



**USAID**  
FROM THE AMERICAN PEOPLE

## Phase II Submission and Key Performance Indicators (KPIs)

*For the IEEE CTU participants*  
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# Overview

- Contestants to advance to Phase 2 will fill out a longer, more detailed application about their project/proposal. This presentation give offered guidance of what can be prepared
- There are some general fields, but the core of Phase 2 contains responses that address 9 Key Performance Indicators (KPIs)
- Since the 2023 competition also has a prize for Best Overall Gender Inclusion, we have noted in each KPI slide examples of how gender inclusion efforts could be illustrated within the context of that KPI

## About the KPIs and judging:

- Judges give a unique score for each KPI response. A KPI will have two scores categories, a general score and a gender inclusion score
- All KPI general scores are equal in weight
- Each KPI response can be up to ~300 words
- Teams are not required to address gender inclusion in each KPI, and declining to do so will not adversely affect their general score. Declining to address gender inclusion in a specific KPI will only affect gender inclusion KPI scoring.

### ► NOTE:

- We are mindful that the two tracks will result in different kinds of responses
  - Concept-only: no “evidence” is required, but try to show how likely your concept might/will satisfy each KPI
  - Proof-of-concept: evidence/results should be provided to address each KPI
- Judges will focus on quality of content over quality of writing (language)

## Phase 2 - General fields

- ▶ Before the KPIs, there are some general fields to complete:
  - **Overview of the solution/proposal:** The non-technical overview of the proposed solution.  
Maximum 3600 characters (about 500 words)
  - **Detail design and/or schematic diagram** (optional)
  - **Video of your solution** (optional)
  - **"Who will benefit from your solution and how?"**

## KPI - Innovation

- ▶ **How novel, unique, and original is a solution, in terms of its increase or improvement in connectivity, commercialization, or business models?**
  - If it is novel, unique, and original in a global sense, a solution may merit a top mark
  - If an existing solution is not considered unique and original worldwide, but if it is created independently or adapted specifically to solve a regional or local problem, it may be considered innovative and hence merit some points (but less than if truly unique at a global level)
- ▶ **Gender consideration**
  - Some solutions will work for one demographic, but not others. In order to increase connectivity for groups, a solution needs to consider what is unique to that group.
  - Is there a component of the solution that is uniquely tailored to engage and/or reach women?

# KPI - Relevance

## ► How is a solution

- relevant to underserved communities in the targeted area;
- delivering real value to its users in the targeted area; or
- suitable in the specific use case

## ► Try to show relevant information/data about outcomes or impact for end beneficiaries, measured in terms of cost, efficiency, or usage statistics

## ► Gender considerations

- Data collection for specific user groups is required to to better understand how your solution serves that group. Did you collect gender-disaggregated data from users to better understand how your solution serves women?
- Is any part of your solution specifically relevant to women?

# KPI – Sustainability (Financial and Operational)

## ►How likely is a solution

- to achieve financial sustainability without ongoing subsidies in the future:
  - market suitability
  - evidence of buy-in from 3rd party entities willing to invest
  - other evidence of financial self-sufficiency
- to rely on ongoing technical operations/support without depending on
  - a great deal of ongoing maintenance/support
  - expensive or complex equipment not available locally
- to be successful realistically over time

Financial sustainability does not mean it has to be a commercial product/service, just clear ideas of where income can/will come from

## ►Gender considerations

- Affordability is the biggest barrier for women.
- Was affordability for women specifically considered in the financial sustainability plan?

Concept-only and other early-stage solutions may not yet have clear commitments. We are looking for ideas about where \$ can come from.

## KPI - Scalability

### ► Does a solution have potential to easily scale up?

- To benefit a greater number of people inside the targeted geography/demographic
- Applicable to a different use case or a different region/community
- For either type of scaling, is there a plan and/or partners to support the scaling up?

### ► Gender considerations

- A solution needs to identify women in all their diversity as an element as scaling occurs. A scaling approach can have different aspects when it is inclusive of women.
- Does the solution consider the representation of women as an integral part of the scaling strategy?



