

Digital Experiments Grant Program

# Proposal Application Template

Note: All applications will be submitted online. The following template is provided as an illustration of the information that will be gathered.

## Cover Page

|  |  |
| --- | --- |
| Hypothesis for digital experiment |  |
| Thematic Focus Area |   |
| Date of Experiment application |   |
| Duration of experiment (Months) |   |
| **Primary applicant** |   |
| Organization Name |   |
| Department |   |
| Registered office Address |   |
| Postal Address |   |
| **Contact details of prime applicant having legal authority to sign grant agreement** |   |
| Name |   |
| Designation |   |
| Mobile Number |   |
| Email Address |   |
| Postal Address |   |
| **Technical contact person to share any queries on the experiment** |   |
| Name |   |
| Designation |   |
| Mobile Number |   |
| Email Address |   |
| Postal Address |   |
| **Authorized Signatures** |   |

# Proposal Template

## Checklist

* Registered with SBP or relevant regulator
* Branchless banking license/ Bank as a partner

**Organization is willing and capable to:**

* Use data coming out from the experiment and run analytics on it
* Share data arising out of the experiment with Karandaaz
* Share meaningful insights and analytics with Karandaaz on a regular basis
* Share any other data related to experiments when requested by Karandaaz
* If the entity lacks in-house capability, it should be willing to work with a 3rd party to achieve the same

**Which Category is the application for**

* Category A
* Category B

## Thematic Area / Problem Identification

*A short brief on the thematic area chosen by the applicant and what specific problem within that thematic area the organization intends to address. What is the current gap and how this experiment will bridge that gap to promote financial inclusion.*

## Executive Summary

* *Hypothesis for the digital experiment*
* *Objectives of the experiment*
* *Outline the total cost of the experiment and the grant amount requested*
* *Impact creation expected from the experiment*
* *Previous experience in implementing similar experiments*
* *Proof of institutional capacity of experiment implementation*

## Experiment Rationale

* *Reason for designing this experiment*
* *Current gap existing in the market*
* *How this experiment will help achieve stated objectives*

## Experiment Design

* *Work Methodology*
* *CVs of personnel that will be involved in this experiment*
* *Key Milestones of the experiment along with duration*
* *Proposed Outcome/ Results*
* *Impact creation – Number of beneficiaries this experiment is expected to impact.*
* *Data to be shared with Karandaaz*
* *Analytics to be shared with Karandaaz*

## Risks and challenges in this experiment

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## Mitigation strategies of the risks identified

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## Commitment to scale

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## Data Intelligence and Business Intelligence capabilities

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## Cost Template

* *Total cost of experiment*
* *Grant requested*
* *Breakdown of activities and corresponding grant*

## Due Diligence

* *Submit Incorporation and registration certificate from SBP/SECP or relevant regulator*
* *Undertaking of number of customers as per criteria laid down in the eligibility criteria*
* *Undertaking of number of years of experience in the Industry*