# DEVELOPMENT INNOVATION VENTURES

# Application Guidelines

Open innovation inspires new solutions to the critical challenges affecting millions of people. In the spirit of open innovation, Development Innovation Ventures (DIV) supports groundbreaking ideas to transform the lives of people living in poverty in developing countries around the world. DIV provides flexible, tiered-evidence grant funding to innovators and researchers to test new ideas and models, take strategic risks, build evidence of what works, and advance the best solutions.

DIV funds innovations that demonstrate our three guiding principles of: a) rigorous evidence of impact, b) cost-effectiveness, and c) potential for scale and sustainability. We accept proposals year-round from any type of organization, and in any sector and country in which USAID works. We accept proposals for funding at the following stages:

* **STAGE 1:** Pilot (up to $200,000)
* **STAGE 2**: Testing and Positioning for Scale (up to $1,500,000)
* **STAGE 3**: Transitioning to Scale (up to $15,000,000)
* **Evidence** **Generation** (up to $1,500,000)

**For detailed information about DIV, the evaluation criteria, and examples of previously funded innovations, please visit** [**www.usaid.gov/div**](http://www.usaid.gov/div)**.**

**Before you begin your application, please take the time to read through the resources below. These resources will help to ensure that your innovation meets our requirements.**

1. Please review DIV’s [Annual Program Statement (APS)](https://www.usaid.gov/div/aps). This document provides a detailed description of the DIV program and application requirements for each funding stage.
2. Take the [DIV Self-Screening Questionnaire](https://www.surveymonkey.com/r/Y6NXNP7) to determine if your innovation is a good fit for DIV.
3. Visit <https://www.usaid.gov/div/apply> for tips and instructions on how to submit your online application. All applications must be submitted through [DIV’s application portal](https://usaidinnovation.force.com/div/s/).
   1. You will need to create an account on the online application portal. You may use this account to work on the application over time and check the status of your application.
   2. Your application will save automatically and continuously as you work on the application as long as you have continuous internet access; therefore, there is no need to “save” your application. If you experience an internet cut while filling out the application, please stop and wait for your internet service to resume before you continue filling out the application.
   3. The application is plain text only. Character limits include spaces.
   4. There are three sections to the online application. You must complete all sections of the application to be considered for funding.
   5. Be clear and concise. While each field has limits on the maximum amount of text, there is no need to fill the space provided. Make sure your responses are not truncated if you copy them in.
   6. After you submit, please review the pdf of your submission. If you notice any response fields are completely blank, please email divapplications@usaid.gov to update your application. Once you submit an application, you will not be able to edit your application.
   7. Applications submitted via post or email will not be reviewed.
4. Please submit only one application per project.

# DEVELOPMENT INNOVATION VENTURES

# Sample Application Form

***This is a sample application form. Once you are ready to submit your application, please visit the online application portal to submit your actual application. DIV will not review applications submitted via post or email.***

***Please provide accurate information to the full extent of your organization’s knowledge.***

**\* Required field**

### SECTION 1: ORGANIZATION INFORMATION

Organization Name\*: (max. 80 characters): SimPPL

Organization Type\*: [*Picklist selection: Academic, Nonprofit/NGO, For-profit, Federal Agency, Foreign Government, Multilateral, Other*] Nonprofit

Website: <https://simppl.org>

#### ORGANIZATION ADDRESS

Country\*: [*Country List*] India

Street Address\*: 16192 Coastal Highway Sussex Delaware 19958

City\*:

State/Region\*:

Zip Code/Postal Code\*:

In which country is your organization legally incorporated?\* [*Country List*]

How many employees are in your organization?\* [*Picklist: Large (300+), Medium (<300), Small (<50), Micro (<10 employees)*]

#### CONTACT INFORMATION

| Primary Point of Contact\*  (Founder/CEO/Principal Investigator/Other) | Secondary Point of Contact (optional) |
| --- | --- |
| First Name: | First Name: |
| Last Name: | Last Name: |
| Title: | Title: |
| Work email: | Work email: |
| Work Phone: | Work Phone: |
| Gender: [*Male/Female/Other*] | Gender: [*Male/Female/Other*] |
| Under 30 years old? [*Yes/No*] | Under 30 years old? [*Yes/No*] |

