

# The GSMA Innovation Fund

## for Climate Resilience and Adaptation 2.0

### Application Form

Please complete and submit via the [Online Submissions Portal](#)

**Name:**

**Email:**

## SECTION 1: ELIGIBILITY CHECKS

*Please note that if you are selected to move forward to the next stage you'll be requested to submit evidence to support your answers.*

**1.1** Are you a for-profit small and growing enterprise?  
(eg. start-ups, small to medium enterprise or social enterprise)

Yes

☐

No

☐

*Small and growing enterprises refers to commercially viable start-ups, small to medium enterprises and social enterprises with up to 250 employees that have significant potential, and ambition, for growth. To be eligible, applicants will need to demonstrate that a majority of their income is derived from commercial activities. Early-stage companies who have not reached this threshold will need to demonstrate a reliable path to sustainability via commercial activities that generate revenue to be considered.*

**1.2** In which country is your organisation headquartered?

a. If applicable, please list the name and country of location of the parent company or subsidiaries

Name of company	Country registered
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>

**1.3** In which country is the proposed project?

## SECTION 1: ELIGIBILITY CHECKS

**1.4** Is your organisation an existing entity registered and operating in the country of project implementation?

Yes

No

*Please note that for certain geographic markets (see section 5 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. Projects in the following countries are NOT eligible for funding: Afghanistan, Central African Republic, Chad, Cuba, Equatorial Guinea, Guinea-Bissau, Iran, Iraq, Libya, Myanmar, Nicaragua, North Korea, Syria, Turkmenistan, Ukraine, Venezuela, Yemen.*

If **no**, does responsibility for service delivery lie with a downstream partner(s)?

Yes

No

If **yes**, list the names of downstream partner(s) based in the country of implementation you intend to work with. **(100 Words)**

- a. Please upload your registration certificate for the country of proposed implementation. If you do not have this, upload your registration certificate for your main country of operation.
- b. What year did your organisation begin operating in the country of project implementation?

**1.5** Does your organisation have active users and is it generating commercial revenues from a product or solution offered in one of following regions? Africa, South or South East Asia, Pacific Islands, The Caribbean, Bolivia, Colombia, Guatemala, Albania or Moldova.

Yes

☐

No

☐

*Please Note: To be eligible, 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 market.*

## SECTION 1: ELIGIBILITY CHECKS

1.6

If you are awarded a grant from the GSMA, in which country is the bank account you would use to receive the grant funds? **(100 Characters)**

*Please note that GSMA cannot distribute payments to certain countries (see section 5 of the Terms and Conditions for full details).*

- a. If different from the country of project implementation (Q1.3.) or country of registration noted in Q1.4., please explain. **(200 Words)**
- b. If you have had any issues receiving foreign payments into this account in the past, please explain. **(100 Words)**
- c. Please confirm if the bank account is capable of receiving **GBP**.      **Yes**      **No**

*GSMA awards grants in **GBP only**. The bank account **must be** able to receive GBP.*

## SECTION 1: ELIGIBILITY CHECKS

**1.7** Are you able to commit to providing 25% or 50% in matching funding depending on the total grant amount requested?

**Yes**

**No**

*See our Terms and Conditions for full details of match funding thresholds.*

**1.8** If you are selected to proceed, will you be able to provide unqualified audited financial statements / accounts before August 2023 ?

**Yes**

**No**

If **no**, please explain briefly **(100 words)**

If **yes**, please explain briefly your company's accounting approach and audit policy and schedule, including date of most recent audit. **(100 words)**

**1.9** Is your organisation fully compliant with all relevant business licensing, taxation, employee, and other regulations in all applicable countries of operation?

**Yes**

**No**

## SECTION 2: COMPANY INFORMATION

2.1

What is the name of your organisation?

a. Link to website

*Please share a link to your organisation's website.*

b. Links to social media handles

*If your organisation has any social media handles such as LinkedIn, Instagram or Youtube, please share their links.*

2.2

Name of key contact

*Please provide the name of the key contact person for this application from your organisation. This should be someone in an executive leadership role.*

a. E-mail address of key contact

*Please provide the e-mail address of the key contact person listed above for this application from your organisation.*

b. LinkedIn profile of key contact

*Please provide a link to the LinkedIn profile of the key contact person for this application from your organisation.*

2.3

Has your organisation received a grant from the GSMA, UK Foreign Commonwealth and Development Office (FCDO) or the Swedish International Development Cooperation Agency (Sida), or from a programme that is funded by FCDO or Sida?

