

Sample form, not for offline completion.

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Artificial Intelligence to Accelerate Inclusion Challenge

Overview

Thank you for your interest in the AI to Accelerate Inclusion Challenge!

The Challenge is seeking proposals from organizations around the globe with AI-driven solutions driving social impact, particularly those that advance financial security and support for social entrepreneurs and/or small businesses. This is not a call for ideas, but for solutions already implemented with demonstrated impact, and want to scale.

In addition to \$200,000 in grant funding, awardees and other high-potential proposals will be considered for non-financial resources, such as access to in-kind technical assistance, mentorship, or peer matching, and invitations to workshops or events that might be relevant to your solution. To be considered for grant funding and in-kind support, please complete the following application questions by 11:00 pm UTC on July 18, 2024.

We know that generative AI tools can be helpful when drafting and editing content, including award submissions. We offer no endorsement or prohibition of these tools, but please note that generic submissions will be summarily tossed.

For more information about the challenge, including requirements, dates, phases, please visit this challenge information page. Additional details can also be found in [FAQs](#).

Proposal title (required to proceed; can be updated later)

Organization name

Organization website

Which is the primary region your proposal is based in?

Africa

Asia

Europe

North America

Latin America

Which is the primary country your proposal is based in?

Which is the primary region your organization operates in?

Africa

Asia

Europe

Latin America

North America

Which is the primary country your organization operates in?

☐ If you do NOT wish to grant the Challenge Partners an Entry License at Phase 1, please check this box to opt out. (optional)

An Entry license is the perpetual, worldwide, royalty-free license to use, modify, and display your Entry.

Your choice will not affect your Entry's chances for award selection. However, please note that if your Entry is selected to advance to Phase 2 of the Challenge, you must grant the Challenge Partners each an Entry License in order to continue participating in the Challenge.

The Challenge's [terms & conditions](#) has more details.

☐ Challenge Partners (including data.org and the Mastercard Center for Inclusive Growth) may contact me with information about their products, services, and events. (optional)

We'll keep you updated on your entry by email, so please ensure your profile includes a current email address.

Proposed Solution & Impact

This section seeks to understand your proposal's solution and impact.

Note: the word counts for each answer show the maximum number of words. It is not necessary to reach the maximum for each answer, as long as the question is fully answered.

What is the problem you are trying to solve? Who is most impacted by this problem? Be as specific as possible. 300 words

Describe your solution, specifying the role of artificial intelligence. 400 words

What differentiates your solution from other existing solutions to this problem? What makes your solution more effective? Who are your competitors? 300 words

What implementation phase is your solution currently in?

Pilot: innovations at this stage are early in their implementation and require testing to understand feasibility.

Scaling: innovations at this stage move beyond pilots and integrate innovations into existing systems to reach larger scale.

Replication: innovations at this stage can be adapted laterally to different contexts - such as sector, geographies, and implementers.

Describe any preliminary results, traction, or case studies that demonstrate the effectiveness of your solution. (optional) 200 words

Provide an overview of your project plan, including key activities and outputs that will take place during a 12-month period. 250 words

How would you define and assess the success of your proposed solution? How do you measure impact? 250 words

How does your proposal accelerate inclusive growth? 200 words

For context, we define inclusive growth as follows: "Inclusive growth ensures the benefits of a growing economy extend to all segments of society. Unleashing people's economic potential starts with connecting them to the vital networks that power the modern economy." We consider the following as enablers of inclusive growth:

- Localism: Including users in problem identification, data collection, and providing feedback on how the solution is used.
- Climate Adaptation & Resilience: Small business resilience, reporting, access to funds, or risk preparedness, or community preparedness for disproportionately impacted groups.
- Financial Empowerment: Explore how AI is being used to automate savings, encourage better financial decisions, provide 'counsel' and resources to consumers at a moment of need, aligned with consumer goals.
- Gender & Racial Equity: Solutions developed by marginalized groups for marginalized groups, that course-correct data collection methods that are previously biased against these groups.

Localism & IDEA

This section seeks to understand your proposal's localism and Inclusion, Diversity, Equity, and Access (IDEA) features.

Note: the word counts for each answer show the maximum number of words. It is not necessary to reach the maximum for each answer, as long as the question is fully answered.

Briefly describe the role of co-creation with the target community or user group in your solution. Describe your strategies to keep the target community involved throughout the project lifecycle. 150 words

Briefly describe the challenges that may prevent you from achieving the impact/ benefits of your proposal, including any barriers to equity and access your team may need to overcome. 150 words

In what ways will your proposal's objectives and methods address those barriers? 150 words

What sources of bias is this proposal subject to? What mitigation strategies will be employed to combat bias and generate more equitable outcomes? 150 words

Briefly describe how your proposal accommodates a wide range of individual preferences, abilities, and the need for assistive technologies. 100 words

Responsible AI

Artificial Intelligence is a new and evolving technology with a number of known issues. This section will ask you to describe your awareness of such issues and their potential impact or unintended consequences, and any potential mitigation strategies you will employ as part of the proposal.

Note: the word counts for each answer show the maximum number of words. It is not necessary to reach the maximum for each answer, as long as the question is fully answered.

☐ I confirm that the proposal meets [Mastercard's Data and Tech Responsibility Principles](#).

How do you ensure ethical and responsible data practices throughout the development and implementation process? 200 words

Can you provide a specific example of an AI solution your organization has implemented with demonstrated impact or potential for scalability? 200 words

How does your proposal demonstrate awareness of what could happen to personal data entered, collected, and utilized for the project, and the need for robust data protection and security policies? 200 words

What are the potential risks and challenges associated with this solution, and how do you plan to address them? 200 words

Please describe the source(s) of data feeding into your solution and how you're addressing potential bias in that data. 100 words

How does your proposal address the importance of defining and assigning accountability for the outcomes of AI products and providing redress processes that are clear and usable for cases when the use of AI products leads to unintended harms? Please be explicit about the type of unintended harm and associated mitigation strategy.

200 words

Technical Considerations

This section seeks to understand your proposal's technical considerations.

Note: the word counts for each answer show the maximum number of words. It is not necessary to reach the maximum for each answer, as long as the question is fully answered.

Provide an overview of your organizational capacity to implement your proposal based on the following: Purpose, Practice, and People.

Purpose: What is your organizational approach to data and/or data science? Includes the strategy, application, and analysis of data.

150 words

Practice: How do you plan to use data to achieve the objectives of this proposal? Includes the quality, security, and technical infrastructure in place to work with data.

150 words

People: Provide an overview of the team leads and members for your proposal and their relevant experience.

150 words

List the partners, if any, that you have formally engaged or plan to engage to undertake this proposal, and briefly describe their contribution to the proposal.

(optional) 150 words

How do you plan to ensure financial sustainability for the solution?

150 words

Do you intend to make outputs of the solution open source or open access? If not sure, please provide context for consideration.

150 words

What types of technical assistance would help you to implement or sustain this proposal?

- ☐ Technical mentorship and/or thought partnership
- ☐ Technical expertise and support, including model development and evaluation of AI
- ☐ Data support (analytics, visualization, bias-testing)
- ☐ Responsible AI and governance support
- ☐ Other

Provide details or context for the answer above. (optional)

150 words

To best match opportunities for technical support, we recommend all applicants to take the [Data Maturity Assessment](#).

(optional)

Please insert the email used while taking the Data Maturity Assessment below.

NOTE: Your results in this assessment do not affect the consideration of your application for an award. Instead, this step helps the management team be more strategic with matchmaking for non-financial support. These results will not be made public.

Additional information (optional)

200 words

If there is any additional information that can help us understand your proposal, please add here.