



Response to Questions

RFP Title	Mobile Solutions, Technical Assistance and Research (mSTAR): Identifying Mobile Coverage Gaps and Innovative Investment Opportunities
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From	Mobile Solutions Technical Research and Assistance (mSTAR)

This document presents the responses to all questions submitted to mSTAR in reference to the above solicitation. We look forward to receiving proposals by Thursday, July 10, 2018 at 5:00pm EST via email to Conor Farrell at cfarrell@fhi360.org and copy Nina Getachew at ngetachew@fhi360.org

- Question:** The RFP states that the awardee will commit to use the forthcoming USAID Last-Mile Connectivity KPI's but does not seem to provide any information on these. Would it be possible to receive more information about these KPIs and what they will cover, including any draft version that is available?

Response: The USAID Last-Mile Connectivity KPIs remain under development with an expected publication date of September 2018. The KPIs focus on commercial investment metrics as well as social and economic impact indicators across Agriculture, Health, Education, Governance and Financial Services. Please see below a table indicative of the commercial KPIs and a select set of KPIs under Agriculture.

Subset of commercial indicators (DRAFT)

Core Business Indicators			
S. No.	Indicator	Type	Rationale / Insight
1	ARPU (Average Revenue per Unit)	Revenue	Enables measurement of revenues per unit of LMC's unit model. The definition of a unit depends on the LMC: one customer, one router/hotspot, or one tower-equipped site
2	Outstanding Revenues	Revenue	Relevant for pre-paid/PayG models, facilitates understanding of what percentage of LMC's revenues to discount from the balance sheet, as they have been outstanding for a period greater than 90 days. It helps with improving the efficiency of financial projections for LMC enterprise in other geographies where the model is to be replicated
3	Capital expenditure per 1,000 users	Cost	Aids understanding of capital expenditure at the last mile (typically, remote rural locales) per 1000 subscribers, which is close to the minimum accepted number of subscribers which make a new site viable for LMCs.
4	Operating expenditure per 1,000 users	Cost	Aids understanding of operational expenditure, particularly energy and backhaul costs at the last mile (typically, remote rural locales) per 1000 subscribers, which is close to the minimum accepted number of subscribers which make a new site viable for LMCs.
5	Total number of subscribers	Customer Base	This provides an insight into the reach of the LMC. With the number of routers/sites deployed, it also gives us an insight into the unit economics for the LMC at that particular geography
6	Churn in subscriber base	Customer Base	Provides insights about typical churn rates related to the market in which the LMC operates
7	Call drop rate	Quality	Provides insights on the quality of voice connectivity. Conclusions can be drawn by comparing this with national and international average call drop rates
8	Throughput	Quality	Provides insights on the quality of data connectivity. Conclusions can be drawn by comparing this with national and international average throughput rates

Subset of Social/Economic indicators, Agriculture (Draft):

Serial Number	Beneficiary Type	Outcome / Impact	Indicator
Level 0 Outcome			
0	Individual / Institutions	Farming communities and enterprises have access to affordable and quality connectivity	Outcomes are measured through core outcome indicators listed here .
Level 1 Outcome			
1	Individual / Institutions	Access to information (weather, agriculture related best practices, inputs, prices etc.)	Number of farmers or agri enterprise utilizing connectivity for agriculture related information services (information and knowledge on agriculture practices, inputs, weather etc.)
			% increase in number of farmers or agri-enterprises utilizing connectivity for agriculture related information services (YoY)
			Number of woman farmers or woman led agri-enterprises utilizing connectivity for agriculture related information services (information and knowledge on agriculture practices, inputs, weather etc.)
			% increase in number of woman farmers or woman led agri-enterprises utilizing connectivity for agriculture related information services (YoY)
2	Individual / Institutions	Access to finance (credit, loans, insurance)	Number of farmers / agri-enterprises utilizing connectivity for agriculture related financial services
			% increase in number of farmers / agri-enterprises utilizing connectivity for agriculture related financial services (YoY)
			Number of woman farmers / woman led agri-enterprise utilizing connectivity for agriculture related financial services
			% increase in number of woman farmers / woman led agri-enterprise utilizing connectivity for agriculture related financial services (YoY)
3	Individual / Institutions	Access to services (market linkages for quality inputs, sale of outputs)	Number of farmers utilizing connectivity for market linkages
			% increase in number of farmers utilizing connectivity for market linkages (YoY)
			Number of woman farmers / woman led agri-enterprise utilizing connectivity for market linkages
			% increase in number of woman farmers / woman led agri-enterprise utilizing connectivity for market linkages (YoY)
Level 2 Outcomes			
4	Individual / Institutions	Reduction in production costs	Cost of producing one tonne of agriculture produce
			% reduction in the cost of producing one tonne of agriculture produce
5	Individual / Institutions	Reduction in transaction costs	Additional cost incurred for selling the produce per tonne post-harvest. (transactions)

Serial Number	Beneficiary Type	Outcome / Impact	Indicator
			% reduction in cost of transactions (input providers, aggregators, etc.)
6	Individual / Institutions	Reduction in finance costs	Cost of credit
			% reduction in the cost of credit
7	Individual	Improvements in agricultural productivity	Yield per hectare per crop
			% increase in yield per hectare per crop
			% reduction in time required per crop life cycle
Impact			
8	Individual / Enterprise	Increase in income from agricultural activities	Income from agricultural activities
			% increase in income from agricultural activities (YoY)
9	Individual	Reduction in vulnerability (Improvement in quality of life)	Number of small holder subsistence farmers (below poverty line)
			% reduction in the number of small holder subsistence farmers (below poverty line) (YoY)
			% reduction in the number of farmer suicides
10	Community	Reduction in water use	Number of farmers using efficient irrigation practices
			% increase in the number of farmers using efficient irrigation practices (YoY)
			Increase in ground water levels (YoY)
11	Community	Improvements in soil quality	Physical, chemical and biological indicators for soil quality
12	Community	Increase in the number of agriculture related livelihoods	Number of new agri-enterprises that have emerged with improved connectivity in the local community
			Increase in the number of new agri-enterprises that have emerged with improved connectivity in the local community