

Digital Equity Accelerator 2023 Application Worksheet

Thank you for your interest in The Digital Equity Accelerator, a program of Aspen Digital, in collaboration with HP Inc. The Accelerator is currently accepting applications for the 2023 cohort. Organizations from Malaysia, Mexico, and South Africa are invited to apply.

For the incoming cohort, we are seeking 10 not-for-profit organizations and NGOs that are actively working to advance social and economic equality in their local communities by accelerating digital inclusion. Successful applicants are organization that are interested in scaling digital inclusion for historically marginalized and underserved populations (including women and girls; ethnic, racial, and religious minority communities; aging populations; and people with disabilities), namely in the areas of economic opportunity, healthcare and education.

In order to be considered, you must answer all of the required questions in this application. Applications must be submitted in English. If you would like to work on your application offline, you may download a copy of the application at www.AspenDigitalEquity.org.

If you have any questions about the program requirements, expectations or the Accelerator, please review the FAQs on our website. If you have additional questions about the application that are not answered in the FAQ or on our website, you may email our team at digitalaccelerator@aspeninstitute.org. Applications open on 19 December 2022 at 9:00 ET and will close on 23 January 2023 at 11:59 ET.

SECTION: Applicant Information

Organization's Legal Name

Applicant's Name

Applicant's Email

Applicant's Phone Number (With Country Code)

Applicant's Role

Are you authorized to apply for this program on behalf of your organization?

Note: We want to ensure that we have the full buy-in of the organization's leadership and that you are applying with the full foreknowledge and consent of your organization's leadership.

Yes No

Will you serve as the primary representative for your organization as part of the Accelerator Cohort?

Note: One primary representative will attend all weekly meetings and will put in roughly 12 hours of work a week over the course of the six month program.

Yes No

If not, please list the full name and title of the primary representative

Primary Representative's Address

Please upload the professional biography of the primary representative of your organization who will join the Accelerator cohort

[SECTION: About Your Organization](#)

Organization's Web Address

What country is your organization's main office legally registered in?

Organization's Primary Address

Does your organization primarily do work in one of the following countries: Malaysia, Mexico, South Africa?

Yes No

In what other countries (if any) does your organization work?

Is your organization legally eligible to receive funds from a U.S. nonprofit entity?

Yes No

What is the legal designation of your organization?

Note: Please list the legal classification/type of nonprofit NGO your organization is registered as.

Is your organization registered as a nonprofit or NGO?

Yes No

Organization's legal identification / registration number

Upload official government issued support documentation to prove your organization's nonprofit status and up-to-date registration

- Upload link provided in application

Do you have a Board of Advisors and/or Board of Directors? If yes, please provide a link to their profile (i.e., from your website, their LinkedIn page(s))

Please provide a link to the LinkedIn page or professional biography of the head of your organization (We want to know who leads your organization. This can be the Executive Director and/or President of your organization).

How many full-time staff do you have?

How many part-time staff do you have?

How many volunteers do you have?

What is the annual budget of your organization in USD\$? Select the correct range below.

Options: \$1-\$100,000 , \$100,001 - \$250,000, \$250,001 - \$500,000, \$500,001 - \$750,000, \$750,001 - \$1,000,000, \$1,000,000+

How is your organization funded? Select all that apply.

Options: Corporate, Foundation, Government, Private Charitable Contributions, Other

SECTION: Your Work

As part of the Accelerator, successful applicants are required to dedicate their time to either scaling a specific program or multiple different programs managed by their organization. Briefly describe what part of your work you plan to scale during the Accelerator. Tell us more about which specific program(s) you wish to scale (including title(s), mission statement(s), purpose, etc.)

What problem(s) are you trying to solve?

Note: We are looking to better understand the nature of the problem you are trying to tackle. Now is your chance to tell us why this problem matters!

Who are the target communities that your work directly impacts? If you have more than 1, please expand.

Which of the following target communities (if any) does your organization/program target? Select all that apply.

- Aging populations
- Marginalized and or underserved communities due to race, ethnicity, religion, or socioeconomic status
- People with disabilities
- Women and/or girls
- The educators serving any of the above communities
- Other

Tell us more about your solution.

Note: Explain to us what your solution is, and how it works. By solution, we simply mean your approach to solving the problem. This could be a service you provide, a program you run, a technical program, and more.

Why is your solution the best solution for this problem?

Note: There are lots of ways to solve tough social problems. We want to know why your approach is effective, and importantly, why it is more effective than the alternatives.

Why are you and your team the best people to solve this problem?

Note: We are looking to understand whether you and your team have the expertise and ability to make your idea come to life. Many different things can make you the “best people” – your expertise in this area, your life experience and passion for the problem, your connections to the community at large – this is your chance to persuade us that you have what it takes to make this work.

Describe how your work addresses digital equity for your target communities. How do you define digital equity in your work?

Note: Digital equity here broadly means attempts to help underserved communities access the benefits of digital technology, or to solve the inequities brought about by digital technology. We are open to hearing your definition.

If you are scaling a technology solution, does your organization/program already have a minimum viable product (MVP)? Please describe the MVP, and what piloting/user testing you have done with it so far (note, technology solutions are not required to be part of the Accelerator).

Note: We want to make sure that your project isn't just in the idea stage, and we want evidence that you have tested the product in some capacity. If your product has gained traction with users already, please describe that here, as well.

Do you have a link to a product demo (i.e., a video showing the MVP working) or to a testable version of your solution? If so, please provide a link to the demo below, along with any required access instructions.