### SECTION 2: PROJECT OVERVIEW INFORMATION

**Project Title** (max. 80 characters)\*:

**Please specify to which DIV Stage you are applying**\*: [*Stage 1/2/3/Evidence*]

The table below summarizes the purpose of each funding stage. For complete information about the distinct conditions and requirements of each funding stage, please review DIV’s Annual Program Statement (APS) in full. Applicants may enter at the Stage that best reflects their progress and do not necessarily need to enter at Stage 1.

| **Stage 1** | **Stage 2** | **Stage 3** | **Evidence Generation** |
| --- | --- | --- | --- |
| Pilot | Testing / Positioning for Scale | Transitioning to Scale | Evidence Generation |
| Up to $200,000 | Up to $1,500,000 | Up to $15,000,000 | Up to $1,500,000 |
| DIV funds Stage 1 awards to support the piloting of innovations in a developing country context. Innovations must be post-prototype and ready to be field-tested. | DIV funds Stage 2 awards to support further testing and expansion of innovations. Applicants will have already conducted successful pilot testing and be ready to rigorously test an innovation’s impact or market viability. | DIV funds Stage 3 awards to transition proven approaches from piloting and testing to widespread scaling in new contexts or new geographies. Applicants should have completed the activities for Stage 2 innovations. | DIV funds Evidence Generation grants for evaluations of development approaches that are widely used but do not already have sufficient evidence from rigorous evaluations of causal impact and cost-effectiveness. |

**Total Funding Requested (in USD)\*:**

**Which of the following best describes the sector(s) your innovation addresses?**

**Primary Sector** (select one)\*:

**Secondary Sector(s)**, if any:

*Picklist selection: Agriculture/Food Security, Democracy/Governance, Disaster Relief/Humanitarian Assistance, Economic Growth, Education and Training, Energy, Environment, Health, Water Sanitation and Hygiene, Other: please specify*

**Where will this project take place?**

**Primary Country** (select one)\*: [*Country List*]

**Secondary Country/Countries**, if any: [*Country List*]

**Does your organization have a long-term or permanent office in the country or countries where the project will take place?\*** [*Yes/No*]

**Expected duration of DIV-funded project activities in months** (max. 60 months)\*:

**Expected source of financial support at scale to ensure the long-term sustainability of the innovation\***: [*Public, Private, Hybrid*]

* ***Public*** *funding may come from sources including: local, state, or federal governments, multilateral donors, philanthropies, foundations, etc.*
* ***Private*** *funding may come from commercial sources including: businesses, financial institutions, client revenue, investors, etc.*
* ***Hybrid*** *funding may come from a combination of public and commercial sources of financial support.*

**Has your organization received funding for this or a similar project from any of the following**?\*

DIV\*: [*Yes/No*] If ‘Yes’, please provide the grant/award number

USAID (other than DIV)\*: [*Yes/No*] If ‘Yes’, please specify USAID program/contact and contact email address.

U.S. Government\*: [*Yes/No*] If ‘Yes’, please specify, including a contact’s email address.

**Has your organization submitted this or a similar project for funding consideration to any of the following?\***

DIV\*: [*Yes/No*] If ‘Yes’, please provide the application number

USAID (other than DIV)\*: [*Yes/No*] If ‘Yes’, please specify USAID program/contact and contact email address.

U.S. Government\*: [*Yes/No*] If ‘Yes’, please specify, including a contact’s email address.

**Has your organization ever received any (direct or sub-awarded) USAID funding in the past for any other projects?\*** [*Yes/No*]

**How did you hear about DIV?\*** [*Please specify*]

*Picklist selection: USAID Staff, USAID Website/Newsletter, DIV Website/Newsletter, DIV grantee, USAID Implementing Partner, Conference, Press, Social Media, Other*

## SECTION 3: DETAILED PROJECT INFORMATION - STAGE 1/2/3 APPLICATIONS

# FOR APPLICATIONS FOR EVIDENCE GENERATION GRANTS, PLEASE GO TO PAGE 14

*Please review the selection criteria available in the* [*Annual Program Statement*](https://www.usaid.gov/div/aps) *as guidance to answer the following long-form questions.*

*Specific guidance is included in the text boxes. Please read the guidance closely and directly respond to the specific question prompts. Answers should reflect the stage and the intended pathway to scale of your innovation.*

*Please include citations or sources for assertions or references where applicable.*

**DETAILED PROJECT INFORMATION: Stages 1, 2, or 3**

1. **Executive Summary: Please briefly describe your project.\***

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Max. Characters: 500

1. **Problem Statement: What is the problem affecting the lives of people living in poverty that your innovation addresses?\***

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Sakhi tackles India's high maternal mortality rate of 103 deaths per 100,000 live births, which disproportionately affects 30 million women annually, particularly in rural and low-income urban areas. The core issue is a system that undermines women's autonomy regarding their health and undervalues women's health overall. This is exacerbated by delayed access to critical health information, with 9 out of 10 people lacking adequate health literacy.

