



# Grant Application Guidelines

Third call for proposals

April 2017



## Contents

Introduction.....	1
Priorities for this round of funding.....	2
What Ilm 2 does not fund .....	2
Eligibility for funding .....	3
Eligibility Criteria .....	3
Consortium Applications .....	3
The Extent of Financial Support from Ilm Ideas 2 .....	3
The Application Process .....	5
The Selection Process.....	7
Concept note selection criteria and scoring .....	7
More information about selection criteria.....	8
Financial Sustainability .....	8
Innovation .....	8
Potential to scale .....	8
Results .....	9
Full Proposal evaluation criteria.....	9
Enquiries.....	10
Useful References & Documents.....	10

## Introduction

**The IIm Ideas 2 third call for proposals is now open. We are looking for education innovations that promise to create new opportunities for children and young people in Pakistan to learn.**

### Why this call for proposals?

Education in Pakistan is improving but not fast enough and it is improving for some children and young people while others are left behind. New ideas and new partners are needed to bring **fresh thinking** to increase the pace of change and reach the millions of children in Pakistan who do not have access to quality education.

### Who should apply?

We accept proposals from a wide variety of applicants. Ultimately, the success of an application will be based on the merit of the innovation proposed in relation to the evaluation criteria IIm 2 applies.

IIm 2 is especially interested in applications from:

- **new players** who may never have worked in the education sector before but who bring new ideas and approaches and different perspectives to tackle familiar challenges.
- the **private sector** in Pakistan (businesses, social enterprises etc.) especially where they bring business-based solutions that can be sustained.

It is unlikely that one organisation working alone will be successful given the challenges to be addressed. So, we are especially interested in applications from consortia – groups of organisations with complementary skills, expertise, reach and strengths who propose to work in partnership.

### What kind of innovations is IIm 2 looking for?

IIm 2 has identified a list of priorities for applicants responding to this third call for proposals. They are listed on page 2. Regardless of the priority you respond to:

- Innovations IIm 2 supports must offer **new and better ways of tackling a challenge** than current approaches (they should be cheaper, faster, easier, more impactful). More of the same will not be funded.
- IIm 2 wants the innovations it supports to continue and grow when IIm 2 support ends and so they must hold potential for **financial sustainability**.
- IIm 2 is looking for **ambitious ideas** – we want the innovations we support to have the potential to reach hundreds of thousands of children at least.
- The children and young people currently excluded from education are typically **poor and/or marginalised** (girls, children with disabilities, children from minorities, nomadic children). The innovations IIm 2 supports should reach them.

### What does IIm 2 offer?

We offer grants and advice to organisations we work with to develop, test and take to scale education innovations that increase the number of children and young people with access to education and/or improve the quality of education.

## Priorities for this round of funding

Ilm 2 has identified **priority areas** for this round of funding. They are listed in the box below. The areas towards the top of the list are our top priorities but we know that they are the most challenging (especially given that we are looking for financially sustainable innovations).

You can propose an innovation that does not focus on one of the priorities listed but it should still be relevant to Ilm 2. It should be likely to increase access to education or improve the quality of education for children and young people in Pakistan.

- Creating opportunities for **older children**, especially girls, to continue their studies and take exams even if they have stopped going to school e.g. home tutoring or virtual classrooms
- Providing **transport to school** for children and young people living far from school
- **Access to education** for children who live in remote, small settlements where there are not enough children to set up a formal school
- **Remedial education** (in school or out of school) for children who are at risk of falling behind at school and dropping out
- Products, services and approaches that help **children with disabilities** access quality education
- Increasing children's access to low cost, high quality **materials to read** at home and in schools (digital or print media)
- Improving **teaching of maths, reading and writing** in early primary grades
- Providing financial products (grants, loans, equities) for the **low cost private school market**
- Stimulating children's **interest in reading** at school or at home
- High quality systems and products for **assessing student learning**
- Reaching parents with **information** about how to help their children learn and develop
- Improving teaching of **maths and science**, especially in higher grades
- Improving **school facilities**, especially water and sanitation and the supply of electricity
- **Life skills education** – skills that are necessary for everyday life

