

2016 DEMOGRAPHIC & APPLICATION QUESTIONS

APPLICATION FORM

BASIC ELIGIBILITY QUESTIONS

1. Is your solution tackling a significant problem faced by your community?

I. Yes

I. No

2. Is your solution using digital technologies to create or improve social impact?

III. Yes

III. No

3. Which of the following classifications best describes the digital technologies used?

I. SMS

II. App for mobile device

III. Web Application

IV. Desktop Application

V. N/A

4. Which of the following describes the platform the solution is built on?

I. Android

II. iOS

III. Windows 10

IV. BlackBerry OS

V. Other

5. Which of the following categories below best describes your solution?

- I. Business Entrepreneurship (*means to provide support and information to individuals (entrepreneurs) who are starting, maintaining and / or seeking to boost their small to medium-sized business. This includes empowering female entrepreneurs helping to lift families out of poverty*)
- II. Education (means to acquire general knowledge for life. When we refer to education we think about 'classical education ' – looking at providing access to primary, secondary and tertiary education for children, caregivers and communities)
- III. Digital Inclusion (means incorporating information technologies into the community; our digital inclusion projects aim to provide individuals and communities in which we operate access to information and communication technologies (ICT)
- IV. None of the above

6. Is your solution at pre-seed, seed or early growth stage?

VIII.1. Pre-seed (this means you have that you have an idea that has been tested and/or is in pilot phase.

VIII.2. Seed (this means you have a clear strategy for taking your product to market and developing your organisation)

VIII.3. Early Growth (this means you have gone to market with your product/service and started implementing the strategy to develop your organisation h)

7. Are you the originator of the solution and founder or co-founder of the organisation proposing the solution?

IX.1. Yes

IX.2. No

8. Confirm that you are, or will be, the leader of the organisation established to deliver this solution.

X.1. Yes

X.2. No

9. Are you aiming to create a financially sustainable model for your solution?

XII.1. Yes

XII.2. No

10. If you win this competition do you commit to working full time on your proposed project?

XIII.1. Yes

XIII.2. No

QUESTIONS ABOUT THE PROBLEM YOU HAVE IDENTIFIED

1. Describe in 1 - 2 sentences, the specific social problem in your society that your solution aims to tackle.

Compulsory; maximum 250 characters

Focus on a specific, core problem, this will enable you to attract others who care about that specific problem, to work with you. Describe here the problem in a single sentence, so that even someone who has never met you before can understand immediately the problem you are trying to solve. For example; "Children with disabilities do not have access to the services and support they need to live full and happy lives"; "Children are increasingly suffering from anxiety and depression"; "Children are not receiving a full education due to teacher absenteeism" "Children are dying from preventable diseases"; "Obesity among children is growing" etc.

2. Provide the most relevant statistics and references that prove this is a problem that needs addressing. List what you believe to be the 1- - 3 most significant causes of the problem and explain why

Compulsory: max 1,000 characters

Having facts and figures from expert sources regarding the problem you have identified will help you convince other people that this is a problem that needs solving. These could be facts or references you have gathered from things you've seen or experienced yourself, from news or articles you've read, or from academic or research papers and reports.

Understanding the causes of the problem you want to solve, will help you create an effective solution. It is the first step towards understanding how to create a permanent, sustainable solution. For example, you can help support street children by providing them with food and shelter, but if you understand how and why children end up on the streets to start with, and if you can begin to address the source of the problem. List here what you know to be, or what you think might be, the 1-3 most significant causes of the problem you are trying to solve and explain in just a few words for each, why.

QUESTIONS ABOUT YOUR SOLUTION TO THIS PROBLEM

3. Describe your innovative digital solution to this problem in 2 sentences.

Compulsory; max 500 characters

Being able to describe the core of your solution in a couple of sentences, including what makes it unique, is critical to help other people understand what you do. Describe briefly the core elements of your solution so that someone who has never met you before can understand your idea immediately.

4. Describe how digital technology is used to create or improve the social impact.

Compulsory: max 1,000 characters

Here you need to state clearly how the digital solution will function. Example: Assuming your idea is a mobile app that helps children read, describe exactly how the app will function.