Yes

No

*If Yes, please ensure you provide details of the grant(s) in question 2.5 of this application.*

## SECTION 2: COMPANY INFORMATION

- 2.4** What stage of funding is your organisation currently at?  
If you are unsure of how to identify your stage of funding refer to [this link](#)

Pre-Seed	Series B
Seed	Series C
Series A	Other, please describe (100 Characters)

- 2.5** How much funding have you raised to date?  
If you have not raised any funding, please skip this question and 2.5.(a).

**GBP**

- a. Please provide details for each funding source.

Organisation <i>Name of organisation that is providing the support</i>	Funding type <i>E.g. grant, debt, equity</i>	Date <i>Date that the agreement for funding was executed</i>	Amount (GBP) <i>Total amount of funding awarded</i>
Further information <i>Any other relevant information</i>			

- 2.6** Is your organisation female-founded or female-led?  
By female founded, at least 50% of the organisation's founders should identify as female.

Yes

No

## SECTION 2: COMPANY INFORMATION

2.7

How many salaried employees are there in your organisation?  
Please select one. This should not include your distribution agents.

0-5      6-10      11-20      21-50      51-100      101-249      250+

- a. In total, how many staff members in your organisation are in management and leadership positions?  
*This includes all executive leadership. Please give an exact number.*
- b. How many female staff members in your organisation are in management and leadership positions?  
*This includes all executive leadership. Please give an exact number.*
- c. Describe your core team's skills based on the following criteria:
- Nationality and area of expertise
  - Knowledge of the local context
  - Experiences that uniquely position you and your team to deliver the solution and solve the problem

*In the application portal you will have the option to provide information on more than 3 members of your team.*

Name	Nationality	Area of Expertise

### Knowledge of Local Context and Experience

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Name	Nationality	Area of Expertise

### Knowledge of Local Context and Experience

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Name	Nationality	Area of Expertise

### Knowledge of Local Context and Experience

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## SECTION 3: YOUR CORE BUSINESS

In this section we are interested to learn about your organisation and its core business. In Section 4 ('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 and vision of your organisation. **(200 words)**

**3.2** How many active users does your organisation have to date, across all products or services that your organisation offers?  
*Your response should include the total number of paying users across all your products and services.*

**3.3** How much total commercial revenue has your organisation generated in the last three years (in GBP)? Your answers will not be publicly viewable.  
*Please do not include funding from non-commercial sources such as grants or prize money.*

2020 (GBP)	2021 (GBP)	2022 (GBP)



## SECTION 3: YOUR CORE BUSINESS

### 3.4

What is your organisation's current runway?

*"Runway" refers to how long your organisation can survive if your current income and expenses were to stay constant. # of Months runway = [Cash holdings + value of other current assets] / [Burn Rate - Monthly Expenses - Monthly Income]*

#### Months

Cash holdings (£)	Value of assets held (£)	Monthly expenses (£)	Monthly income (£)

## SECTION 4: 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 that make a positive impact on low-income populations and those who are most vulnerable to current or future climate risks

Alignment to the Fund is critical to your application's success. Many applications are poorly rated by reviewers because they either do not align to the Fund or they fail to convincingly describe how they do. Use this section to explain how the problem, solution, and target population you described are well-aligned to the criteria of the Fund.

### 4.1

What is your elevator pitch? (200 words)

*Share the crucial details of your project in simple, non-technical language. What is the problem your solution is solving? Who are your target customers/users? What is your solution? How does your solution tackle socio-economic and environmental problems linked to climate and what is the expected impact?*

**Consider using the following format:** *Start-up X solves (problem) for (customer/user) by doing (solution) impacting (socio-economic and environmental impact as a result of your solution).*

**For example:** *Agro-Fish Ltd. solves the problem of depleting fish stock in oceans as a result of over fishing and climate change. Our solution supports marine fish farmers to increase efficiencies in fish stock by using IoT technology to introduce precision fish feeding through data that is captured in real-time right to the fish farmers mobile device. This will improve food security, reduce pollution of open water and improve the income of fish farmers.*

## SECTION 4: PROPOSED PROJECT

4.2

Which of the following climate resilience and adaptation themes does your solution fall into?  
*Please select up to three boxes.*

Dealing with extreme weather events

Biodiversity conservation and rewilding

Sustainable forestry, and forest ecosystem restoration and conservation

Coastal, wetlands and marine ecosystem restoration and conservation

Sustainable fisheries and aquaculture that strengthen biodiversity

Agricultural productivity and climate smart farming

Regenerative agriculture and soil conservation

Reducing food loss and organic waste

Air pollution management

Heat stress management

Sustainable livelihoods and livelihood diversification

Income and financial stability

Climate awareness and information

Other, please describe **(100 Characters)**

## SECTION 4: PROPOSED PROJECT

4.3

Describe in more detail, the specific problem within the objectives of the fund that your solution solves. **(200 words)**