## What Ilm 2 does not fund

Ilm Ideas 2 is unlikely to fund the following types of innovations or projects:

- Traditional development projects or approaches that are similar to current practices
- Proposals requesting 100% grant funding
- Innovations that are unlikely to reach poor or marginalised children
- Innovations that will require government to pay for them when Ilm Ideas 2 funding ends
- Innovations that will only ever reach a few thousand children
- Standalone research projects

## Eligibility for funding

### Eligibility Criteria

All applications will be reviewed against the eligibility criteria before they are evaluated in more detail. If an applicant is not eligible they will be automatically disqualified and their applications will not be evaluated.

The eligibility criteria for IIm Ideas 2 funding are summarised below.

1. Businesses, companies, social enterprises, not-for-profits, institutions, foundations are eligible to apply. No prior experience in the education sector is required but you must be able to implement your innovation effectively.
2. The lead applicant must be a Pakistani entity legally registered in Pakistan. Typically, you will be registered as a company, as a not-for-profit (NGO) or you might be an accredited education institution. If you are not sure about whether you are eligible, contact the IIm 2 team at [impact@ilmideas2.pk](mailto:impact@ilmideas2.pk)
3. IIm 2 will not consider applications from international organisations. However, international organisations may work in partnership with a Pakistani entity as lead. In such cases, IIm 2 expects that the international organisation will receive a relatively small proportion of the total funding awarded.
4. Public sector organisations (e.g. local government bodies, ministries, government agencies) are not eligible to apply (although applicants may work in partnership with them if appropriate).

### Consortium Applications

It is unlikely that one organisation working alone will be successful. Groups of organisations with complementary experience and skills are more likely to have a sustainable impact on education in Pakistan. Therefore, **IIm Ideas 2 welcomes and encourages consortium applications.**

For all proposed consortiums, the roles of each partner and their contribution to the delivery of the project must be clearly defined. The lead organisation must be clearly specified, with the lead organisation being prepared to enter into a contractual relationship with IIm Ideas 2.

Organisations may apply for both individual and consortium projects at the same time.

**Note: If your initial application is successful, you may change, or add, partners before you submit your full proposal.**

## The Extent of Financial Support from IIm Ideas 2

Applicants should request an amount that is reasonable, given the proposed activities, their partners and the timeline for implementation (18 months initially).

IIm 2 expects that most of the applicants will at least have tested their innovation (even if only at a very small scale) and that there will be some information in their proposal about

whether it is likely to work. A grant from Ilm 2 can support continued growth of your innovation and help you assess the likelihood that it can achieve education impact and/or market viability at a larger scale. It can help you explore new business models, establish new partnerships and make operational refinements.

Applicants should note that:

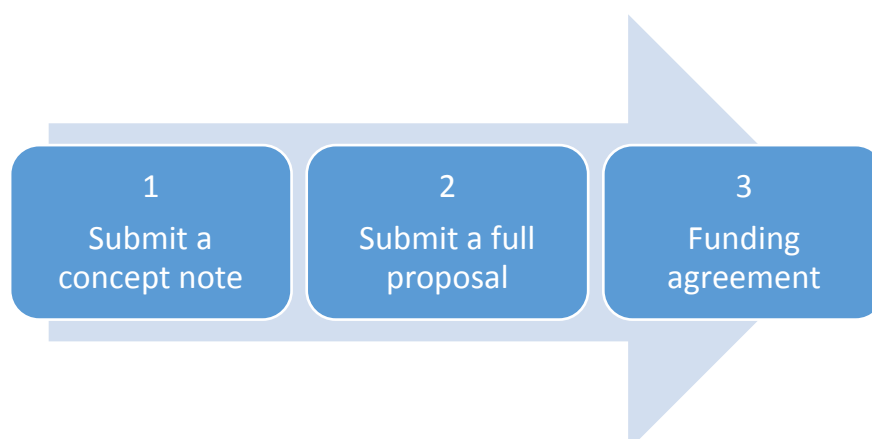
- There is a £100,000 (approximately PKR 13 million) minimum threshold for financial support requested for any one proposal.
- As guidance, we recommend that the lead applicant's typical annual turnover should exceed the size of the annual funding request by at least 50%.
- All payments from Ilm Ideas 2 will be to the lead applicant. The payment will be in Pakistani rupees.
- Applicants are required to contribute at least 20% of the total cost of the proposal. In kind contributions are permissible. If a consortium makes an application, members should agree among themselves how to distribute contribution. Ilm 2 is only concerned that 20% of the total cost is contributed.
- Potential applicants are advised that if they receive a grant from Ilm Ideas 2, funding will be reimbursed based on actual spending when an invoice is submitted to Ilm Ideas 2 by the grantee and based on the satisfactory completion of pre-agreed milestones. *No advance funding will be disbursed.*
- Ilm 2 expects successful applicants to begin implementation in July 2017.

