

# GSMA Innovation Fund for Anticipatory Humanitarian Action

## Pitch Questions

Please complete and submit via the Online Submissions Portal – [link to Screendoor](#)

### SECTION 1: PROFILE

- 1.1. Name:
- 1.2. Email:
- 1.3. Name of your organisation:
- 1.4. Link to your website: \_\_\_\_\_
- 1.5. (Optional) Attach your pitch deck (max 5 pages/slides). *We'll accept .ppt and .pptx*  
*Please note that we will only review up to the first 5 slides of the attached file.*
- 1.6. Do you have a video about your organisation you would like us to watch?

1.7.1. How did you hear about this fund?

- ☐ GSMA website/ mailing list
- ☐ GSMA staff
- ☐ LinkedIn
- ☐ Twitter
- ☐ Facebook
- ☐ VC/Investors
- ☐ Event
- ☐ Other

1.7.2. At which event (s) did you hear about this fund?

1.8.1. Has your organisation previously received a grant from GSMA or FCDO/UK Aid or from a programme that is funded by FCDO/UK Aid? **Yes/No**

1.8.2. If yes, please provide details of the grant previously received including the Fund/ Programme, the Project title, the year and the grant amount

## SECTION 2: ELIGIBILITY CHECK

2.1. Select the definition that best describes your organisation (the applicant organisation):

(drop down list)

- For-profit organisation (for example commercially viable start-ups, small and growing enterprises) – Definition: Small and growing enterprises refers to for-profit start-ups, small to medium enterprises and social enterprises with up to 250 employees that have generated revenue from sales and have significant potential and ambition for growth.
- Not-for-profit entity (for example - Non-Governmental Organisations, humanitarian agencies and social enterprises)
- Tech hub, incubator, or accelerator – Note: Entities such as tech hubs, incubators and accelerators are **NOT** eligible to apply to the Fund.
- Mobile Network Operator, Government or Academic entity or an entity that is owned by a Mobile Network Operator, Government or Academic entity – Note: Governments, government-owned agencies (or appointed government agencies), Mobile Network Operators, University or Academic organisations are **NOT** eligible to apply, though may be included as partners on the project.
- Other \_\_\_\_\_

2.2.1. In which country is your organisation headquartered?

2.2.2. If applicable, please list name and location of parent company or subsidiaries.

2.3.1. In which country is the proposed project?

Please select the country from the dropdown list. If not on the list, please select 'Other'

If your proposed project will be delivered in multiple countries, please select one of the countries here and then use question 2.3.3 to list the additional countries.

*Please note: Projects in the following countries are **NOT** eligible for funding: Afghanistan, Cuba, Equatorial Guinea, Guinea-Bissau, Iran, Iraq, Libya, Myanmar, Nicaragua, North Korea, Syria, Turkmenistan, Ukraine, Venezuela and Yemen*

2.3.2. If you selected 'other' please specify the country your proposed project will be delivered in.

2.3.3. If your proposed project will be delivered in multiple countries, please list the additional ones here

2.4. Is your organisation registered and already operating in the country of proposed implementation?

**Yes / No**

*NOTE: Please note that for certain geographic markets (see section 4 of the Terms and Conditions for full details) applicants MUST be registered and operating in the country of project implementation to be considered eligible to apply for funding.*

2.4.1. If you selected **Yes**, in which month and year was your organisation first registered in the country of proposed implementation? (Month and Year)

2.4.2. If you are an international organisation, please explain how you foster a strong local presence.

2.4.3. If the response is **No**, does responsibility for service delivery lie with a downstream partner(s) based in the country of project implementation, rather than your organisation? **Yes / No**

2.4.4. If **yes**, please name the partner(s) you are working with on the project implementation and confirm which month and year partner(s) first registered in country of proposed implementation?

2.4.5. If **no**, please explain in which countries the applicant entity is registered and in which month & year it was registered.\_

2.4.6. For either Yes or No - Please upload the certificate of incorporation / registration / business license for your organisation (the applicant organisation).

*Please note that for certain geographic markets (see section 4 of the Terms and Conditions for full details) applicants MUST be registered and operating in the country of project implementation to be considered eligible to apply for funding.*

2.5.1. If you are awarded a grant from GSMA, in which country is the bank account you would use to receive the grant funds?

