



Mobile Technology for Good

Innovation Fund Application Guidelines

September, 2015

I. Introduction

The Safaricom Foundation is the Corporate Social Investment arm of Safaricom Limited. It is established as a charitable trust with the aims of making sustainable contributions to Kenyan communities. Since its inception in 2003, the Foundation has partnered with thousands of Kenyan communities and organizations to improve the quality of life of Kenyans through projects in health, education, economic empowerment, water, environmental conservation, disaster relief, sports, music, arts and culture. The Safaricom Foundation recently launched its new three year strategy (2014-2017), which focuses on results and sustainability as key areas for success.

2. Mobile Technology for Good

Mobile communications technology has quickly become the world's most common way of transmitting voice, data, and services in the developing world¹. They hold significant potential for advancing development. At the heart of our foundation is the belief that technology can address some of the Kenya's most pressing social and economic challenges. Our responsibility and strategy² is to utilize our innovative technology in mobilizing social change to improving peoples' lives by supporting the development and deployment of mobile technologies that achieve social impact.

3. The Goal and Expected Results

The overarching goal is to improve the social and economic well-being of Kenyans through the use of mobile technology innovations.

4. Areas of Focus

The Foundation intends to partner with qualifying organizations/institutions, individuals and businesses that demonstrate technology innovations that are in line with the Foundation's strategic areas of focus -

http://safaricomfoundation.org/uploads/media/Safaricom_foundation_strategy_2014-2017.pdf. The proposed Technology for Good products will use any or all facets of technology i.e. text, voice, data, helplines³. These innovations should address the following criteria:

1	Social impact /People focus t /People focus	The product has Kenyan people as the key focus. It articulates exactly what the changes/efficiencies will be in their lives and in the long term; the product must demonstrate a community
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¹ The World Bank, 2011

² Safaricom Foundation Strategy – 2014 – 2014

³ Issuance of this application guideline does not constitute an award commitment on the part of the Safaricom Foundation

		gain
2	Needs Based/Evidence informed	The product articulates very well the context and social need that will be addressed; It is evidence informed - based on personal observations, surveys, desk reviews
3	Innovation and Technology	The product clearly demonstrates unique innovation; how different to do things. There is evidence use of mobile technology. There is evidence of the required technical capacity and competences within the team to deliver and sustain the product or willingness to be incubated while developing the product/innovation in case where capacity is lacking.
4	Scale (number of beneficiaries)	The product demonstrates the potential to benefit as many Kenyans as possible when it is completed
5	Strategic link to Safaricom Foundation	The product fits very well with the Foundation's strategic areas of focus
6	Sustainability	The innovation must demonstrate how the product continues to operate and benefit Kenyans after the rollout/completion of its development. The evidence of a clear business use/sustainability model with clarity on the usage of the product, payment and sustainability model

5. Who can apply⁴

The Safaricom Foundation will consider applications from national and community based non-governmental, faith based and civil society organizations; academic and research institutions; innovation hubs, individuals and the private sector.

6. Funding

The fund is Kshs 50million, available to fund different innovations. Funding will be subject to demonstrated need, trustees approval, availability of funds and demonstrated successful performance on pre-agreed milestones. Disbursements to successful partners will be made based on pre-agreed milestones. The funding will be used for further development of the innovation and deployment.

⁴ Terms and conditions apply – see www.safaricomfoundation.org

7. Proposal evaluation criteria

Proposals will be evaluated based on the criteria below.

No.	Technical Proposal Evaluation Criteria	Weight
1	Social impact	30
2	Needs Based/Evidence informed	15
3	Innovation and Technology	15
4	Scale	15
5	Strategic link to Safaricom Foundation	10
6	Sustainability	15
	Total	100 points

8. Application Submission

All applications will use relevant application forms available on the Safaricom Foundation Website- www.safaricomfoundation.org

Step 1: Download the proposal application guidelines from:

http://safaricomfoundation.org/funding_guidelines

Step 2: Complete the proposal application form online or download the form

The **Innovation Fund Application Guidelines** can be downloaded from:

<http://safaricomfoundation.org>

Step 3: Submit your proposal online

Complete the application form. The Safaricom Foundation may request for additional information once your proposal has been reviewed/approved.

9. Submission Deadline

The deadline for submitting complete proposals and budget is September 30, 2015 at midnight. Applications received after this deadline will not be considered.