Affordable Phone RFI

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# Context

Handset affordability remains a primary challenge to internet adoption and data consumption across emerging markets such as Africa and India. Introducing affordable smart feature phones prompts the first step in the journey of internet adoption for non-data users. Once users become comfortable with consuming data on Smart Feature phones, their needs often shift toward more data-intensive services. These services are typically supported by smartphones, which are currently significantly more expensive than “smeature” phones.

The need arises for an affordable handset with smartphone capabilities, that enables these entry-level users to take the next step in the data usage journey. This affordable price point is estimated to be USD 20. An initiative of this nature would be essential in breaking down a barrier to global connectivity for the low-income user.

A working group consisting of key stakeholders from the following companies MTN, Reliance Jio, Orange, and the GSMA, decided to collaborate on the challenge at hand using their collective industry knowledge to pursue this project of goodwill and socioeconomic benefit. This RFI was drafted based on discussions amongst the working group, with the objective of determining whether an affordable smartphone with a specified technical base requirement is achievable within the desired price point.

# RFI Terms & Conditions

## Representation

This RFI is issued as a joint effort by the participating parties in the working group, which has joined forces to address the need for an affordable smartphone and collect information from responding parties to decide on the way forward.

This RFI is being administered by the representatives, working on behalf of the working group of companies and does not represent his/her respective organisation alone.

The participants in the RFI process are participating on their own will and fully understand that participation or invitation to participate does not constitute any guarantee of business.

## Participation for RFI Purposes only

Please be advised that by receiving and responding to this RFI, you hereby agree never to claim or cause of action or otherwise assert the administrator of this RFI and the working group responsible or liable in any manner or under any theory of liability for any risks, costs or expenses incurred by you in connection with this RFI or any response submitted by you. This RFI in no way the participating group of companies i.e. the working group to enter into a business arrangement with you unless and until such time as a contract for the services which are the subject of this RFI is executed between both parties and a written order for such products/services is issued to you by any one of the member of this “Working Group”.

## Open RFI

RFI is open to all those who wish to submit a proposal as the affordable smartphone is an initiative of public interest/goodwill to break down the barriers to entry for users (high cost of smartphones) – this is with respect to both hardware and software.

## Post RFI

Based on the RFI response, a shortlist of ODMs will be selected to engage in a concrete RFP process which will be a point to enter into an exclusivity commitment terms of which will be released with the RFP process.

## Compliance

The RFI is conducted in compliance with GSMA Antitrust policy. All responses will be collected by GSMA and sensitive information will only be disclosed in an aggregate and, where necessary, anonymised mode.

## Timelines

We shall follow the below table of schedule:

|  |  |
| --- | --- |
| Date | Milestone |
| 31 December 2019 | Deadline to receive RFI responses |
| 14 February 2020 | Finalise shortlisted ODMs |

## Contacts

The RFI will be published by the GSMA in association with the working group. Responses will be evaluated by the working group collectively.

**Contact details:**

* Responses to be submitted to:
  + [rfi@gsma.com](mailto:rfi@gsma.com)

On successful launch of the initiative in market, the GSMA will create awareness of the initiative – this is in keeping with the underlying public interest and goodwill objectives of the initiative. The GSMA marketing and publicity will not include any specific details of the RFI response.

## Volume Assumptions

Independent research has indicated that the low cost, smart phone global volumes are set to rise and the global numbers approximated at 1 billion per year. Collectively, the working group on this initiative estimate a market size of 100 million devices per year across their operating geographies. This RFI does not provide guaranteed volumes however, the responders are requested to consider an appropriate volume estimation given the generally available market research to derive an affordable price response based on the volumes across the collective markets of the working group. Post the RFI stage, the individual MNOs of the working group will enter into a specific agreements with the ODMs which shall include specific terms on volumes.

## RFI Response Format

The participant shall respond this RFI at the minimum covering the below sections

1. Detailed Overview of the Company
   1. Financials (3 year revenue & profitability)
   2. Geographical Presence
   3. Manufacturing Facilities
   4. Quality Control Process & Metrics
2. Response to the requirements in the Section 3 containing the following:
   1. Feature compliance – Simple Yes or No. If the specification requested can be improved, please specify.
   2. Price per component and overall device price (first hand)
   3. Industrial Design (if available)
   4. Schedule for working prototype device availability

# Device technical requirements

The device hardware specifications below are proposed as a minimum for device functionality within the estimated affordable price point of USD 20. Please include the completed tables below in the response to the RFI submission, completing the required fields against each device feature.