*Please note that GSMA cannot distribute payments to certain countries (see section 3 of the Terms and Conditions for full details). GSMA awards grants in **GBP only**. The account **must be** able to receive GBP.*

2.5.2. If different from the country of implementation or country of registration noted in 2.3.1, please explain. **(200 words)**

*Please note that GSMA cannot distribute payments to certain countries (see section 3 of the Terms and Conditions for full details). GSMA awards grants in GBP only. The account must be able to receive GBP.*

2.6. Please indicate if you have the ability to receive foreign grants including necessary government permits or clearances? **(100 words)** Please. Answer with 'yes' or 'no' response followed by any explanatory text

2.7.1. If you are selected to proceed, will you be able to provide unqualified audited financial statements / accounts? **Yes/No**

*Please note that shortlisted applicants will be required to produce unqualified audited financial accounts as a condition for funding.*

2.7.2. If **No**, provide a brief explanation **(50 words)**

2.8.1. Is your organisation fully compliant with all relevant business licensing, taxation, employee, and other regulations in all applicable countries of operation? **Yes / No**

2.8.2. If **No**, provide a brief explanation **(50 words)**

2.9. Please indicate if you will need specific permissions or approval to operate in the intended location(s), including contexts such as refugee camps or settlements. Do you already have these? If not, how and when will this be obtained? **(100 words)**

This could be governmental permission to operate as an NGO in a specific country, UNHCR permission to access refugee settlements, registration as a financial services provider, or import and goods regulation laws for example.

### SECTION 3: YOUR CORE BUSINESS

*In this section we will ask questions about your organisation and its core business. In Section 5 ('Proposed Project'), you will have the opportunity to tell us about the specific project or solution that will receive grant funding and support from GSMA.*

3.1. Briefly describe the main purpose, vision and activities of your organisation. **(200 words)**

3.2. Please describe the sector in which your organisation operates, its overall business model. Please also include a description of who your customers are and your impact and/or revenue model. **(200 words)**

3.3.1. What type of company are you? *Select below.*

- For-profit company
- Not-for-profit company

3.3.2. If you selected for-profit company, how many users does your organisation have registered to date, across all products or services that your organisation offers? **Add Number**

3.3.3. If you selected for-profit company, please list the countries where your organisation has registered number of users to date, including the total number registered users across all products or services, in each country

Country	Total registered number of users across all products or services	Female registered number of users/ across all products or services

Applicant can add more Country rows

3.3.4. If you selected for-profit company, explain how your organisation calculates female users **(50 words)**

3.3.5 If you selected for-profit company, please provide your organisation's total **active** user base over the last 3 years in the table below.

*This should be the total number of active users across all products and services.*

*Please Note: To be eligible, **for-profit organisation** applicants must have **active users** and commercial revenue (users and revenue from any products or services offered by the organisation) in at least one eligible low or middle-income market.*

Total number of active users across all products or services:

Formula/ Calculation	2019	2020	2021
<i>Add description</i>			

3.3.6. If you selected for-profit company, how much commercial revenue (in GBP and excluding funding from non-commercial sources such as grants, prize money etc.) has your organisation generated in the last 3 years?

Year 1 (£)	Year 1 (£)	Year 1 (£)

3.3.7. If you selected for-not-for-profit company, what was your organisation's income from all sources over the last three years (in GBP)?

Year 1 (£)	Year 1 (£)	Year 1 (£)

3.3.8. If you selected for-not-for-profit company, what are the general/unrestricted reserve of your organisation (in GBP)?

*Please note: Unrestricted reserves refers to the financial resources of an organisations which are not subject to contractual commitment.*

3.3.9. If you selected for-not-for-profit company, how many individuals have been identified as primary users of your organisation over the last 3 years? **Add Number**

*If possible, please list the countries in the box below and separately identify where the users are female.*

Country	Total primary users identified across all projects	Female users identified across all projects

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[Applicant can add more Country rows if required]

3.3.10. If you selected for-not-for-profit company, what are your sources of funding over the past 12 months?

<b>Organisation</b>	<b>Funding Type</b> <i>Investment, Loan, Grant etc.</i>	<b>Date</b>	<b>Amount (GBP)</b>

3.3.11. If you selected for-not-for-profit company, what is the total amount of funding raised for your project to date in GBP?

