

THE MASTERCARD FOUNDATION EDTECH FELLOWSHIP

SCALING INNOVATIVE GROWTH-STAGE EDTECH ENTERPRISES

TERMS AND CONDITIONS

The Mastercard Foundation EdTech Fellowship is a three-year entrepreneurship acceleration program designed to support African EdTech companies. In Ethiopia, the program looks to scale inclusive educational technology (EdTech) solutions and strengthen the emerging ecosystem.

Through the program, Reach for Change in partnership with the Mastercard Foundation, aims to accelerate the growth of 36 innovative EdTech Fellows that are increasing the inclusivity of learning opportunities for children and young people, especially those from under-served communities such as girls, out-of-school learners, and children/young people with disabilities or who are internally displaced.

In working towards this goal, we anticipated four outcomes:

- The EdTech Fellows will deliver their impactful products and services at a significant scale, expanding their reach to benefit even more learners.
- These enterprises will showcase the impact of their solutions on improving access to inclusive education and enhancing learning outcomes.
- Improved market access will be facilitated for the selected EdTech Fellows, enabling them to thrive and sustain their impact in the long term.
- Enhanced cross-sectoral networking and collaboration among the 36 EdTech enterprises and key stakeholders will influence policy and regulation for inclusive education.

1. The Objectives of the Mastercard Foundation EdTech Fellowship

The Mastercard Foundation Edtech Fellowship is set up with the following objectives:

- **Raise awareness** in general about how local entrepreneurship is key to creating a more inclusive EdTech ecosystem in Ethiopia, and specifically raise awareness of the Search and Selection campaigns among EdTech enterprises.
- **Inspire** young people to become entrepreneurs and changemakers through the impactful stories of EdTech enterprises in the program.
- **Engage** young people, EdTech enterprises and relevant decision-makers and stakeholders to drive sustainable growth of Ethiopia's emerging EdTech ecosystem while providing a platform for dialogue and collaboration.

2. Conditions for Participation in the Mastercard Foundation EdTech Fellowship

2.1. Legal form

Organisations that apply must be owned or co-owned by an education-focused entrepreneur of Ethiopian nationality and will be considered through a variety of legal forms: from non-profits to profitable EdTech enterprises.

2.2. Thematic focus

EdTech enterprises that apply should be growth-stage enterprises with tech-enabled solutions designed to increase access to inclusive learning opportunities for children and young people, preferably those in underserved communities such as girls, out-of-school learners, and children/young people with disabilities or who are internally displaced;

The use of tech-enabled solution can be demonstrated in one or more of the following ways:

- Utilising mobile, broadband, digital and/or information technology, as part of the solution:
- Have the potential to use mobile broadband, digital and/or information technology to improve the quality of educational outcomes to the target group.
- Promote connectivity and access to the solution particularly to underserved populations or have the potential of doing so.

2.3. Geographical conditions for participation in the Mastercard Foundation EdTech Fellowship

In the Mastercard Foundation Edtech Fellowship, we will accept candidates from anywhere in Ethiopia if they meet the eligibility and selection criteria.

2.4. Consent to the handling of personal data

When applying for the Mastercard Foundation EdTech Fellowship, applicants are required to provide their consent to Reach for Change for the handling of the data that is included in their application and additional documents. Reach for Change guarantees that personal data will not be shared or made available to third parties outside the evaluation process. To learn more about the collection, processing, and protection of personal data, including when and why personal data is collected and the conditions under which it can be disclosed to third parties, please refer to the Privacy Policy for the program available [here](#).

3. Criteria for evaluating the enterprise and candidate

3.1. Problem

- **Clearly defined problems** for targeted groups. The entrepreneur can illustrate and back up the scope and severity of the problem with data from a reliable source. There is a clear indication that the problem is inadequately met by current systems or alternative solutions.

- **Have identified the key root causes of the defined problem** - The causes for the problem defined by the entrepreneur are validated by empirical or statistical data, ideally from multiple sources. The entrepreneur should be able to clearly explain which are the critical root causes that are not being adequately met by the current systems/support measures.
- **Have informed understanding** - The entrepreneur's understanding of the problem is informed by interactions with those directly affected by the problem (e.g. beneficiaries) and there is a clear validation of this understanding by stakeholders closely involved in addressing it (e.g., social workers, sector experts).