Please also quote only with first hand components, prices should not include repurposed components. Please also provide additional pricing option for dual SIMs.

**Table 3.1. Type 1 Device minimum specifications – 3G Smartphone**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Type 1 - 3G Smartphone** | **Is the feature achievable? Respond Yes or No.** | **Suggest improved feature specification if possible** | **Feature / component pricing** |
| **System /Chipset** | Unisoc 7731E or Mediatek 6572. 1.0 GHz or equivalent |  |  |  |
| **Memory** | 512 MB RAM + 4GB ROM |  |  |  |
| **LCD** | 4.0”, 800 x 480 pixels (WVGA), TN |  |  |  |
| **Dimension** | 128.5\*66.0\*11.6 mm |  |  |  |
| **Camera** | Front VGA, Back VGA |  |  |  |
| **Sensor** | Gravity sensor, PL sensor |  |  |  |
| **Audio Connector** | 3.5mm HS Jack |  |  |  |
| **#SIM** | Single or Dual |  |  |  |
| **Cellular & Connectivty** | 2G (4 Bands) and UMTS (3 Bands) + WIFI/GPS/BT + NFC |  |  |  |
| **Battery** | 1300 to 1800 mAh |  |  |  |
| **Charger** | 5V 700 mAh |  |  |  |
| **Operating system** | Specify compatible operating system; device to be built to operate apps for 2019 and a minimum of three years thereafter |  |  |  |
| **Total device price** |  |  |  |  |

**Table 3.2. Type 2 Device minimum specifications – 4G Smartphone**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Type 1 - 4G Smartphone** | **Is the feature achievable? Respond Yes or No.** | **Suggest improved feature specification if possible** | **Feature/component pricing** |
| **System /Chipset** | Qualcomm 8905/09, Mediatek 6739 or Unisoc 9820E, 1.3 GHz or equivalent |  |  |  |
| **Memory** | 512 MB RAM + 4GB ROM  SD Card Support |  |  |  |
| **LCD** | 4.0”, 800 x 480 pixels (WVGA), TN |  |  |  |
| **Dimension** | 128.5\*66.0\*11.6 mm |  |  |  |
| **Camera** | 0.3 MP Front / 2.0 MP Back |  |  |  |
| **Sensor** | Gravity sensor, P Sensor by TP |  |  |  |
| **Audio Connector** | 3.5mm HS Jack |  |  |  |
| **#SIM** | Dual SIM |  |  |  |
| **Connections** | 2G/3G and LTE  WIFI/GPS/BT |  |  |  |
| **Battery** | 1800 mAh |  |  |  |
| **Charger** | 5V 700 mAh |  |  |  |
| **Operating system** | Specify compatible operating system; device to be built to operate apps for 2019 and a minimum of three years thereafter |  |  |  |
| **Total device price point** |  |  |  |  |

**Table 3.3. Type 3 Device minimum specifications – 4G Smart Feature Phone**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Type 3 - 4G Smart Feature Phone (Non-Touch)** | **Is the feature achievable? Respond Yes or No.** | **Suggest improved feature specification if possible** | **Feature/component pricing** |
| **System /Chipset** | Qualcomm 8905, Mediatek 6739 or Unisoc 9820E, 1.0 GHz or equivalent |  |  |  |
| **Memory** | 512 MB RAM + 4GB ROM |  |  |  |
| **LCD** | 2.4”, QVGA, T9 Candy Bar |  |  |  |
| **Dimension** | As Appropriate |  |  |  |
| **Camera** | 0.3 MP Front / 2.0 MP Back |  |  |  |
| **Sensor** | None |  |  |  |
| **Interface** | Single SIM  Audio jack and SD card |  |  |  |
| **Connections** | 2G/3G/LTE, GPS, WIFI, Bluetooth Optional |  |  |  |
| **Battery** | 1600 mAh |  |  |  |
| **Charger** | 5V 700 mAh |  |  |  |
| **Operating system** | Specify compatible operating system; device to be built to operate apps for 2019 and a minimum of three years thereafter |  |  |  |
| **Total device price point** |  |  |  |  |

## Testing & Certification

Selected device shall undergo all applicable and required (like but not limited to regulatory, standards compliance and MNO-specific) testing by agreed third party provider as per the normal practice followed by the industry and shall be the responsibility of the supplier.