3.3.12. What is your organisation's current runway?

<b>Number of months of runway</b>	<b>Cash holdings (£)</b>	<b>Value of assets held (£)</b>	<b>Monthly expenses (£)</b>	<b>Monthly income (£)</b>

*Please Note: "runway" refers to how long your organisation can survive if your current income and expenses were to stay constant. No. Months runway = [Cash holdings + value of other current assets] / [Burn Rate – Monthly Expenses – Monthly Income]*



## SECTION 4: YOUR TEAM

Please provide details of the following. If any sections do not apply to your organisation, enter N/A.

### 4.1. Your Staff

Total staff members	Total staff members who are female	Total staff members in management positions)	Total staff members in management positions who are female

Note: Management positions include Executive Leadership, Senior Leadership, function managers (e.g., Head of Finance, Marketing Manager), or team managers (e.g., Sales Team Leader)

### 4.2. Founders

Full Names	Nationality	Gender (M / F / Other)	LinkedIn Profile

Note: the founders are the people who established the company. Please indicate if any are no longer affiliated with the organisation.

#### 4.3.1. Executive Leadership

Please provide information about the current top senior roles in your organisation (should include but doesn't need to be limited to CEO, CTO, CFO, COO, CMO, Product Director, Programme Director, Sales Director)

Full Names	Nationality	Current Job Title	Gender (M / F / Other)	LinkedIn Profile

4.3.2. If any of your Executive Leadership does not have a LinkedIn Profile, please upload their CV (in English)

4.4.1. Do you have a Board of Directors/ Governing Body? **Yes/No**

4.4.2. If yes, how frequent are Board of Directors/Governing Body meetings?

4.4.3 If no, please explain your governance/leadership body and how often it meets? **(50 words)**

4.4.4. If applicable, please provide the following information about your current Board of Directors (or equivalent), adding rows as needed.

Full Name	Non-Executive Director ? Y/N	Current Job Title & Organisation	Gender (M/F/Other)	LinkedIn Profile

4.4.5. If applicable, please complete the table with details of your organisation's current shareholders/owners and what shareholding they have, adding rows as needed.

Note: If publicly listed, please indicate any shareholders holding more than 10%

Full Names	Nationality	% Shareholding	Gender (M / F / Other)	LinkedIn Profile

## SECTION 5: PROPOSED PROJECT

*The questions in this section are focused on the proposed solution or project that would be implemented if your organisation is successfully awarded a grant by GSMA. GSMA Innovation Fund grants must go towards a specific 15-18-month project that will leverage digital technology, especially mobile, to deliver solutions which anticipate potential humanitarian impacts and enable effective early response.*

**5.1. Elevator Pitch:** Please provide a brief introduction to the specific solution or project you would like the GSMA to support. **(50 words)**

**5.2. Who specifically are you targeting with your solution? (100 words)**

*Please explain who will use and/or benefit from your solution and describe the marginalised population that your solution will benefit.*

**5.3. How do you identify your target population as marginalised (100 words)**

Briefly cover any relevant social, economic, or environmental challenges faced

**5.4. Please describe what humanitarian challenge or problem your innovation addresses. (300 words)**

**5.5. How does your proposed innovation address the challenge or problem you have identified within anticipatory action? (300 words)**

Please consider the following in your response:

- \* How does it address the challenge or problem described?
- \* What is the expected impact of your solution?
- \* What is innovative about your proposed approach?

**5.6. Describe the business model of the proposed solution and ensure you include details on how the solution will be sustainable beyond the grant period (200 words)**

**5.7. Explain the current (i.e., pre-grant) state of development of your product/ solution and any initial field tests you have conducted with users toward your proposed solution. (200 words)**

Please ensure you include details of where you have adapted your solution or approach based on this experience.

