

**Global Evaluation Initiative
GEI Launchpad**

GUIDELINES

CONTENTS

The GEI Launchpad2

GEI Launchpad Goal.....2

Teams We Expect to Support2

Program Structure3

Target Audience.....3

GEI Launchpad Eligibility Guidelines.....4

Selection and Judging Criteria6

THE GEI LAUNCHPAD

The Covid-19 pandemic demonstrated the importance of evidence and evaluative thinking for policy making. It also brought to the forefront the need for innovation in the evaluation community with increased demand for remote data collection techniques, data analytics, and other disruptive approaches and products.

The world is in the middle of a data revolution. New data types and enhanced granularity of data are increasingly available, opening new and exciting possibilities to disrupt the field of M&E in very positive ways. At the same time, new technologies offer an opportunity to transform evaluation ecosystems at national and global levels, with breakthroughs via the rise of artificial intelligence, blockchain, virtual reality, and UAVs. While the ecosystem is ripe with opportunities, very few companies are taking advantage of such technological advances to generate innovative evaluation products, services, and solutions. Yet private sector companies are a critical element in the strengthening of country M&E systems, as they often are the providers of M&E services to a range of public and private clients.

Finally, more and more financial resources are being channeled through impact investing instruments and/or investors who want more than simple financial returns. Many commercial banks, investment funds, pension funds, and others are committing to sustainability via the use of environmental, social, and governance (ESG) standards or other systems (e.g. Equator Principles). This provides a strong market for the evaluation community in generating solutions for new customers and clients beyond traditional governments, donors, and NGOs. There is a need to demonstrate impact and despite all the money being poured into sustainable investments, many fall short in being able to measure impact effectively. That is why this represents a great opportunity.

GEI LAUNCHPAD GOAL

Identify and pre-incubate early-stage enterprises (both for and not-for profit) to generate products, services, and solutions that have the potential to transform the evaluation economy.

TEAMS WE EXPECT TO SUPPORT

The GEI Launchpad seeks to support the following categories of enterprises operating in the evaluation economy, i.e.: 1) for profit early-stage companies showing high potential to scale, and 2) early-stage and established non-profits looking for significant market-oriented commercial innovation.

The program is intended to support teams only (no single individuals or solo entrepreneurs).

Consulting services	SaaS services	Digital Platforms
<ul style="list-style-type: none"> • Mobile data collection • Remote data management • M&E systems • M&E audits • Analytics and data visualization • Web-based M&E systems • Survey management 	<ul style="list-style-type: none"> • Mobile apps • Desktop solutions 	<ul style="list-style-type: none"> • Job placement services • Online learning and development • MOOCs

<ul style="list-style-type: none"> • Indicators management • Compliance and performance evaluation • Use of Big data • New data sources (tools and methods for data collection) • Ethics in technology 		
---	--	--

PROGRAM STRUCTURE

The GEI Launchpad program will be delivered as a structured learning program over the course of 12 weeks, starting in early April 2022.

The GEI Launchpad program will be structured in 3 overarching blocks mirroring key innovation phases:

- **Build**
- **Validate**
- **Launch.**

Each block will have a number of capacity building sessions (3-4). Each session will consist of a 2-hour virtual program to be delivered once a week. Sessions will include lectures, hands-on exercises with mentors, and presentations to the group.

The program will embrace a “learning by doing” philosophy. Teams will apply concepts learned to their own product/service and engage in a continuous iteration process to improve their products.

BUILD	VALIDATE	LAUNCH
<ul style="list-style-type: none"> • Design thinking and User centric design. • Lean startup method • Prototyping and Product design and development • Business model canvas and value proposition 	<ul style="list-style-type: none"> • Setting up your company • Pitching, pitch deck development, and storytelling in marketing/PR • Financing a start-up 	<ul style="list-style-type: none"> • Customer acquisition/client mapping • Building a MEL brand • Analytics (and social media)

While the core program will be based on the development of an enterprise, additional sessions can be offered on specific topics such as AI/ML, Blockchain technology, drones and UAVs, data analytics, etc.

TARGET AUDIENCE

Applications to the program will be sought from teams from developing countries who demonstrate the potential to bring innovation to the evaluation economy, with the goal of improving evidence-based

decision making through these products and services. If teams are at a more advanced stage of development, companies need to be registered in a developing country. Regional and national evaluation organizations can be used to identify potential recruits for the program.