#### **Disclaimer**

On behalf of DFID, the Fund Manager (Cambridge Education) reserves the right to fund any or none of the proposals submitted and/or to disqualify any organisation or proposal for funding. Issuance of these guidelines does not constitute an award commitment on the part of Fund Manager, nor does it commit the Fund Manager to pay for costs incurred in the preparation and submission of a proposal. In addition, the final award of any resultant grant (s) cannot be made until funds have been fully appropriated, allocated, and committed following the completion of all internal Fund Manager Procedures.

While it is anticipated that these procedures will be successfully completed, potential grant applicants are hereby notified of these requirements and conditions for award. Applications are submitted at the risk of the applicant; all preparation and submission costs are at the applicant's expense.

## The Application Process



**Concept Note stage:** The first step in applying to Ilm 2 is to submit an Initial Application. This includes a short applicant information form and either a concept note (maximum 2 pages) OR a slide deck (max 12 slides in Powerpoint). Go to [www.ilmideas2.pk](http://www.ilmideas2.pk) to find out how to submit your application via our online portal. At this time we are only able to accept application materials in English. The purpose of an initial application is for applicants to demonstrate how their innovation is a good fit for Ilm Ideas 2. Successful applicants at this stage will credibly show how their application meets Ilm 2's selection criteria.

**Full Proposal stage:** If we think that you are potentially a good match for Ilm 2, you will be invited to attend a workshop (with other applicants who reach stage 2). The workshop will help you refine your innovation, connect you to potential partners and provide an opportunity to ask questions before you prepare your Full Proposal. This proposal requires a more detailed description of your innovation, including your implementation plan and your team composition. We will also ask for detailed budgetary projections and financial plans. A panel comprising Ilm 2 team members and external evaluators from the business and education community in Pakistan will evaluate proposals. At this stage, you may also be invited to pitch (present) your idea in person. The panel will then make their recommendation to DFID.

**Funding agreement:** Ilm 2 will work with applicants whose projects are approved by DFID to prepare a funding agreement. The Ilm 2 team will undertake due diligence of the innovator's proposal at this point. This may include the following: further interviews with your team, calls with references, and input from external technical experts. We will provide further details on the due diligence process to innovators who reach this stage.

Applicants are requested to note the following:

- **This is a competitive funding round and not everyone will be successful.** Out of 100 initial applications we expect to invite full proposals from around 10 applicants.
- **Submission of Concept Notes.** All Concept Notes must be submitted through the Ilm Ideas 2 portal by 23:59 (11:59 pm) Pakistan Standard Time on 5<sup>th</sup> May 2017. You should receive confirmation of your application within a few minutes of submission.

- **Number of Concept Notes submitted per organisation.** There is no limit on the number of Concept Notes each organisation can submit.
- **Communication during the initial application period.** Applicants are advised to read the latest version of the FAQs posted on the Ilm 2 website. Any questions relating to this funding round are to be submitted by email to [impact@ilmideas2.pk](mailto:impact@ilmideas2.pk) (with 'Ilm 2 – Concept Note general query' in the subject line). Responses will be published on the Ilm Ideas 2 website in an updated FAQs sheet.