**5.8. Which of the thematic areas below will your project address? Select all that apply [TICK BOX]**

- ☐ Humanitarian cash and voucher assistance.
- ☐ Natural hazard disasters
- ☐ Forcibly displaced populations
- ☐ Food insecurity

- ☐ Climate change
- ☐ None of the above
- Other – Write your answer here

5.9. What innovation type does your project fall under? Select all that apply [TICK BOX]

- Pre-positioning and early deployment activities. For example, a mobile-enabled system that triggers the payment of support when a threshold of risk is passed, such as a mobile cash payments sent to families living in a flood plain when the river level passes 2 metre mark indicating a forthcoming flood.
- Early action, preparedness & resilience-building. For example, for example, providing data generated by mobile to enable a real-time picture of the mobility and movement of people impacted by crises, helping decision makers plan interventions in advance by understanding and assessing scale and location of displaced people.
- Dissemination of early warning messages. For example, ensuring that persons with disabilities are successfully reached and their needs are catered for when distributing an earthquake early warning message.
- Systems that will enhance communication. For example, communication between organisations and affected communities, anticipating the increased demand and need for information (for example two-way communication channels between at-risk populations and humanitarian organisations so communities impacted can report damage caused by a tsunami and organisations can actively response in a timely manner.
- Other – Write your answer here

5.10. Please provide a description of 3-5 key project activities/project stages you anticipate taking place during the grant period and how these lead to the impact/scale you want to achieve **(250 words)**

5.11. This Fund is focused on driving delivery of essential digital technology and mobile digital solutions for marginalised communities. In the tables below, please indicate whether the technology specified will be used by the solution, and if so, provide the details requested. **(Fill in the tables below)**

5.11.1. Does your solution rely on Voice, USSD, SMS, IVR?

Used in your project (Y/N)	Purpose of using this technology	Is it already a used in your product

5.11.2. Does your solution rely on Mobile Internet?

Used in your project (Y/N)	Purpose of using this technology	Is it already a used in your product

5.11.3. Does your solution rely on Mobile money?

Used in your project (Y/N)	Purpose of using this technology	Is it already a used in your product

5.11.4. Does your solution rely on Internet of things (IOT)?

Used in your project (Y/N)	Purpose of using this technology	Is it already a used in your product

5.11.5. Does your solution rely on Big data analytics?

Used in your project (Y/N)	Purpose of using this technology	Is it already a used in your product

5.11.6. Does your solution rely on Artificial Intelligence?

Used in your project (Y/N)	Purpose of using this technology	Is it already a used in your product

5.11.7. Does your solution rely on Mobile applications?

Used in your project (Y/N)	Purpose of using this technology	Is it already a used in your product

5.11.8. Does your solution rely on Satellite imagery/ communication solutions?

Used in your project (Y/N)	Purpose of using this technology	Is it already a used in your product

5.11.9. Does your solution rely on GIS mapping?

Used in your project (Y/N)	Purpose of using this technology	Is it already a used in your product

5.11.10. If relevant, please list any other technology your solution will rely on and provide details of this?

Used in your project (Y/N)	Purpose of using this technology	Is it already a used in your product

5.12.1. Does your proposed solution aim to use an existing hardware solution provided by another company? **Yes/No**

5.12.2. If Yes, provide details **(50 words)**

5.13.1. Does your proposed product / solution involve the development or prototyping of new hardware solutions? **Yes/ No.**

5.13.1. If **Yes**, provide details **(50 words)**

*Please note grant funding will **not** be provided to prototyping new hardware. Applicants are required to provide evidence of a working prototype/ hardware to be eligible for funding.*

5.14.1. Does your proposed solution aim to use grant funds to assemble parts for hardware?

**Yes/No**

5.14.2. If Yes, provide details **(50 words)**

5.15.1. Does the success of your solution depend on any critical factors such as improvement on mobile network infrastructure, supply chains, government policy, approval from govt, licenses, regulations etc. in the country of implementation? **Yes/No**

5.15.2. If Yes, please explain **(100 words)**

5.16. What is the proposed duration period for your project (Months)?

The duration of the grant-funded projects can be between 15 and 18 months.

5.17. Ideally, how much funding would you need from GSMA to implement the proposed solution (excluding match funding)? **(GBP)**

Please note, funding is available between £100k - £250k

5.18. Are you able to commit to providing the required amount of match funding to the project? **Yes / No**

Refer to Terms and Conditions for full details around match funding requirements

5.19. What is the source of your match funding and the amount of match funding? Please add details to table below.

<b>Organisation</b>	<b>Funding Type</b>	<b>When will it be secured?</b>	<b>Amount (GBP)</b>

For the 'funding type', please state whether this will be in-cash, in-kind, or a combination, and provide additional details.