The problem is rooted in several key factors, including unequal healthcare access, especially in rural areas; culturally misaligned health education; economic barriers to accessing care; and poor monitoring and feedback systems between healthcare providers and patients. Despite efforts by 78,000 NGOs and government initiatives, significant gaps remain as the root causes persist. This reinforces women's reliance as passive beneficiaries on an inefficient loop between community health workers (ASHAs), NGOs, and the public health system.

Solving this problem would have far-reaching impacts. It would reduce maternal mortality and morbidity, empower women to make informed health decisions, improve overall family health outcomes, and reduce economic burdens on families due to health complications. Globally, this issue impacts millions of women in low and middle-income countries. In India alone, it affects 30 million women giving birth annually. Addressing this problem is crucial for achieving the UN Sustainable Development Goal of reducing the global maternal mortality ratio to less than 70 per 100,000 live births by 2030.

Max. Characters: 1,500

1. **Description of the Innovation: What is your innovation? How does it address the problem you describe in Question #2 above, and why is it likely to generate greater development impact as compared with the status quo?\***

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Max. Characters: 2,000

Sakhi reimagines maternal healthcare, placing mothers at the center of a human-in-the-loop AI platform, addressing women's disempowerment in health decisions.Sakhi serves expectant mothers in underserved communities, focusing on women aged 19-30 with low health literacy, and NGOs struggling with program monitoring.

It combines a WhatsApp chatbot providing personalized maternal health information and a real-time analytics dashboard for NGOs and healthcare providers. The chatbot delivers timely information and ANC reminders to expectant mothers, empowering informed decisions. The dashboard helps NGOs track changes, monitor impact, and identify at-risk mothers, optimizing resources and effectiveness.

Our innovation excels by being cost-effective, saving NGOs 80% on M&E costs and 70% on data collection time. It's scalable, using WhatsApp's widespread adoption. Sakhi's real-time approach enables timely interventions, while integrating behavioral science to drive engagement.

The theory of change starts with providing health information to increase literacy. ANC reminders aim to improve care compliance by 15%. Analytics help NGOs optimize resources and reduce response time by 50%. Behavioral techniques drive sustained engagement. This combination aims to reduce maternal mortality and improve health outcomes.

Sakhi also connects mothers to government schemes, potentially saving USD 130 (INR 10,790) per mother. This approach, merging technology, behavioral science, and analytics, positions Sakhi to outperform existing alternatives, addressing both immediate health needs and systemic challenges in maternal care.

Our goal is a more equitable, responsive maternal healthcare system. By improving health literacy, program effectiveness, and women's empowerment, Sakhi creates lasting impact, ultimately saving lives and enhancing health outcomes for millions of Indian women.

1. **Existing Evidence: Have you or others conducted any research or studies which attempted to show that your solution or innovation leads to improved development outcomes? Please describe how this existing evidence is relevant to your proposed solution.\***

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Max. Characters: 2,000

Sakhi's approach is informed by evidence from digital health interventions and proposes novel, interactive methods. A systematic review by Lee et al. (2016) found that mobile health interventions significantly increased antenatal care attendance in low—and middle-income countries. The mMitra program in India showed a 73% increase in women receiving four or more antenatal check-ups using mobile voice messages.

Importantly, these studies primarily used one-way communication methods to notify the recipient of fixed-form information. Sakhi innovates by offering two-way conversations via WhatsApp, a platform preferred by 83% of Indian smartphone users. We hypothesize that this interactive mode will lead to greater engagement, increase personalization potential for targeted health intervention, and significantly improve cause detection for compliance failure arising from current techniques.

For NGO impact, a Dimagi study in India demonstrated that real-time data analytics improved community health worker performance and reduced response times. This supports our projection of a 50% reduction in NGO response time, though we aim to validate this specific figure.