*What impact is climate change having and what is the scale of the problem in the communities and ecosystems you are working in? ie. How many people are affected by the problem? How is biodiversity affected, if this is relevant to your project? Which factors contributing to the problem relate to your solution? Why is action needed (severity and time sensitivity)? Include any relevant local or global statistics.*

4.4

Who are you specifically targeting with your solution and why? **(150 words)**

*In simple non-technical language, outline who will use and/or benefit from your solution. What geographical areas are being targeted? Why are the targeted users particularly vulnerable to the problem? How does your solution meet the targeted user's needs? If your solution is focused on biodiversity and conservation, please also outline which species and ecosystems are targeted.*

## SECTION 4: PROPOSED PROJECT

4.5

How far are you in the core development of your product/solution. **(200 words)**

*Explain the status of your solution's development, for example, has it been tested or launched? Quantify how much business traction you have so far, this can be in terms of sales and users for example.*

4.6

Which of the following mobile and digital technologies does your solution utilise?

*Please select up to three boxes.*

Voice, USSD, SMS and IVR

Mobile money

Blockchain

Internet of Things (IoT)

Big data analytics

Artificial intelligence

Mobile apps

GIS and satellite imagery

Other, please describe **(50 words)**

## SECTION 4: PROPOSED PROJECT

4.7

Please describe what role the mobile and digital technology(ies) selected above currently play in your solution. How does it work? How does it help to solve the problem identified? How is the mobile and digital technology used? **(150 words)**

*Please explain in simple language.*

4.8

Explain the status of development for the digital component of your product/solution described in the question above. **(150 words)**

*How far along is the development of the product/solution? Has it been tested with the proposed user groups or in the proposed context? In simple non-technical language.*

## SECTION 4: PROPOSED PROJECT

4.9

How will the mobile and digital technology (ies) selected above help to scale your solution? **(150 words)**  
*In simple non-technical language.*

4.10

What hardware will your mobile and digital technology solution be using?  
*Please select all that apply.*

*Please note the Fund will not support the development or prototyping of any new hardware solutions. Please see section 2 of the T&Cs for more information.*

This project will use an existing hardware solution provided by another company

This project will use an existing hardware solution produced in-house previously

This project is proposing the development or prototyping of a new hardware solution

This project will use funds for the assembly of parts for hardware

Not applicable

- a. Please provide details on the hardware you will be using based on your selection above.  
**(100 words)**

*Does your proposed solution require new hardware or existing hardware you already have accounted for as tangible assets? Where is the hardware manufactured?*

## SECTION 4: PROPOSED PROJECT

**4.11** What is the value proposition of your solution to mobile operators? **(200 words)**

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

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## SECTION 4: PROPOSED PROJECT

4.13

What organisations do you currently have partnerships agreements with, if any, that support your mobile and/or digital solution? Describe the role they play in benefitting your solution.

**(200 words)**

*Describe the nature of these partnership(s), where formal agreements have been signed. Where formal agreements have not been signed, briefly describe your partnership development plan and timeline.*

4.14

Why are you applying to the GSMA Innovation Fund for Climate Resilience and Adaptation 2.0? **(200 words)**

*Refer back to the Objectives of the fund in the T&Cs. What can this Innovation Fund help you overcome? What added value could this grant offer versus other support you may have received? Be specific in your response.*

## SECTION 5: BUSINESS MODEL

### 5.1

What is your business model? **(250 words)**

*Your business model describes how you provide value to the populations you serve, both in terms of impact and revenue. Think about your key customers and beneficiaries. What products or services do you provide them? Why do they want or need them?*

**Consider following this format:** Start-up X serves (who are your customers) with (what product or service do you provide your customers) through (what model do you use to sell your product/solution or in other words how does your product/solution generate revenues?) Why do customers need your solution or product?

**For example:** Start-up X serves direct to consumer and enterprise customers with cold storage refrigeration through pay as you go micro instalments paid using mobile money or through local agent networks. This model provides accessibility and reach of our solution to customers that do not have access to loans to purchase the asset up-front. Through our product customers are able to reduce agricultural food loss and waste. With continuous monthly payments customers will fully own the asset in 20 months.

## SECTION 5: BUSINESS MODEL

5.2

Do you primarily provide products or services directly to individuals, or to other organisations?

- |    |  |     |    |
|----|--|-----|----|
| a. | Business to Customer (B2C)               | Yes | No |
| b. | Business to Business (B2B)               | Yes | No |
| c. | Business to Government (B2G)             | Yes | No |
| d. | Other, please describe <b>(50 words)</b> |     |    |

5.3

How many people does **your solution** currently serve? How many will it serve in one year? In five years?

