

### Scaling Private Sector Solutions to Tackle the Gender Digital Divide

Who for: Large private enterprises

Type of support: Technical assistance only

# **WiDEF Call for Applications**



## **Type of Support**

- Tailored technical assistance
- Up to two years support



## **Geographic Scope**

- Countries where USAID operates
- Focus on Sub Saharan Africa and South Asia





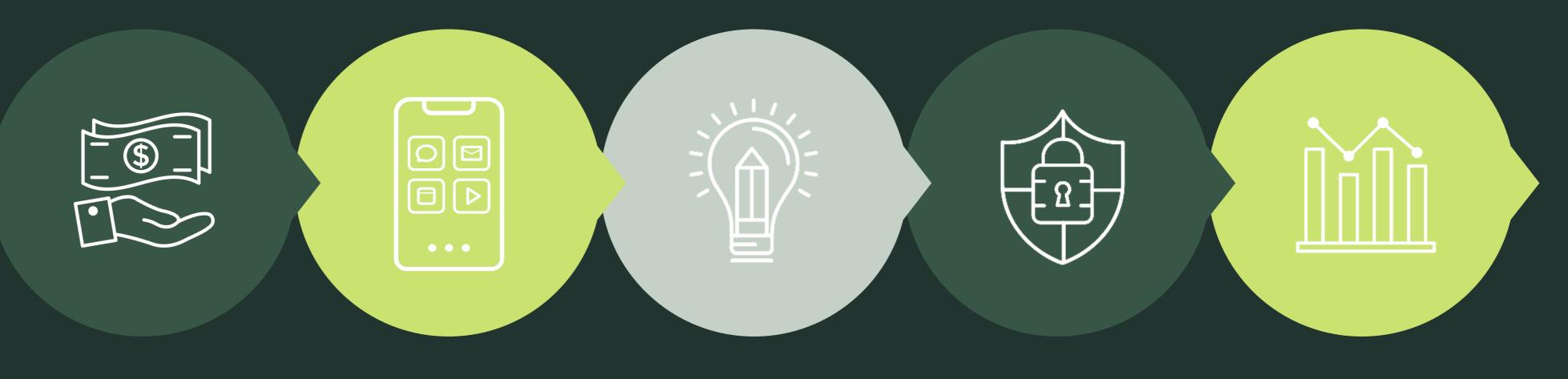
### Focus

- Drives digital inclusion for women and significantly reduces the gender digital divide
- Addresses two or more of WiDEF's priority areas



# WiDEF Priority Areas

### Five areas to drive results



Access and affordability

Relevant products and tools Literacy and skills Safety and security Generating data and insights

# Who Can Apply?

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## Large private sector enterprises (with >249 employees) with

- deliver the solution

Proven solution focused on digital inclusion and closing the gender digital divide

Solution that can be scaled and commercially sustainable

Demonstrated commitment to supporting gender equality and inclusion of underserved customers

A presence in the country and/or local partnerships to

### Examples of Technical Assistance Including but not limited to:

#### Research

Understand the barriers and needs of underserved segments of women to inform actions to improve product and services offering

#### **User testing / design sprints**

Enhance design of specific products, approaches or services to ensure they better meet the needs of underserved women

### **Product adaptation / iteration**

Analysis of service usage data, user feedback and further design research

#### **Business modeling**

Support for scaling planning

### **Evaluation**

Of existing solutions to inform changes / replication





# **Request for Applications**

## Key dates:

# Informational webinars Wednesday, 31st July

- 10 am Bangladesh Standard Time
- 10 am East African Time
- 10 am Eastern Standard Time

### Applications due Thursday, 12<sup>th</sup> September

Submit your application online by 11:59 pm British Summer Time





# Technical assistance applications: now open!

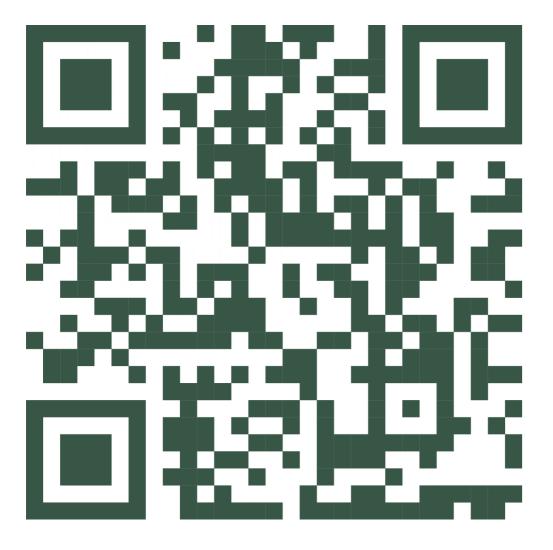
# Future WiDEF rounds: Grant funding and technical assistance: India round – November 2024



# **Request for Applications**

### **Questions and answers**

 Send questions to learnmore@widef.global by 5<sup>th</sup> August 2024



### Scan to visit: widef.global/funding



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