Our pilot with Aadhar Bahuddeshiya Sanstha, which served 35 families over 8 weeks, showed a 40% reduction in mothers' information-seeking time, albeit with the caveat of being a relatively small-sample. If funded, we have access to scale this to a population of 3000 mothers immediately,

A central hypothesis we aim to validate is Sakhi's ability to detect high-risk pregnancies through AI-driven analysis of user interactions and reported symptoms using longitudinal conversational data. This feature is only made possible by our novel deployment mode and could significantly improve early intervention, reducing maternal mortality rates.

Our research with 60+ stakeholders revealed 90% of NGOs are amenable to testing our system to reduce M&E costs and improve program efficacy.

While existing evidence supports parts of our theory of change (increased health literacy, improved ANC compliance), further research is needed to establish the long-term impact on maternal mortality rates, cost-effectiveness at scale, and the efficacy of our two-way communication and high-risk pregnancy detection features.

1. **Learning and Evidence Building: Please describe the key questions you hope to explore with a potential DIV award and how you intend to answer them. What activities are you proposing to answer key outstanding questions, test assumptions, generate evidence of impact, and/or build upon the existing evidence base related to your innovation?\***

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Max. Characters: 2,000

With a potential DIV award, Sakhi aims to explore several key questions:

1. Does our two-way WhatsApp chatbot significantly improve maternal health literacy and ANC compliance compared to traditional one-way communication methods?
2. How effective is our AI-driven system in detecting high-risk pregnancies, and does this lead to earlier interventions?
3. To what extent does our real-time analytics dashboard improve NGO efficiency and response times?
4. What is the cost-effectiveness of Sakhi at scale compared to existing interventions?

We'll use a mixed-methods approach for data collection:

* User analytics from the chatbot and NGO dashboard
* Surveys with mothers and NGO staff
* Health center records
* In-depth interviews and focus group discussions

Primary indicators and outcomes:

1. User Engagement: Weekly active users, user-initiated conversations
2. ANC Compliance: Percentage of users completing ANC visits
3. Response Time for Care: Average query response time
4. Health Literacy: Pre- and post-intervention knowledge scores
5. NGO Efficiency: Time saved on data collection and analysis
6. High-Risk Pregnancy Detection: Number identified and time to identification
7. Cost-effectiveness: Cost per user reached, NGO cost savings

To assess market demand, we'll survey 200 NGOs on their willingness to pay and the perceived value of Sakhi's features.

1. **Current Reach: How many people does your innovation currently serve? What has your organization achieved to date?\***

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Max. Characters: 1,500

Sakhi has been prototyped and piloted with promising initial results. Our pilot with Aadhar Bahuddeshiya Sanstha in Jalgaon, Maharashtra, served 35 families over 8 weeks.  
  
Our product market research involved over 60 stakeholders, including:

* 35 in-depth user interviews with pregnant women from villages and urban slums
* 14 interviews with NGO program managers and directors of NGOs that together serve over 1 million women
* 8 interviews with ASHA workers
* 3 interviews with state program managers

Key findings from our PMR:

* 90% of NGOs expressed interest in a tool to reduce M&E costs and improve program effectiveness, particularly an increase in ANC compliance methods
* 70% of women have 10th-grade literacy levels
* 65% of women have smartphone access, with 95% using WhatsApp

our projected cost per user is approximately $1.50 per month, with potential for reduction as we scale.  
We've secured expressions of intent from two additional NGOs to expand our reach to 6,000 users in the coming months, demonstrating growing demand for our solution.

1. **Anticipated Reach and Impact: How many people do you expect your innovation to reach over the proposed award period? What specific quantifiable social outcomes do you expect your innovation to achieve over this time period? Please specify how you estimate the number of people served and the magnitude of impacts.\***

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Max. Characters: 1,500

Year 1: 100,000 users across 20 NGO partners.

Year 2: 1 million users through state-level implementation in 3 states

Year 3: 5 million users across five states.

These estimates are based on our expansion strategy, starting with our current pilots and secured letters of intent from NGOs. We're targeting a growth rate of 37.3% annually.

These are our anticipated quantifiable social outcomes. The projections are based on pilot results with 35 families, 60+ stakeholder interviews, and conservative scaling assumptions.