3.2. Solution

- **Aims to have an impact on children and young people (up to 35 years)**, i.e., solve a real and relevant problem for children and young people (3 to 35 years) in Ethiopia.
- **Address the problem identified by the entrepreneur.** The enterprise's audiences (users, practitioners, commissioners, sector partners and experts) should recognize the solution's impact as credible and a legitimate response to the problem.
- **Has been implemented with the primary target group** and has been running for at least 2 years. The enterprise **can demonstrate the potential for impact by presenting results** - preferably by quantitatively measured outcomes - of positive impact on the main target group
- **Ambition and Initial idea for scaling impact in place** - the entrepreneur has the ambition to have an impact on a significant share of the target group. They have identified a potential way to scale the impact of their solution so that they can meet the unmet needs of the target group and reach a significant share of it. The Mastercard Foundation Edtech Fellowship is especially keen to support solutions that have the potential to reach 8,000 direct learners within one year of program participation.
- **Ambition for contributing to systems change** - The entrepreneur has the ambition and specific ideas on what steps they can take towards creating long-lasting change by changing the system which is either causing the problem or restricting or limiting its solution. They are interested in engaging in advocacy efforts dedicated to this goal and/or collaborating with other stakeholders in the ecosystem to contribute to systems change.
- Be **Innovative, creative and fresh** – a new solution to an existing problem or a new way to implement an existing solution will be treated with priority.

3.3. Leadership and Team

- **Demonstrate a 'good fit' with the program** - The entrepreneur and their team have demonstrated a strong desire and ability to take advantage of the support we can

offer in the program. The support provided within the program is a good fit with the strategic priorities of the organisation and with its operational plan for the 2024-2025 period. The founder/CEO is committed to driving scaling efforts. The enterprise has appointed a clear project owner who will be responsible for the scaling of the solution and will take part in all activities in the program.

- **Demonstrate Leadership track record** - The founder/CEO has demonstrated that they are action-oriented, a strong and inspirational communicator, smart, brave and passionate. The project owner is an experienced individual (ideally with previous experience in scaling impact) and is trusted by internal stakeholders. The founder/CEO has experience in leading a team and organisation through the process of adapting to address challenges related to the effectiveness of the method, changes to the business model and/or operational changes necessary to support the growth or organisational change.
- **Scaling mindset** - Internal stakeholders fully support scaling and have been consulted. The project owner demonstrates strong motivation and a scaling mindset, balanced with an understanding of the challenges that lay ahead and a willingness to learn and adapt accordingly to the organisation's approach, and to bring in additional skills, expertise and mindset to the team if the scaling goals require this.
- **Demonstrate Ethical Fibre** - The entrepreneur has continued to demonstrate their honesty, trustworthiness, and reliability. They have convinced us that they would be a great addition to our global network of social entrepreneurs and to our program.
- **Have a competent team in place** - Team roles and responsibilities have been reviewed and there are some initial ideas about what potential roles and expertise will be needed to support scale.
- **Have the ability to build and maintain collaborations and sustainable partnerships** - The team has a proven collaborative mindset and skills that would allow them to scale.

3.4. Organisational capacity

- **Feasible Goals** - The initial scaling ambition is clear and supported by clear goals for addressing the problem facing children and young people. The entrepreneur can explain what steps they want to take in the current and ensuing years that can help them eventually reach a significant portion of their target group.
- **Indication of financial sustainability** - The organisation can demonstrate that it is currently able to generate revenue and that it is committed to and on track to identify a sustainable business model. The organisation can demonstrate through financial records that it has a track record of mobilising capital for its impact goals and that it

has achieved a level of financial stability that will permit it to dedicate resources to pursue impact scaling.

- **Processes in place** - The organisation has established financial, operational and people management processes in place. The project leader has identified the need to attract additional expertise in the team to support the scaling process and has secured the buy-in of the team.