5. Identify and describe what technical resources you will need to implement the digital solution described in Question 4 above.

Compulsory: max 1,000 characters

Here we expect that you would list all technical resources required to implement the digital solution. List and explain details such as equipment, materials, developers, software, etc.

6. Identify the main target group for your solution.

Compulsory; max 500 characters

As in the commercial world, every product or service is created to meet a need for a specific target group. Explain which group(s) are the main target for your product(s) or service(s). Include the estimated number of beneficiaries/customers affected by this problem (market size), plus gender, age, geographic location and any other important information that helps define your target group(s).

7. In what specific ways will your solution improve the community you are supporting? Give an example of how a child's or other beneficiary's life in your main target group will be directly improved as a result of your work.

Compulsory; max 1,000 characters

To be able to secure support from any funder or social investor, you must be able to explain clearly the expected "outcomes" of your work, or in other words, how your solution will improve the lives of the community and/or children you are serving. Think of an individual person facing the problem you identified earlier. How will their circumstances be changed as a result of using your products or services?

8. Reach for Change works with social entrepreneurs who want to scale their initiatives to improve the lives of as many beneficiaries as possible. How will you develop, scale or replicate your idea in order to improve the lives of as many beneficiaries as possible in the future? How many beneficiaries do you expect to impact 5 years from now?

Compulsory; max 1,000 characters

If you want to be able to solve the identified problem for all children affected by it in your country, you will need to find a way to scale the impact of your work. There are many different ways of doing this. "Scaling Out" involves finding ways for your services or products to be offered in new locations (e.g. setting up new service centres / training others in how to deliver your methodology). "Scaling Up" involves targeting powerful key influencers (e.g. government or sector leaders) and getting them to make your solution standard practice for all those operating under their area of jurisdiction (e.g. lobbying the government for policy change or changes to the law which will then require all service providers to do something differently). Both methods have their advantages and disadvantages and successful scaling strategies will often involve a mixture of both. Scaling takes time, but having a

longer term strategy in place early on enables you to begin the important groundwork (e.g. developing relationships with key influencers) early. Tell us how you might go about scaling the impact of your work.

When creating growth strategies it is useful to create projections which show the rate at which you expect to grow. Like all targets, projections should be ambitious, but realistic, and you use them to help your team, funders / investors get a clear picture of where you expect your operations to be at a certain point in the future. As a way of helping us understand your expectations around scaling your impact, let us know here how many beneficiaries you expect to be supporting in 5 year's time.

9. Reach for Change works with social entrepreneurs who want to create sustainable financial models around their solutions so that the social impact they create can be delivered and scaled sustainably. Which sources of financing have you already pursued, and which others are you planning to target to obtain revenues to run and grow your solution?

Compulsory; max 1,000 characters

As a social entrepreneur, your challenge is to find a sustainable financial model which will support the delivery and growth of your social impact in a sustainable way. It can take some time to find the financial model which is most suitable for your work, and this is something we often work on with the social entrepreneurs we support. To get a better understanding of the financial side of your work, let us know which sources of financing you have already pursued and from whom, including sales, donations, loans, use of your own funds, etc. Also tell us which sources of financing you intend to pursue in the future.

10. List your key planned activities for your organization

Compulsory; max 500 characters

“Key” activities are those activities that are critical to your success and survival as an organization. Understanding the difference between “key” activities and “other” activities helps you focus on what’s important and make good decisions about how and where to prioritise resources. Understanding the key activities you need to complete, and the associated costs for each of those activities, will enable you to build a good understanding of the minimum amount of revenue you need to generate for the year ahead. List here your key planned activities.

Eg. A social enterprise: L'ecole de coeurs

1. KEY ACTIVITIES
2. Recruiting teachers

2. Training teachers
3. Marketing
4. Partnerships with hospitals

Please list your key activities here:

KEY ACTIVITIES
1.
2.
3.
4.