Note: Applicants must provide a matching contribution of at least 25% of requested grants amount between £100,000 to £150,000. For instance, if an applicant is requesting £100,000 from the Fund, a contribution of at least £25,000 from other sources is required.

Applicants must provide a matching contribution of at least 50% of requested grants amount between £150,001 to £250,000. For instance, if an applicant is requesting £200,000 from the Fund, a contribution of at least £100,000 from other sources is required.)

5.20. What project risks or unintended consequences have identified, and how do you plan to mitigate them **(200 words)**.

For example, related to:

- Protection of personal data and privacy
- Safety and dignity of users
- Protection of vulnerable individuals or groups
- Adherence to the Principles of Digital Development
- Adherence to the Humanitarian Principles
- Other unintended consequences



## SECTION 6: COMPETITIVE LANDSCAPE

6.1. What makes your proposed solution/service unique or differentiated from identified competitors?  
(150 words)

## SECTION 7: PROJECT PARTNERS

7.1.1. Is your organisation already partnering or ready to partner with mobile operator(s) and other digital players in the next 6 -18 months? (select one from the list below)

- Yes – already in partnership with a mobile operator and/ or digital player.
- Yes – in talks with a mobile operator and/ or digital player
- Yes – but no contact yet
- No

7.1.2. If Yes - already in partnership with a mobile operator and/ or digital player., please upload MOU/partnership agreement

7.1.3. If Yes - already in partnership with a mobile operator and/ or digital player, please provide details including name of the company and the partnership objective **(100 words)**

7.2. What common goals and objectives would you propose in a partnership with a mobile operator/ digital player? **(200 words)**

7.3. What support would your solution need from a mobile operator/ digital player?  
**(100 words)**

7.4. What support would you like from the GSMA in building a partnership with mobile operators (aside from funding) **(100 words)**

7.5. Please list all other key existing or planned project partners (including municipalities, technology companies, government entities, national / regional associations, NGOs, software developers, community organisations) for the proposed solution

*Note: Technology companies refer to the broader mobile ecosystem, including handset and device makers, software companies, equipment providers and internet companies, as well as organisations in adjacent industry sectors. This excludes mobile network operators.*

<b>Organisation Name</b>	<b>Organisation Type</b>	<b>Role in proposed project</b>	<b>Country Based</b>	<b>Length of Partnership</b>	<b>Agreement/ MoU in Place? Y/N</b>	<b>Website Link</b>

7.6. Does your project involve piloting with government clients? If so, you will need to have an MoU in place that demonstrates political will and capacity to commit to the project, prior to the final submission of the proposal to the fund panel (June 2023). Will you have such an MoU in place by this deadline?

**Yes / No/ N/A**

7.7. If your project involves receiving payment from a government client, you will need to have a commercial agreement in place prior to final submission of the proposal to the fund panel (June 2023). Will you have such a commercial agreement in place by this deadline?

**Yes / No/ N/A**

## SECTION 8: POTENTIAL FOR IMPACT

8.1. Expected briefly, the ideal outcome(s) of your solution. Highlight any anticipated humanitarian impacts and how you would envision the affected community to be more resilient at the end of the grant funding period. **(200 words)**

8.2. Do you have any experience of Monitoring, Evaluation and Learning (MEL)? Have you designed and/or implemented a MEL Framework in the past? **(200 words)**

8.3. What qualitative and quantitative evidence of the expected outcomes do you expect to be tracked/measured/monitored throughout the life of the project? **(100 words)**

8.4. How many active users does your proposed product/ solution currently reach?

Add figures to table below-

Total number of active users using the proposed product	Total number of active female users/clients

Note: the figures provided should be for up to November 2022

8.5. How many active users does your proposed product/ solution intend to reach by the end of the grant period?

Add figures to table below-

Total number of active users using the proposed product	Total number of active female users/clients

8.6. How will the number of female users be tracked/measured/monitored throughout the life of the project? **(100 words)**

8.7. How will you ensure the product/ service provided through the grant project actively reaches more female users? **(100 words)**

#### **SHARING YOUR INFORMATION**

1. I agree that my personal information may be shared with the GSMA network **Yes / No**

Please refer to the following GDPR statement: <https://ico.org.uk/for-organisations/guide-to-data-protection/guide-to-the-general-data-protection-regulation-gdpr>

2. I agree for this pitch to be shared internally within GSMA **Yes / No\_**