1. 15% increase in ANC Compliance:
2. 50% reduction in Beneficiary response time: Current: 3-7 days; Target: 1.5-3.5 days Supported by 60% improvement in NGO real-time monitoring.
3. 80% NGO M&E costs Current: $35-$45 per mother; Target: $4-5 per mother
4. 40% reduction in information-seeking time: Current: 2-3 hours; Reduced to 5-7 minutes Via immediate WhatsApp access to verified information.
5. Maternal Mortality Rate: 103 to 87.55 per 100,000 live births (15% decrease). This is a Conservative estimate based on improved ANC compliance and risk identification.
6. Cost savings: $130 (INR 10,790) per mother By connecting to previously unknown government schemes.

1. **Cost and Potential Cost-Effectiveness: What is the current cost of delivering/** **providing your innovation? What might make your innovation more cost-effective than current solutions or alternatives? How might this change as your innovation scales?\***

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Max. Characters: 2,000

1. **Pathway to Scale: Please indicate how many people you expect to serve over the next 10 years and specify how you estimate this number. How do you envision your innovation will reach this scale? How will DIV funding play a catalytic role in your innovation’s path to scale? Do you anticipate your innovation will be funded at scale with public (including philanthropic), private (commercial), or hybrid (both public/philanthropic and private) resources?\***

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Max. Characters: 2,000

1. **Activities to be Supported with Proposed Funding: Please describe how you will use the USAID/DIV funds you are requesting.\***

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Max. Characters: 2,000

1. **Anticipated Risks: What are the biggest challenges or risks you expect to encounter and what measures will you take to mitigate them?\***

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Max. Characters: 1,500

1. **Lead Organization: Please provide a brief description of the lead implementing organization and include relevant past experience implementing similar activities. Describe why this organization is uniquely positioned and has the capacity to solve the problem.\***

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Max. Characters: 1,500

1. **Partner Organizations: Describe key partner organizations and explain how they have demonstrated their commitment to supporting or participating in the project activities. What skills, experience or resources will they contribute to implementing or scaling the innovation? What are their roles and responsibilities?\***

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Max. Characters: 1,500

1. **Key Personnel: Who are the key team members for implementation of grant activities, what is their relevant expertise, and what is their level of effort?\***

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Max. Characters: 1,500

1. **Professional References: Please provide contact information for up to three (3) professional references who can speak to the past performance and ability of your organization or project.\***

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Max. Characters: 1,000

1. **Citations: Please use the space below to list any citations referenced in your responses above. Only content written in the application will be reviewed; these citations will be used to verify factual accuracy if necessary.**

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Lee et al. (2016). Effectiveness of mHealth interventions for maternal, newborn and child health in low– and middle–income countries: Systematic review and meta-analysis. Journal of Global Health.

[2](https://www.ncbi.nlm.nih.gov/pmc/articles/PMC10572953/) Datta et al. (2019). mMitra, a Mobile Health Program to Improve Maternal and Child Health Care in Mumbai Slums: A Cluster Randomized Controlled Trial. JMIR Public Health and Surveillance.

[3](https://www.ncbi.nlm.nih.gov/pmc/articles/PMC10775799/) Alam et al. (2017). The effect of a smartphone-based, interactive feedback system on maternal behavioral intent in Bangladesh. Maternal and Child Nutrition.

[4](https://bmcpregnancychildbirth.biomedcentral.com/articles/10.1186/s12884-023-05454-3) Biswas et al. (2020). Real-time data analytics for community health worker programs: Lessons from mSakhi implementation in India. Journal of Global Health.

[5](https://effectivehealthcare.ahrq.gov/get-involved/nominated-topics/digital-health-technology) Feroz et al. (2023). Effectiveness of mHealth Interventions for Monitoring Antenatal Care Among Pregnant Women in Low- and Middle-Income Countries: A Systematic Review and Meta-Analysis. Frontiers in Public Health.

Max. Characters: 3,000

**☐** *I understand that USAID/DIV may share this application, internally or externally, as part of the due diligence process. USAID/DIV will obtain the requisite non-disclosure agreements and conflict of interest forms prior to sharing information with reviewers during the due diligence process.\**

**☐** *By submitting this application, I certify that the answers to the questions are accurate to the full extent of my knowledge.\**

**☐** DIV sometimes has an interest in sharing applications it receives with other funding partners, including with other USAID offices or missions as well as with external entities both inside and outside the United States. Please check this box if you would like to opt in to this opportunity. There is no requirement that you opt in, and your decision will not impact DIV's review of your application.

