

# INSIGHTS FROM THE REPORT
# Innovation Ecosystem

- Through its Innovation Fund portfolio, the GSMA has **awarded £8.6 million to 48 organisations across 22 countries**, helping innovators scale solutions and unlock **£54.4 million** in follow-on investment.
- **Partnerships and digital infrastructure are helping innovators scale.** From climate-resilient agriculture and early warning systems to digital climate finance and smart urban services, successful solutions are combining technology, local partnerships and sustainable business models to attract investment.
- **Performance data highlights strong impact at scale**: **92%** of **Crop2Cash users reported yield increases** and **96% income gains**, while **UjuziKilimo has reached 16,200+ farmers** and conducted **20,600 soil tests**, demonstrating the value of data-driven advisory services.
- Other solutions reinforce this trend, with **79% of HydroNeo users reporting improved monitoring**, **87,000+ women shea farmers** supported by **Sommalife**, and **Hello Tractor training 600 farmers** through delivering 15 workshops, illustrating how blended delivery models drive both reach and impact.

## WHY THIS MATTERS FOR INNOVATORS

The evidence shows that technology alone is not enough - solutions that integrate digital tools with human support consistently outperform, delivering higher adoption, retention and equitable access.

At the same time, viable commercial models are emerging, where bundled services and innovative financing approaches, including carbon-linked revenue, help overcome affordability barriers and unlock sustained usage.

## ACTION POINTS FOR STARTUPS, ACCELERATORS AND CLIMATE TECH FUNDS

1. **Design** solutions for low-bandwidth environments and local languages, prioritising USSD, IVR and lightweight applications to maximise accessibility and reach.
2. **Bundle** complementary services such as advisory, inputs, finance and insurance into integrated offerings that align with user needs and improve unit economics.
3. **Scale** through partnerships with MNOs, governments and financial institutions to expand distribution, build trust and accelerate adoption.
4. **Develop** data systems compatible with digital MRV to unlock carbon finance opportunities and support new revenue streams where appropriate.

