For information only
Apply online at <u>gsma.com/EAinnovationfund</u>

PROFILE & ELIGIBILITY

- Name: _____
  Email: _____
  Name of your start-up: _____
  Your position: _____

- Where is your start-up headquartered? **[LIST OF ELIGIBLE COUNTRIES]**
  Africa: Angola, Benin, Burkina Faso, Burundi, Cabo Verde, Cameroon, Central African Republic, Chad, Comoros, Congo Dem Rep., Congo Rep., Cote d'Ivoire, Djibouti, Egypt, Equatorial Guinea, Eritrea, Ethiopia, The Gambia, Ghana, Guinea, Guinea-Bissau, Kenya, Lesotho, Liberia, Madagascar, Malawi, Mali, Mauritania, Morocco, Mozambique, Niger, Nigeria, Rwanda, Senegal, Sierra Leone, Somalia, Swaziland, São Tomé and Principe, Tanzania, Togo, Uganda, Zambia, Zimbabwe
  Asia: Bangladesh, Bhutan, Cambodia, Indonesia, Lao PDR, Myanmar, Nepal, Pakistan, Philippines, Sri Lanka, Vietnam
  Pacific: Cook Islands, Fiji, Kiribati, Marshall Islands, Federated States of Micronesia, Nauru, Niue, Palau, Papua New Guinea, Pitcairn Islands, Samoa, Solomon Islands, Tokelau, Tonga, Tuvalu, Vanuatu

- What year was your start-up first registered? **Drop-down menu [2010-2017] + [If other, please specify]**

- Does your product/service use or plan to use mobile technology? **Yes / No**

- Specific focus areas are selected for each round of funding. These are: 'sharing economy' and 'services for SME' (for more information, see: Infographic). Which applies to your start-up? **Sharing Economy / Mobile Services for SMEs / Both / Others**

- Has your start-up already launched a product or service? **Yes / No**

- How did you hear about the GSMA Innovation Fund? **GSMA Website / GSMA Event [which one] / Direct outreach from GSMA (email, call, meeting) / Facebook / Twitter / LinkedIn / Local tech hub [Please specify] News [please specify which one] / Other, specify […]**

YOUR CORE BUSINESS

This section refers to your core business. A later section ('Proposed Project') will give you the opportunity to tell us about your ideas for the grant money

- How would you describe your product/business in a tweet? **(140 characters)**
- How would you describe your business in a short "Elevator Pitch"? **(100 words)**
- Link to your website: **Add link**
- In which countries/regions is your start-up 'active' (e.g. has existing products or services)? **[OPEN]**
- How many customers / users / clients do you have to date? **[100 words]**
- Please describe a typical customer or user journey? **[100 words]**
- Who are your main competitors and what makes you unique? **(100 words)**
- Are you currently enrolled or have been enrolled in a local accelerator/incubator programme? **Yes, [If yes, please specify] / No**
- Do you currently have any partnerships with a mobile operator? **Yes, [If yes, please specify] / No**

YOUR TEAM

- What is the size of your team? (Full-time staff members) **Add number**
- LinkedIn profile of founder: **Add link**
- One other key personnel (for instance, the applicant or internal 'sponsor' for this application): **Add link**
- Describe your team and its background **(100 words)**

FUNDING SITUATION

- What is your funding to date and from which specific sources? **(100 words)**
- How much revenue (in USD) have you generated to date (please be as specific as possible)?
- If you are successfully awarded a grant from GSMA, which country would the bank account you would prefer to receive the funds into be located in? **[Blank]**
- Have you ever received funding from GSMA, DFID/UK Aid, DFAT/Australian Aid or from a programme that is funded by DFID/UK Aid or DFAT/Australian Aid? **Yes, [If yes, please specify] / No**

PROPOSED PROJECT

GSMA grants must go towards a specific 9-15 month project that will promote sustainable social development outcomes in their community, market and/or region ('socio-economic impact').

This next section looks at the proposed project that would be implemented if your start-up is successfully awarded a grant by GSMA

- In which country is the proposed project? **[LIST OF ELIGIBLE COUNTRIES]**

  Africa: Angola, Benin, Burkina Faso, Burundi, Cabo Verde, Cameroon, Central African Republic, Chad, Comoros, Congo Dem Rep., Congo Rep., Cote d'Ivoire, Djibouti, Egypt, Equatorial Guinea, Eritrea, Ethiopia, The Gambia, Ghana, Guinea, Guinea-Bissau, Kenya, Lesotho, Liberia, Madagascar, Malawi, Mali, Mauritania, Morocco, Mozambique, Niger, Nigeria, Rwanda, Senegal, Sierra Leone, Somalia, Swaziland, São Tomé and Principe, Tanzania, Togo, Uganda, Zambia, Zimbabwe

  Asia: Bangladesh, Bhutan, Cambodia, Indonesia, Lao PDR, Myanmar, Nepal, Pakistan, Philippines, Sri Lanka, Vietnam

Pacific: Cook Islands, Fiji, Kiribati, Marshall Islands, Federated States of Micronesia, Nauru, Niue, Palau, Papua New Guinea, Pitcairn Islands, Samoa, Solomon Islands, Tokelau, Tonga, Tuvalu, Vanuatu

- Is your start-up registered in the country (or will be registered there by the time the project starts)? **Yes / No**
- Please describe the market and proposed project **(100 words)**
- Ideally, how much funding would you need from GSMA to implement the proposed project (excluding matching)? **£100K-£150K / £150K-£200K / £200K-£250K**

  (Applicants must provide a matching of at least 50% of the amount requested. For instance, if a start-up is requesting £200,000 from the Fund, a contribution of at least £100,000 from other sources is required.)
- The Innovation Fund offers mobile-focused mentoring and provides bespoke support to start-ups who want to build relationships with mobile operators. Please tell us 1/ which operators you are trying to reach, 2/ what are your goals for the collaboration/partnership and 3/ what support would like from the GSMA in achieving these goals (aside from funding)? **(200 words)**
- All projects must demonstrate measurable socio-economic targets over the life of the project. Examples include: tracking the number of people positively impacted by a product or additional income generated through a new service. Please tell us more about the socio-economic impact you plan to achieve through the project, including how you will measure it **(100 words)**
- How will your proposed project target/reach female customers and how would you track this?

  GSMA is driving the mobile industry's commitment to play a leading role in the achievement of the UN's 17 Sustainable Development Goals (SDGs) <Click here for more information- LINK- >
- Which are the top 3 Sustainable Development Goals(s) you are, or expect to contribute to? Please provide some examples:
  - [Select the first SDG you will pursue] 100 words – NON OPTIONAL

    Provide some examples of how you will pursue this first goal.
  - [Select the second SDG you will pursue] 100 words – OPTIONAL

    Provide some examples of how you will pursue this second goal.
  - [Select the third SDG you will pursue] 100 words – OPTIONAL

    Provide some examples of how you will pursue this third goal.

ADDITIONAL MATERIAL

- Attach your pitch deck **(max 5 pages/slides)**
- Do you have a video about your start-up you would like us to watch: **Add link**