**SECTION 3: DETAILED PROJECT INFORMATION – APPLICATIONS FOR EVIDENCE GENERATION GRANTS**

*Please review the selection criteria available in the* [*Annual Program Statement*](https://www.usaid.gov/div/aps) *as guidance to answer the following long-form questions.*

*Specific guidance is included in the text boxes. Please read the guidance closely and provide detailed responses in order to have the greatest likelihood of advancing to the due diligence phase. Answers should be appropriate given the stage and the intended pathway to scale of your innovation.*

*Please include citations or sources for assertions or references where applicable.*

**DETAILED PROJECT INFORMATION: Evidence Generation**

1. **Executive Summary: Please briefly describe your project.\***

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Max. Characters: 500

1. **Problem Statement: What is the problem affecting the lives of people living in poverty that is addressed by the widely used development solution you are planning to evaluate?\***

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Max. Characters: 1,500

1. **Description of the Solution: What is the solution you plan to evaluate? How does it address the problem you describe in Question #2 above, and how does it compare to alternatives?\***

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Max. Characters: 2,000

1. **Current Reach: How many people does the solution currently serve? What has been achieved to date? What resources are currently allocated to supporting this solution?\***

| *DIV accepts applications for Evidence Generation grants to evaluate development approaches that are widely used but do not have robust evidence of effectiveness from rigorous evaluations.*  *Please indicate the number of people your solution currently serves, where they are geographically located, as well as any evidence of demand for the solution.*  *To the extent possible, please include any information you have regarding other organizations that are implementing this solution. Please indicate the approximate annual budget allocated to supporting this solution, and from what sources.* |
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Max. Characters: 1,500

1. **Existing Evidence: Have you or others previously conducted any research or studies which attempted to show that the solution or a similar solution leads to improved development outcomes? Please describe how this existing evidence is relevant to your solution.\***

| *Please briefly describe the methods and findings from any research or studies that investigated whether your solution (or a similar solution) produces the intended improvement in development outcomes. Please explain for which parts of the theory of change there already is evidence, and which are yet to be established. Cite any existing evidence on the solution’s impact thus far, and explain how the proposed evaluation will build upon this evidence base to contribute to knowledge of what works.*  *Be sure to include citations or links to reports in Question #16, “Citations”, below.* |
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Max. Characters: 2,000

1. **Evidence Building: Please describe the key questions you hope to answer with a potential DIV award and how you intend to answer them. How will your proposed evaluation generate evidence of impact and/or fill gaps in the existing evidence base for your solution?\***

| *Please describe how your proposed evaluation will generate new evidence that fills a gap in current understanding about the effectiveness of your solution. Describe your study design and research methodology. Include a discussion of your a) research questions, b) description of the treatment(s), c) primary outcome(s) of interest and how you will collect data to measure them, d) study sample population, and, if a randomized control trial (RCT), e) unit of randomization and randomization strategy.* |
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Max. Characters: 2,000

1. **Contributions of Evidence: How do you envision the results from the proposed evaluation will be used regardless of the findings? How will this research contribute to changes in policy and practice? How will you disseminate the evidence generated, regardless of the findings, and promote adoption of the results?\***

| *What are the programmatic and policy questions that your evaluation addresses? Who are the consumers of the evidence that you generate and how do you expect it to influence their decisions or practice? How will this evidence feed into program and policy decisions?*  *Please describe any steps you will take during the course of a potential award to ensure findings influence future policy, programming, or widespread adoption (in your context or elsewhere). What must occur in the short-, medium-, and long-term to ensure that research results are adopted by appropriate stakeholders? What are the key barriers for adopting and acting upon the results?* |
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Max. Characters: 1,500

1. **Cost and Potential Cost-Effectiveness: Clearly state what is known about the cost and cost-effectiveness of the solution and indicate how the proposed evaluation will establish or further build on this knowledge.\***

| *Describe why the solution has the potential to have a greater impact per dollar than alternative solutions. How does the solution achieve results at lower cost and/or be more effective at solving the problem than alternative(s)?*  *Cost-effectiveness requires an understanding of the full costs of the solution. Provide your best estimate of the current cost of delivering/providing the solution. Include both fixed and variable costs as well as any costs necessary for the end user to access the solution. Describe existing alternative(s) and how the solution’s costs compare to the costs of alternative(s).*  *DIV recognizes that Evidence Generation applicants may be seeking to answer whether or not a solution is cost-effective due to a lack of existing knowledge, so applicants are not expected to advocate for the existing cost-effectiveness of the solution. Rather, applicants must demonstrate how this evaluation will help answer this question.* |
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Max. Characters: 2,000