4. Program support and benefits

Throughout the 3-year program, a total of 36 EdTech enterprises, which are split into 3 cohorts of 12 EdTech Fellows, will be supported. These Edtech Fellows will each receive a range of unique benefits, including but not limited to:

- One-on-one coaching support from specialists in education innovation, fundraising, impact, M&E, and business development.
- Group-based peer learning with the support of external consultants to swiftly address team needs, and strengthen overall capacity for long-term business success.
- Bespoke market research and entry support with the help of external consultants.
- Investor advisory, networking, knowledge-sharing and learning opportunities with key ecosystem players and industry experts;
- Access to a selection of courses, in addition to office hours from the Human-Computer Interaction Institute faculty members at [Carnegie Mellon University](#) - a global leader in education technology and applied learning sciences;
- Raising awareness through storytelling on the impact of the EdTech Fellows; and
- Equity-free funding of up to USD 60,000 for each enterprise.

5. Application process

5.1. Application

- To apply, each candidate must fill out an online form available on [our website](#). In the form, the candidate will have to describe the social problem, the solution they propose, and their enterprise capacity and needs. The completed online form is called an application.
- The application must be completed and submitted in **English**. The application does not need to be completed in one go, but you do need to access it through the same link and the same device. The application must be submitted within the specified period (cf. pt. 6 "Stages and deadlines for conducting the competition").

- Applicants in the Mastercard Foundation EdTech Fellowship will automatically receive a message in the system and by e-mail that their applications are registered. Submitted applications are kept in the administrative base of Reach for Change in Ethiopia. Reach for Change has the right to request additional information from the applicants in the Mastercard Foundation EdTech Fellowship.
- Reach for Change Ethiopia is not responsible and does not accept complaints related to communication problems with the Internet.
- Applications sent by e-mail will not be considered.

5.2. Selection of candidates • First stage: Administrative verification of eligibility criteria

Employees of Reach for Change will verify all applications as of when received. Applications that have incomplete mandatory fields or that are not aimed at solving problems identified under these Terms and Conditions will be excluded from the process. Reach for Change will make additional provision of documents if necessary.

• Second stage: Screening and shortlisting from employees of Reach for Change

All candidates who have passed the first stage of selection will be screened according to previously accepted evaluation criteria by Reach for Change employees. This phase will run in parallel with the first stage of the selection process.

• Third stage: Due Diligence

Shortlisted applicants will be requested to submit additional information such as financial statements, registration documents, and leadership team profiles among others to further evaluate each enterprise and its potential for growth in the Mastercard Foundation EdTech Fellowship.

• Fourth stage: Pitch and Jury Day

Qualified candidates from the screening and shortlisting stage will be invited to pitch and be reviewed by a final jury composed of project partners and other potential experts. The jury will select the twelve (12) EdTech Fellows to take part in the Mastercard Foundation EdTech Fellowship.

6. Stages and deadlines for the search and selection

The schedule is indicative and subject to change in case of a decision made by Reach for Change. Candidates must anticipate their participation at each stage.

Application Opens	4 th November 2024
Application Closes	24 th November 2024 by 23:59 (EAT)
Screen and Shortlisting	25 th November to 29 th November 2024

Due Diligence	2 nd to 15 th December 2024
Pitch and Jury Day	23 rd and 24 th January 2025
Contract signing	29 th January 2025
Announcement of selected candidates at the Kick-off event	30 th January 2025
Immersion Week	3 rd – 7 th February 2025
Depart Addis Return to Addis	2 nd February, 2025 8 th February, 2025

7. Provision of information during the Mastercard Foundation EdTech Fellowship

7.1. Evaluation of the EdTech solution

Unsuccessful candidates have the opportunity to receive, after an express written request on their part, additional information about the evaluation of their EdTech product or solution. Additional information is obtained within 60 working days of accepting the request.

7.2. Communication to the broader public

The general public can find information about the results of each stage of the Mastercard Foundation EdTech Fellowship on our [website](#) and [Facebook page](#).

7.3. Information about selected participants

Information about the selected participants will be published on the Reach for Change Ethiopia website and Facebook page and will be shared with the Reach for Change community through a newsletter.

7.4. Point of contact

During the application period (April - May), the employees of Reach for Change are available for any questions at: abel.geberemeskel@reachforchange.org.

8. Terms and conditions for concluding a contract with the finalists in the Mastercard Foundation EdTech Fellowship

8.1. Contract concluding the Search and Selection process

The 13 selected EdTech Fellows on January 30, 2025, will receive contracts for January 2025 to January 2026.