Sustainability: After receiving financial support, training, and hardware solutions through this Accelerator, how do you plan to sustain your work beyond 2023?

Note: We want to make sure that the project will continue when the Accelerator's grant money runs out. Help us better understand your plans to sustain the project long term.

SECTION: Scaling Your Impact

How many people has your organization/program cumulatively reached to date?

Note: We define reach as the number of people who have benefited from your programs, either directly (i.e., they used a service you provided and benefited from it) or indirectly (i.e., someone else received that service, but they passed the benefit onto another individual)

Do you currently reach 25,000 beneficiaries directly through the organization/program that you plan to scale through the Accelerator?

- Select Yes/No

Who are the primary beneficiaries of your organization/program?

Note: Your beneficiaries are specifically those members of your target communities who you seek to impact.

Do you also measure secondary and indirect beneficiaries? If so, please explain

Note: Secondary/indirect beneficiaries are those people who do not directly receive a product or service, but who nonetheless benefit from other members of the community receiving that product or service. Example: One member of a family might learn how to use a new digital technology through a program, and may teach other members of their family how to use that technology, as well.

How do you define reach for your organization/program?

Note: By reach we mean the number of people who benefit from a service. By impact, we mean the nature of the benefit itself. Example: A educational mobile app reaches 100,000 people if it has 100,000 users. The impact of that app is how much those users learned from the app, and how it changed their lives.

How do you currently measure the reach of your organization/program?

How do you define impact for your organization/program?

How do you currently measure the impact that your organization/program has on your target communities? (Example: do you conduct surveys?)

Looking ahead, how many individuals/families/community members do you think will directly and indirectly benefit from your organization/program over the next year? Over the next two years? Over the lifespan of the organization/program? (Tell us more about your short- and long-term impact goals)

Do you have an annual report that details your organization's activities, impact, and/or budget? If you selected "yes" above, please upload your latest report here.

Do members of your beneficiary and/or target communities serve in your leadership and/or staff. Please expand and list names/titles.

How do you incorporate and engage communities in the design, delivery, and leadership of your programs? Provide examples

Note: We are looking for organizations that are connected to the communities they help through their work.

SECTION: Your Commitment, Capacity, and Need for Acceleration

Why will your organization/program benefit from participation in an Accelerator program?

Note: Please be sure to explain why participation in the training program itself, and not just the receipt of the cash award, will help your organization.

What do you wish to accomplish during your time in the Accelerator? Please define any milestones and/or goals you will set for the 16-week Accelerator

Note: The Accelerator offers a broad range of mentorship opportunities that are tailored to your needs, so this answer doesn't have to be specific to the detail of the curriculum. If you have specific project challenges that you need mentorship to help you get through, list them here. It shows that you have a specific plan that you need to tackle to get to your desired growth stage.

What do you hope to learn during the Accelerator?

What are some your biggest challenges with scaling your work?

Note: We want to better understand what roadblocks you have encountered in trying to grow your reach and/or impact.

As part of the Accelerator, we require organizations/programs include extended members of their teams to participate in relevant Accelerator sessions (for example, marketing, UX/UI, Financial planning, etc.). Does your organization/program have other departments and/or teams that would participate in, and benefit from, the Accelerator? Please expand.

Do representatives and/or participants from your organization have fluency in English? Please note: Accelerator programming and curriculum will be delivered in English. If "no", please explain limitations.

- Select Yes/No

Is the primary organization/program representative to the Accelerator able to dedicate at least 12 hours a week to the Accelerator from June-October 2023. If no, why not?

- Select Yes/No

What will the hardware you receive through the Accelerator be used for?

Note: We are looking to understand whether you have a well thought through plan to use the hardware award, and whether/how that plan will substantially improve your organization and its impact. We are particularly interested in organizations who see the hardware award as a core component of their growth needs; if you can make the case that HP hardware will substantially increase your impact, we want to hear from you!

As part of the Accelerator, each organization will receive a \$100,000 unrestricted grant. Please explain how you would allocate the award funding.

Note: We are looking to understand whether you have a well thought through plan to use the award, and whether/how that plan will substantially improve your organization and its impact.

SECTION: References & Support Documents

Please provide two (2) professional references (this can be partner organizations, members of your Board of Directors, Advisory Council, and communities that you work with/serve) that can speak to the quality and impact of your work. These references will only be contacted at the final round of interview.

Upload a short video (no more than 120 seconds) telling us the following:

- Overview of your organization/program**
- What is the digital equity problem you are trying to solve?**
- Who are the primary communities you serve?**
- How does your work create an impact?**

-Your video must meet the following criteria to be considered:

- The person in the video must be the primary representative from your organization who will participate in the Accelerator
- We want simple videos shot on a mobile phone or equivalent. Please, no special effects, production or editing.
- Video must be made specifically for the Accelerator application; please do not reuse a video you have made in the past."

Please post links to highlight the impact and/or value of your work. This can include articles, media coverage, testimonials, any support links, internal impact reports, etc. (this is optional)

Links to your social media profiles (if available)

SECTION: Informational

How did you hear about us?

- **Options:** Web search, word of mouth, attended an info session, referred directly, social media post, advertisement, other

If you were referred to our application, please list the name of the referring person.

Do you or will any participating member of your team require special accommodations during the program? If so, please list them below. Please note that the Digital Equity Accelerator is committed to equal opportunity for all applicants, and that this question will in no way impact your eligibility or consideration for the Accelerator.