of grantees – start-ups leveraging artificial intelligence for socio-economic impact.

One of these grantees is Indonesia-based *PT Impactbyte Teknologi Edukasi*. Their AI education solution, GURU-BOT, reduces education inequality in rural Indonesia by providing an AI-powered, offline-first learning platform that works without internet access, improving literacy and numeracy through speech and handwriting recognition, personalized exercises, and gamified lessons for elementary students in low-connectivity areas.

GURUBOT focuses on foundational literacy and numeracy for early-grade students (Grades 1-3), aligned with Indonesia's national curriculum (Kurikulum Merdeka). GURUBOT's learning approach is designed in alignment with the Learning Outcomes for the Foundational Phase, as defined by the Agency for Standards, Curriculum, and Assessment of Education (BSKAP).

During the initial course of their 18-month grant-funded project, GSMA plans to conduct a baseline assessment of student performance.

The GSMA Innovation Fund is seeking a local supplier, well versed in the Indonesian educational context and national curriculum, to support this assessment. Working in collaboration with the grantee and the GSMA team, the supplier will develop a pre-test and post-test for students studying in schools of the grantee's portfolio that is aligned with Indonesia's national curriculum guidelines. Additionally, the supplier will define the methodology for delivery of the test, which will be administered by the grantee. The supplier will be responsible for analysis of the results of the test.

Suppliers are requested to submit their technical proposal with the following considerations:

- The sample will consist of users or future users of Gurubot as well as a control group with no access to the solution. We aim to have 150-200 users in each group, which will include multiple schools and may include different grades.

- GURUBOT is primarily designed for student use, ideally through shared or individual smartphones/ tablets/ Chromebook. The devices are typically shared (e.g.,1 device for 3-4 students) and can also be accessed via low end smartphones.

- The end users are minors who access the solution through the Guru-Bot app. Teachers also have access to the app to monitor student progress, facilitate classroom use, and integrate GURUBOT into their teaching.

- Since the tests will be administered to minors, the supplier must get all ethical and legal clearance for conducting the study.

- Localisation of content and delivery of any testing/ survey tools is mandatory.

- This assessment must be aligned with the beginning of the upcoming school year, starting in July 2026.

- Collaboration with both the grantee and GSMA is essential for this project. Both parties will contribute to the design of any tools used to engage with the grantee's end users.

Objectives

The study seeks to answer these key learning questions:

- Do AI tools lead to improved literacy and numeracy for students?
    - *Is it the same for boys and girls?*
    - *Is it different for low-income students?*
- Do AI tools lead to increased engagement, confidence, and learning retention among students?
    - *Is it the same for boys and girls?*
    - *Is it different for low-income students?*

- Is the content aligned with a benchmarked curriculum?

Phase	Key activities	Timeline
1 - Inception phase	**Key activities:** A kick-off meeting with GSMA key stakeholders and the grantee, with follow up meetings as needed. **Deliverables**: An inception report of no more than 10 pages, including a revised and finalised timeline and methodology.	Contract signing + 2 weeks

2 – Survey tool development	**Key activities:** Develop all tools needed for implementation and provide a feedback mechanism for GSMA and the grantee to input feedback. After approval, the grantee will share contact details of end users. The tool must be suitable for repetition as a post-test. **Deliverable**: All tools delivered in Microsoft Excel or Word, in English and translated into any local languages, as needed, and incorporating feedback.	Contract signing + 5 weeks
3 – Data collection	**Key activities:** The tests will be administered by the grantee and the partner schools. The supplier will support the grantee in the implementation of the tests if required and compile clean data sets. **Deliverable:** Raw data, submitted in excel, in English.	Contract signing + 10 weeks
4 – Final Report	**Key activities:** Draft final findings in a report of no more than 10 pages and share with GSMA for feedback. **Deliverable:** A final report in English, incorporating comments and feedback from GSMA, in Microsoft Word. No more than 10 pages (excluding any annex)	Contract signing + 13 weeks

Firm and proposal requirements

Required experience

Essential:

- Demonstrable track record of completing similar assignments.
- Expertise evaluating innovative education tools, ideally with a focus on AI and emerging technology.
- Experience conducting similar impact assessments in Indonesia.
- Familiarity with the National School Curriculum in Indonesia.
- Full working proficiency in English.
- Not a current or former employee of the grantee

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 **(2 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 dsanyal@gsma.com and dmacaskie@gsma.com
- Proposals are to be submitted no later than 4pm BST 17 April, 2026 to dsanyal@gsma.com and dmacaskie@gsma.com
- Shortlisted consultants will be contacted for an interview by 24 April, 2026.
- Consultants will be notified of the final selection by May 1, 2026

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