Note that we will also be conducting an 'Open House' in Karachi, Lahore and Islamabad. This is an informal event to which all interested applicants are invited. At the Open House, you will be able to meet Ilm Ideas 2 team members and ask questions about submitting an application. Keep visiting our website and follow us on social media for confirmation of dates and venues.

Ilm 2 links: [Website](#) | [Twitter](#) | [LinkedIn](#) | [Facebook](#)

- **Notification of decision.** Ilm Ideas 2 will notify both successful and unsuccessful applicants. Ilm Ideas 2 will endeavour to do so according to the timelines below:

April 16 2017	Call for proposals
April 24	Open House in Karachi, Lahore and Islamabad
May 5	Deadline for submitting an initial application
May 6 – 8	Evaluation of concept notes
May 15-16	Workshop with applicants invited to submit full proposals
June 1	Deadline for submitting full proposals
June 5-9	Evaluation of full proposals
June 12-16 2017	DFID review and approval

Successful applicants should be ready to start implementation in July 2017.



## The Selection Process

This section is intended to help potential applicants understand the selection criteria used by IIm Ideas 2 to evaluate their initial application.

### Concept note selection criteria and scoring

Each concept note will be evaluated against the criteria described in the table below. The evaluation panel will comprise IIm Ideas 2 team members and external evaluators.

Criteria	Specifications	Marks
<b>Financial Sustainability</b>	The application: <ul style="list-style-type: none"><li>• Demonstrates an understanding of the market for their innovation (who is interested in using and/or paying for the innovation)</li><li>• Includes plans for building demand for their innovation</li><li>• Provides credible ideas for generating sufficient new revenue to sustain (and ideally grow) the innovation when funding from IIm 2 ends.</li></ul>	30
<b>The approach</b>	<ul style="list-style-type: none"><li>• The proposed innovation is credible: it sounds like it will work.</li><li>• The applicant has provided a clear and logical account of what they will do and how it will address the challenge.</li><li>• The proposed innovation has the potential to go to scale.</li></ul>	30
<b>Results/target beneficiaries</b>	<ul style="list-style-type: none"><li>• The application clearly states the results to be achieved.</li><li>• The proposed results are realistic (given the timeframe and approach).</li><li>• The innovation has potential to reach poor and/or marginalised children.</li></ul>	15
<b>Innovation</b>	<ul style="list-style-type: none"><li>• The innovation proposed has the potential to make it easier, faster, less costly or otherwise more feasible to tackle the challenge than existing approaches.</li></ul>	15
<b>Evidence base</b>	<ul style="list-style-type: none"><li>• The applicant has provided evidence that the innovation proposed will work and/or has worked elsewhere in a similar context.</li></ul>	10

## More information about selection criteria

### Financial Sustainability

Ilm Ideas 2 supports innovations that have the potential to be financially sustainable. This means that when funding from Ilm Ideas 2 ends, there should be another source of income to continue and ideally scale up the innovation. We are especially interested in **commercial, business-based innovations** that can generate their own revenue.

Ilm 2 is also looking for innovations that reach poor or marginalised children and young people. They and their families are cautious about spending very limited financial resources and they cannot afford to take risks on unproven products and services. Ilm 2 expects that innovators will need to build demand (ability and willingness to pay) to ensure that their solutions are financially sustainable. Read [Creating willingness to pay: strategies to cultivate demand among Base of the Pyramid consumers to find out more about how to increase demand and sale](#) (Business Call to Action, 2014) for more information about strategies to increase demand and sales.

### Innovation

Ilm Ideas 2 must fund innovation. We define innovation as any solution that solves a challenge more effectively (less costly, easier, faster, more impactful) than existing approaches. Your innovation could be a product or service, a new business model, technology, distribution system, or financing mechanism etc.

Innovation could be an old idea applied in a new way, or an idea that has worked elsewhere that is adapted for use in a new location. There are well-evidenced approaches from around the world that could contribute effectively to improving access to quality education in Pakistan.

Finally, innovation is not always about edtech and anyone who is proposing an edtech solution is strongly advised to read the executive summary of the [Educational Technology Topic Guide](#) (HEART, 2014).

