

WIDEF

Technical Assistance Round

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?



Large private sector enterprises (with >249 employees) with

- 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 deliver the solution

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, 12th September

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



WiDEF

Assistance Windows

**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@widedf.global by 5th August 2024



Scan to visit:
widedf.global/funding



Thank you!

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GATES *foundation*



USAID
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KOICA



WIDEF
Women in the Digital Economy Fund