11. List the costs and revenue linked to your key activities. What costs will you incur? What are the different types of revenue do you plan to receive and how will you obtain this:

To help us understand your intended revenue streams for the next 12 months, please list the amount of revenue you expect to bring in against each of the listed categories. The total listed revenues should be the same as, or exceed, the planned total budget for the same period that you gave in the previous question.

The more clearly you understand your different potential "customers" and their needs, the more clearly you can plan how to reach them. For example, finding the names of a number of funding organisations who you know have an interest in your kind of work, puts you in a stronger position than just knowing you want funding. Speaking directly to a fund manager at that funding organization to find out what they're really looking for, puts you in a stronger position again.

Similarly, not everyone will be interested in buying your products and services. Good products and services solve specific problems, or offer specific benefits, to specific groups of people. The better you understand the problems and desires of your target customers, the better you can design a solution for them that works, and the more likely they are to then be willing to pay you for it. In order to understand customer needs (either funders or for -profit customers), you need to be able to reach them. Explain here how you plan to obtain money over the next 12 months, from whom, and how you plan to spend it.

Eg.

	Year 1	Year 2	Year 3
Income			
Earned Income (Sales)	20000	25000	40000
Grants & Donations	20000	20000	20000
Equity Investment	5000	5000	5000
Debt (loans & credit)	10000	5000	1000
Other income	200	5000	1000
TOTAL CASH IN	55200	60000	67000
Expenditure			
Personnel	10000	15000	20000
Marketing	20000	20000	20000
Other Costs	30000	20000	10000
TOTAL CASH OUT	60000	55000	50000
BALANCE	4800	5000	17000

	Year 1	Year 2	Year 3
Income			
Earned Income (Sales)			
Grants & Donations			
Equity Investment			
Debt (loans & credit)			
Other income			
TOTAL CASH IN			
Expenditure			
[Enter Costs here]			

TOTAL CASH OUT			
BALANCE			

QUESTIONS ABOUT YOU, THE SOCIAL ENTREPRENEUR

12. Describe yourself, your current professional position, experience and personal skills that show that you can build and lead an organization that will make difference in the world.

13. When and how did you come up with this idea? List the names of any co-founders and their roles in the team.

Compulsory; max 1,000 characters

What inspired you to come up with this idea? Where were you? When was it? We want to get an understanding of your original inspiration for this idea.

14. Social entrepreneurs set out to change the world for the better. What qualities do you have that make you believe you can achieve this goal? List your strengths and your weaknesses.

Compulsory; max 1,000 characters

Successful social entrepreneurs possess a number of important characteristics, including a strong passion and drive for creating social change, never -ending optimism, and the ability to inspire and attract others. We want to understand what it is about you that makes you believe you have this potential. Give us one or two examples of things you have done in the past which demonstrate you have what it takes to become a great social entrepreneur.

What are the 3 most important personal strengths you believe you possess which will help you to achieve your social impact goals? Use short examples of things you have done or achieved in the past which showcase each of these 3 strengths.

Understanding your weaknesses is as important as understanding your strengths. We want to know what your 2 most significant personal weaknesses are, and how you plan to overcome them.

15. What are some of the risks you have identified about your solution and what are your plans to mitigate these risks?

Successful entrepreneurs are able to assess the potential risks with their solutions and come up with solutions to minimise those risks.

Compulsory; max 1,000 characters

What are 2 of the most significant risks to your social innovation? Briefly describe these along with the potential consequences?

What are the main steps you have taken mitigate these 2 risks? What have been the results of these actions?

16. Have you already established the organisation that will deliver the solution?

Compulsory; Yes / No

We work with start-up and early stage social entrepreneurs. We look for entrepreneurs who have already established their organizations before they apply to us. At this stage we want to know what stage you are at.

16.1. Name of the organisation

Compulsory; 250 characters

If you have already established the organisation, please write the name of your organization here. If you haven't established it, you can leave this answer blank.

16.2. Are you a founder or co-founder of this organisation?

Compulsory; Yes / No

16.3. What year was the organisation founded?

Compulsory; 50 characters

If you have already established the organisation, please write the year of establishment here. If you haven't established it yet, you can leave this answer blank.