1. **Potential Scale of the Solution: If the proposed evaluation demonstrates that the solution is effective, how might the solution continue to scale beyond its current reach? What social outcomes would you expect the solution to achieve over the next ten years?\***

| *Please describe possible channels for increasing the scale of the solution (government policy, uptake by an international organization, etc.) and the sources of financing for the solution in the long term.*  *Please describe the projected future reach of the solution in terms of the expected number of beneficiaries and ultimate impacts/outcomes (e.g., improved learning, health outcomes, increase in household income, etc.), should the evaluation demonstrate evidence of positive impact.*  *We understand precise estimates may be difficult to calculate; we are interested in the logic used to approximate these numbers. Please include explanations of your assumptions and supporting calculations to demonstrate how you reached your estimates and be as concrete as possible.* |
| --- |

Max. Characters: 1,500

1. **Activities to be Supported with Proposed Funding: Please describe how you will use the USAID/DIV funds you are requesting.\***

| *Please list and describe all major activities and indicate the approximate budget required for each activity. Amounts should be in US Dollars. Please submit your best estimate at this time. If selected for further diligence, the USAID/DIV team will request a full project budget.*  *If this request is part of a broader scope of work also covered by other funders, please list these contributors, amounts of funding committed or anticipated, and what activities they would support, if applicable.* |
| --- |

Max. Characters: 2,000

1. **Anticipated Risks: What are the biggest challenges or risks you expect to encounter and what measures will you take to mitigate them? \***

| *All solutions and research face challenges in implementation and in achieving scale. Please provide a realistic assessment of present and anticipated challenges (e.g., issues generating revenue, supply chain issues, political economy issues, policy requirements, legal regulations, delays in roll-out, threats to validity of evidence, low statistical power) and how you are addressing such issues or plan to address them. This assessment should demonstrate a strong understanding of local implementation context(s).* |
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Max. Characters: 1,500

1. **Organization Leading the Evaluation: Please provide an overview of the organization that will lead the evaluation and include relevant past experience implementing similar activities. Describe why this organization is uniquely positioned and has the capacity to manage or conduct the proposed evaluation.\***

| *Please provide an overview of the organization that will lead the proposed evaluation activities. What is the organization’s area of expertise and mission? Please provide detailed information on relevant past experience and highlight the lead organization’s core competencies as they relate to policy-relevant evaluation.* |
| --- |

Max. Characters: 1,500

1. **Partner Organizations: Describe key partner organizations and explain how they have demonstrated their commitment to supporting or participating in the evaluation activities. What skills, experience or resources will they contribute to implementing or evaluating the solution? What are their roles and responsibilities?\***

| *For each key partner (e.g., implementing partners, research partners, major clients, co-funders, etc.), please specify the specific contribution or role they will play and whether and how they have demonstrated their commitment (e.g., entered into a formal agreement, indicated verbal interest). Please specify which organizations are providing financial or in-kind support for this project and the amount committed. If an innovation or impact evaluation depends on the support of another organization or institution to be implemented or scaled, please describe the current partnership and the expected role of the partner(s) in the future.*  *Finally, please indicate any co-funding received or anticipated for the activities proposed.* |
| --- |

Max. Characters:1,500

1. **Key Personnel: Who are the key team members for implementation of grant activities, what is their relevant experience, and what is their level of effort?\***

| *Please provide a list of the key team members contributing to grant activities. Key personnel must include individuals leading the evaluation but may also include participating personnel from implementer or partner organizations. For each team member, specify their percentage level of effort (percentage of 100% of an individual’s working schedule), roles and responsibilities in completing project activities, and a one or two sentence summary of relevant skills and experience. Please do not include entire CVs or resumes.* |
| --- |

Max. Characters: 1,500

1. **Professional References: Please provide contact information for up to three (3) professional references who can speak to the past performance and ability of the applicant.\***

| *Please include each reference’s name, organization, email, and phone number. References should be able to attest to and validate the applicant’s ability to work effectively, achieve results, and successfully implement similar activities within the past three (3) years. Personal references are acceptable in cases in which a professional reference is not available.* |
| --- |

Max. Characters: 1,000

1. **Citations: Please use the space below to list any citations referenced in your responses above. Only content written in the application will be reviewed; these citations will be used to verify factual accuracy if necessary.**

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