### Potential to scale

Ilm Ideas 2 funds innovations with the potential to scale to reach hundreds of thousands of children. If your innovation is only ever designed to reach a few thousand children, you are not a good fit for Ilm 2. However, we understand that your innovation may not reach hundreds of thousands of children during the lifetime of a grant from Ilm Ideas 2 which is why we are interested in its *potential* to scale.

Assess the potential of your solution to go to scale using MSI's Scalability Assessment Tool. The tool is available on page 22 in '[Scaling Up — From Vision to Large-Scale Change: Tools and Techniques for Practitioners December 2012](#)'

## Results

Ilm Ideas 2 aims to improve access to quality education for children and young people age 5-16 in Pakistan. Our measures of success are:

- Improved learning in reading and mathematics
- Increased access to school and other educational opportunities
- Children and young people staying in education longer

Therefore, all the innovations we fund should help achieve these results. Some innovations we fund might not contribute to results during the lifetime of the grant from Ilm Ideas 2 but at the very least, they should be producing intermediate results that show that they are on a strong trajectory to achieving improved learning, increased access and children staying in education for longer.

Ilm 2 is especially interested in innovations that impact poor and/or marginalised children and young people. Poor children are children from households where people are living on less than the equivalent of \$2 per day. A marginalised child is a child between the ages of 5 and 16 who should have access to quality education but currently does not. Girls, children with disabilities, children from minorities, children in remote settlements, nomadic children, children from poor households are typically marginalised children.

Visit [Alif Ailaan's website](#) to find out more.

## Full Proposal evaluation criteria

Similar criteria will be used to evaluate applications at full proposal stage. However, at the full proposal stage, applicants will also be submitting cost proposals and projections. They will be reviewed alongside the full narrative proposals and will account for a significant percentage of the final score and the decision by the evaluation panel.

## Enquiries

For further information, email [impact@ilmideas2.pk](mailto:impact@ilmideas2.pk), with 'Ilm Ideas 2 – Concept Note general query' in the subject line.

## Useful References & Documents

The Practitioner Hub is an online platform that is all about 'inclusive business' - business models that combine commercial and social return. There are many useful resources on the Hub including a series of checklists to help practitioners more effectively design, adapt and implement inclusive business models. Go to <http://www.inclusivebusinesshub.org/checklists/>

If you have an edtech innovation, read 'Educational Technology Topic Guide at <http://www.heart-resources.org/wp-content/uploads/2014/10/Educational-Technology-Topic-Guide.pdf?x30250>

We recommend that you refer to the DFID Policy Paper *Leaving no one behind: Our promise* (Nov 2015), which contains useful guidance on marginalisation and inclusion. <https://www.gov.uk/government/publications/leaving-no-one-behind-our-promise/leaving-no-one-behind-our-promise>

Visit the Center for Education Innovations website to learn about what other organisations are doing in Pakistan and around the world <http://www.educationinnovations.org/>

Alif Ailaan's website provides lots of useful information. See the Pakistan District Education Rankings 2016 at [http://www.alifailaan.pk/district\\_rankings](http://www.alifailaan.pk/district_rankings) to find out where innovation to improve education access and quality is most needed.

Ilm Ideas 2 Problem Briefs are available at <http://www.ilmideas2.pk/problem-briefs/>  
The three problem briefs examine the reasons behind low enrolment rates, low learning outcomes and high dropout rates in Pakistan and share some ideas about what has worked in Pakistan and elsewhere to address these problems.

The Abdul Latif Jameel Poverty Action Lab's (J-PAL) Education sector seeks to improve access to and delivery of high-quality schooling at the primary and post-primary levels through research on issues like pedagogy, teacher training, incentives (for children, for teachers, for families), school governance, early childhood development, and information and communications technology. The education section of their website <https://www.povertyactionlab.org/education> provides a variety of resources.

'Go Innovate: A Guide to successful innovation for education' (Cambridge Education 2016) offers insights into the current theory and practice of innovation for education [www.camb-ed.com/download/file/127/571/go-innovate-webpdf](http://www.camb-ed.com/download/file/127/571/go-innovate-webpdf)