*This question is specifically asking about how many people your solution serves, not your organisation.*

*Your answer should be the current number of people your solution is serving (customers paying for your service).*

### People

- a. How many people will your solution serve in one year?  
*Your answer should be the number of people your solution will be serving (customers paying for your service) in one year.*

### People

- b. How many people will your solution serve in five years?  
*Your answer should be the number of people your solution will be serving (customers paying for your service) in five years.*

### People

## SECTION 5: BUSINESS MODEL

**5.4** How do you intend to reach the customer targets stated above? **(250 Words)**  
*In other words, describe your growth strategy.*

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**5.5** How do your customers access your solution? **(150 Words)**  
*In other words, tell us about your distribution model.*

## SECTION 5: BUSINESS MODEL

- 5.6** How much funding would you need from GSMA to implement the proposed solution (excluding match funding)? **GBP**  
*This should be between £100,000 - £250,000.*  
*Please ensure that the figure you provide is in GBP.*

a. Please provide details on match funding.

<b>Source</b> <i>Name of Organisation/source providing the funds. (You can specify here if the funds are coming from your own organisation)</i>	<b>Funding type</b> <i>Own cash/assets, in-kind, Investment, Loan, Grant etc.</i>	<b>When will it be secured?</b> <i>Date that funding will be secured</i>	<b>Amount (GBP)</b> <i>Amount secured</i>

- 5.7** How much commercial revenue has your product or solution generated, if any, in the last three years (in GBP)? **GBP**  
 Please skip this question if revenues have not been generated to date.  
 Your answers will not be publicly viewable.  
*Your response should be specifically for the product or solution and not for the organisation as a whole, which was asked earlier. Please do not including funding from non-commercial sources such as grants or prize money.*

## SECTION 5: BUSINESS MODEL

5.8

What is your path to financial sustainability? **(250 Words)**

*Explain how you will bring in money to fund your work beyond the grant period, whether through sustained grants, selling products or services, raising investment capital, or a combination of all. In the long term, your revenue streams should cover your expected expenses.*

## SECTION 5: BUSINESS MODEL

5.9

Taking an innovative approach is a key criterion for selection. What is innovative about your product, solution and/or business model? **(250 Words)**

*In simple non-technical language. How is your solution similar or different to competitors?  
What unique new perspective does it bring?*

## SECTION 6: IMPACT

### 6.1 What socio-economic impact does your solution aim to achieve?

*Please select up to 3 impact metrics.*

Increased income and financial stability

Improved health and wellbeing

Increased employment, education and training opportunities

Improved governance and decision-making, preparedness, or risk management

Behaviour change e.g. adoption of more sustainable fishing practices

Social and gender equality

Improved quality of living conditions

Other (please specify)

### 6.2 For the selected socio-economic impact metrics selected above, what would success look like for your project and how would this be measured? (100 words)

**For Example:** Agri-Cash will be improving income for 5,000 farmers in drought-affected areas in West Africa. This will be measured by the number of farmers who report an increase in income after having used our service.



## SECTION 6: IMPACT

6.3

What environmental impact does your solution aim to achieve?  
Please select up to 3 impact metrics.

Increased biodiversity

Sustainable use of natural resources

Area of land and water bodies protected, restored or rewilded e.g. hectares of forest restored

Reduced, reused or recycled waste, including food

Reduced or avoided greenhouse gas (GHG) emissions, including capture and storage

Improved environmental quality

Other (please specify)

6.4

For the environmental impact metrics selected above, what would success look like for your project and how would this be measured? **(200 words)**

**For Example:** SoilWatch will improve improve soil quality and biodiversity in 500 hectares of agricultural land. This will be measured through an ecological survey.

## SECTION 6: IMPACT

6.5

To what extent is your solution targeted towards providing a service for or impacting women?  
Please select one which best describes your project.

Our solution is designed for all – we will not specifically seek to target women

Our solution is designed for all – we will specifically seek to target both men and women

All of/some of the components of our solution have been specifically designed for women  
– we will specifically be targeting women with our solution

Our solution has more of an environmental impact than a social impact – we are unsure  
how our service might impact men or women

Other (please specify)

- a. Based on your selection above, provide details on how/if your project will impact women and how would this be measured? **(100 words)**

## SECTION 7: OTHER INFORMATION

7.1

How did you hear about this fund?  
Please tell us where you heard about this fund.

Event (e.g. MWC Barcelona)

Social media (e.g. LinkedIn)

Search engine (e.g. Google)

Blog or publication

Recommended by friend or colleague

Other (please specify)

7.2

I agree that my personal information may be shared with the GSMA network.

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>

Yes

No

7.3

I agree for this pitch to be shared internally within GSMA.

Yes

No