GEI LAUNCHPAD ELIGIBILITY GUIDELINES

The following rules and eligibility guidelines have been established for the GEI Launchpad. All participating teams must satisfy these rules to be eligible for selection.

The GEI launchpad welcomes ideas, apps, or concepts addressing issues related to real time evidence use, remote evidence gathering in complex situations, fragile and conflict zones, combined use of big data and traditional methods, new data sources, use of technological innovation in M&E (AI, ML, blockchain) and new ways of collecting data.

Participants can enter the program as part of teams. Teams can be comprised of up to eight [8] people and must meet the following criteria:

- At least half the members of the team must be citizens of a developing country (for World Bank classifications, see [the country lists here](#)).
- All team members must be registered when submitting an application.
- Team can submit only one solution to the program.

The following elements constitute grounds for disqualification:

- Being a fulltime employee of the World Bank, or any other agency, sponsor, or company involved in the organization of the GEI Launchpad.
- Participants who compete in more than one team.
- Any team found using plagiarized or unauthorized material will be disqualified; this includes the use of non-public domain images. The use of open-source library content is not plagiarism if the terms of the library's license are followed.
- Teams that fail to use licensing terms correctly. For instance, if building an app, participants that use someone's code are expected to give it credit accordingly. This could be done via a comment in the source code and an appropriate acknowledgement in the info/credits screen.
- A submission may be rejected at the sole discretion of the GEI Launchpad organizers if the submission, either in part or in its entirety, is deemed to be obscene, defamatory, likely to incite violence or illegal activity.

Other Rules and Regulations

A. Use of third-party frameworks and services

Third-party frameworks and services may be used if the team has acquired appropriate licenses to use them. However:

- The members of the competing teams must control the majority of the intellectual property rights of the solution submitted to the program.
- The members of the competing teams must account for the majority of the work and resources put into the creation and marketing of the solution.
- Submissions requiring approval from a third party, such as an app store, in order to be accessible to the public, must be submitted to such third party or app store for review before the end of the program.

B. New and unique ideas only

Only new, unique ideas that have not already been uploaded online or presented elsewhere will be considered.

C. Acknowledgements

Solutions submitted to the program should acknowledge the principal sponsor, if any, somewhere, based on sponsoring agreements.

D. Organizers rights

We reserve the right to disqualify or otherwise modify the ranking of a team in the best interest of the program. We reserve the right to change and/or otherwise alter these rules at any time and for any reason.

E. Intellectual property rights

The teams developing products, solutions, and/or services as part of the GEI Launchpad program retain all commercial rights to their solution developed. Subject to any agreements a team may make with a sponsor prior to application submission:

- You will continue to own any applicable intellectual property rights in your solution.
- You may permit access to your solution by the public free of charge or for a fee.
- The application may include in application advertising if you wish.
- By submitting the application to this program, you grant GEI Launchpad organizers and the administrator a royalty free license, for the duration of the program and for a period not to exceed one year following the conclusion of the program.
- By submitting the application to this program, you grant GEI Launchpad organizers and the administrator to publicize the names of participants (including the individual members of a team) and winners, and their solutions through media and events of the organizer’s choosing.

Application Process

A call for proposals will be published in late January 2022 to seek applications.

The application period will be open until February 28, 2022.

Interested teams can submit applications at this website: [Apply to GEI Launchpad](#)

Shortlisted teams will be invited to a virtual interview to finalize the selection process. Selected teams will be announced by March 20th, 2022.

KEY DATES AND DEADLINES FOR THE GEI LAUNCHPAD

28 February	Deadline for submitting the concepts/ideas/apps
11 March	Notification to shortlisted teams
14-18 March	Interviews
20 March	Announcement of selected teams
4 April	Start of the GEI Launchpad program

SELECTION AND JUDGING CRITERIA

Submissions will be screened by a selection panel of GEI Launchpad judges. The panel will review application submissions based on the criteria identified below to select finalist submissions. Teams with finalist submissions will be invited to an interview with the selection panel.

All judges shall be and remain fair and impartial. Any judge may reclude him or herself from judging a submission if the judge or the administrator considers that it is inappropriate, for any reason, for the judge to evaluate a specific submission or group of submissions.

Judges will be advised to use the following criteria in scoring a submission:

- Quality of the idea (including creativity and originality);
- Implementation of the idea (including user experience and design);
- Adequately responds to the problem statement, and meets client demand;
- Potential to scale.