## KPI - Efficacy

### ►What is the benefit/cost ratio of the solution?

- A simplified calculation of the ratio – dividing the proposed total cash benefit of a project by the proposed total cash cost of the project
- Cost could be tangible and relatively easy to calculate
- Benefit could include tangible and intangible; e.g.,
  - reducing the cost of internet access per user by X amount
  - online accessibility for unconnected people so that they have access to jobs or schooling

### ►Gender considerations

- To overcome barriers for women, cost plays a large role.
- Have you collected data about the cost of reaching women and whether the solution is affordable for them in this area?

## KPI - Readiness

### ► How ready and mature is the team for solution development/deployment/growth?

- Strength of a team (e.g., experience and expertise)
- Vision for growth
- Plan to get the support and buy-in from the community
- Strategy for patent/IPs (it may be strategically wise to delay patent protection; not everyone needs to have one!)

### ► Gender considerations

- Team leadership: Having team members with a background in gender inclusion efforts can bring valuable insight.
- Discussing the solution with female leaders in the community will help to understand the dynamics.
- Have you conducted market research on addressing the gender digital divide or gotten feedback from local female leaders?

We assume that the applying team is the one to take the idea forward. In unique circumstances, this may not be the case

## KPI - Risk Level

- ▶ **How likely is the the solution to succeed or fail based on the risk factors?**
  - Standard business risk factors: technical concept, business model, community or beneficiary buy-in, or adaptability to uncertainty,
  - Implementation or execution risk factors: complexity, stringent requirements, vulnerability to local or regional geopolitical changes, or compliance/regulations, security or privacy
- ▶ **High risk solutions may still be acceptable if the anticipated positive impact outweighs the risk itself**
- ▶ **Gender considerations**
  - There are some common risks of using the internet that are unique to women (examples: harassment/abuse, cyberstalking, data storage, and others; read the [USAID's Gender Digital Divide Risk Mitigation Technical Note](#))
  - Solution should anticipate that women will shoulder most of the risk.
  - Have you conducted a mitigation analysis or put specific protections or plans in place to address risk?

## KPI - Social Impact

- ▶ **What are the potential positive impacts on or contributions to society in terms of citizens' quality of lives?**
  - For example, in the areas of equality, employment, healthcare, education, and agriculture
  - Can it be measured?
- ▶ **Are the impacts attributable directly to the solution?**
- ▶ **If the solution is targeted towards an intermediary (like an ISP or Telco operator), what is the evidence that the benefits (such as lower prices, etc.) are being or will be passed on to the end user?**
- ▶ **Gender considerations**
  - Different use cases (examples: agriculture, education, etc.) can result in an impact on women, so measurements within the use case should be planned and executed
  - For any given use case on social impact, did you collect measurements/data on the impact on women?

## KPI - Inclusion

### ► How inclusive is a solution with respect to the target audience/beneficiary?

- Able to address underserved user communities such as women, children, elderly, low income, accessibility challenged, LGBT+ etc., or help them overcome the digital divide
- Does the solution have a focus on the rights of the vulnerable and disenfranchised?
- For example, can the solution reach people where it is more convenient and/or where they will feel safe (such as in their homes), or does it require them to go to a specific location for service?

## Additional resources

- ▶ USAID has provided the additional resources which may be helpful during your submissions
  - [USAID videos](#) to help introduce and give guidance of best practices to use during the competition.
  - [Gender and Information Communication Technology \(ICT\) Survey Toolkit](#) for a set of resources for obtaining a landscape assessment of gender and ICT
  - [The Gender Digital Divide Primer](#) to sharing best practices learned in previous gender and ICT programs

## More General fields

### ► CONSENT

- You will be required to consent to a due diligence check by IEEE
- You will be required to declare that the contents of your submission are your own (or your team's) and not the intellectual property of a third party.
- You will be required to commit to being available to present your idea/solution (virtually, live) to the Selection Committee in late September/early October if you advance to Phase 3
  - We allow contestants to note blackout dates
- **If you win, you will be asked to:**
  - Be available (preferably in person, but possibly virtually) to share/present your solution at our Summit on 4 December
  - Be willing to submit a video presentation showcasing your idea/solution
  - Provide us with an update on how you are progressing approximately one year later

**Winner(s) understand that delivery of a prize may be void where prohibited by law and agree that Sponsor shall have no obligation to substitute an alternate prize when so prohibited.**