16.4. Is the organisation officially registered with the government?

Compulsory; Yes / No

If you have already established the organisation, please answer this question. If you have not established it yet, you can leave this answer blank.

16.5. Organisation registration number

Optional; 50 characters

If you have already established the organisation, please answer this question. If you have not established it yet, you can leave this answer blank.

16.6. Current number of employees and volunteers respectively

Compulsory; 50 characters

We want to understand the current scale of your operations. Please provide here the number of employees working for your organization. Please include all full-time and part-time employees in your total. If you don't have any employees, please enter "0". If you have not established your organisation yet, you can leave this answer blank.

Please also provide here the number of volunteers working for your organization. Please include all full-time and part-time volunteers in your total. If you don't have any volunteers, please enter "0". If you have not established your organisation yet, you can leave this answer blank.

16.7. Total revenues (earned, donated & credit) for the past financial year

Optional; 50 characters

We want to understand the current scale of your operations. Please provide here the total revenues you received for the past financial year. If you have not been operating for a full financial year yet, please provide the total revenue until now. Include all donations, sales & loans received to create your total. If you haven't received any revenues yet, please enter "0". If you have not established your organisation yet, you can leave this answer blank.

16.8. Your organisation's communication platforms:

Website: _____

Facebook page: _____

Twitter: _____

Blog: _____

Other: _____

Optional; 50 characters each

Please provide links to any of the above if you have them for your organization. If you have not established your organisation yet, you can leave this answer blank.

17. Explain in a sentence why you would like to win this competition

Compulsory; 250 characters

Think about the different reasons you would like to win this competition, and then sum up the most important reason(s) in a single sentence.

18. How are you hoping to use support from the Tigo Digital Changemakers program to boost the development of your organisation?

Compulsory; 1,000 characters

The Tigo and Reach for Change Incubator program offers support in 4 key ways; seed funding, business development & skills training, network & exposure, and credibility. Think about your solution: what specific support do you need or are looking for from Tigo Digital Changemakers? How will this support help the development of your organization?

19. (OPTIONAL) Video pitch - we would like to get a sense of you and your passion for this work. If technically possible, please create a new, short (max 2min) video of yourself telling us about your organisation / idea. This does not need to be filmed or edited with special equipment; the video can be recorded with a cellphone or a computer. Upload the video to a website and provide the link to that site here. Some sites for uploading videos are: www.youtube.com; www.vimeo.com; www.screen.yahoo.com

We recommend that you create and upload a video if you can, but we understand that you may not be able to due to technical challenges, and it is therefore optional rather than required. You will not be punished if you do not upload a video.

REFERENCES

Please provide contact information for 2 references. Your references should be two people who know you professionally. They must not be your family members or close friends. They can know you or have supervised you for example in a work, educational or volunteering setting. Please provide contact information of each reference and describe your relationship with them, e.g. former boss, co-worker:

First reference:

20. Your first reference:

- I. Name:
- II. Profession:
- III. Workplace:
- IV. Phone number:
- V. Email address:
- VI. Nature of your relationship:

20. Your second reference:

- I. Name:
- II. Profession:
- III. Workplace:
- IV. Phone number.
- V. Email address:
- VI. Nature of your relationship:

Resume/CV

21. Please upload a current CV or Resume

22. HOW DID YOU HEAR ABOUT THE TIGO DIGITAL CHANGEMAKERS PROGRAM?

- Online Article
- Online Ad
- Newspaper/Magazine Article
- Newspaper/Magazine Ad
- Social Media (Facebook/Twitter)
- Tigo Employee
- Fliers/Posters
- Friend
- Digital Changemaker
- Radio

TV
Email
Event
Other (please specify)

ABOUT YOU AND THE KINNEVIK GROUP

We don't exclude or give preference to current or previous employees, but we are interested in understanding if you have a professional relationship with any of our partners.

23. Do you currently, or have you been previously, worked within the Kinnevik group or any of our other partners: Tigo, Millicom, Viasat, TV1, Bayport, MTG?

Compulsory; Yes / No

24. If yes, when, in which company and in what role?