

## Annex II-B TERMS OF REFERENCE

### Crowd funding innovative solution

#### I. Assignment Information

Title: Crowd funding innovative solution

Location: New York

Type of contract: Service Contract

Languages Required: English

Estimated Start Date: 1<sup>st</sup> December

Expected Duration of Assignment: 30 Days

#### II. Background

The Multi-Partner Trust Fund Office is a UN center of expertise on pooled financing mechanisms. It supports development effectiveness and UN coordination through the efficient, accountable and transparent design and administration of innovative pooled financing mechanisms, see [mptf.undp.org](http://mptf.undp.org). The UN Multi Partner Trust Fund office is developing models for blended finance solutions, where UN Trust Funds can leverage their grant financing with private sector/ individual investments/donations. One option is to propose a financing platform that could be used across a portfolio of Trust Funds. A digital financing instrument that could pool different sources of funding and connect investors to beneficiaries or a pool of assets proposed by each UN Trust Fund.

One initial Trust Fund looking at this type of modality is a new wildlife conservation partnership called the Lion's Share Fund, With a simple but powerful concept it is a unique opportunity to leverage pilot investments into large-scale and long-term financial commitments by consumers and social impact investors creating long-term solutions. <http://mptf.undp.org/factsheet/fund/LNS00>

The Lion's Share team is currently developing its first Investment Plan and is looking at designing innovative sourcing and spending modalities that can benefit from this unique private -public partnership. One of the proposed solution is to use advertisement outreach capability of the Lion's Share partners to mobilize crowd funding through a dedicated global Lion's Share Community, creating a platform for engagement and investment into priority landscapes sponsored by the Lion's Share Fund. The platform should use new digital technologies to capture donation/investment generated by Lion's Share fundraising campaigns.

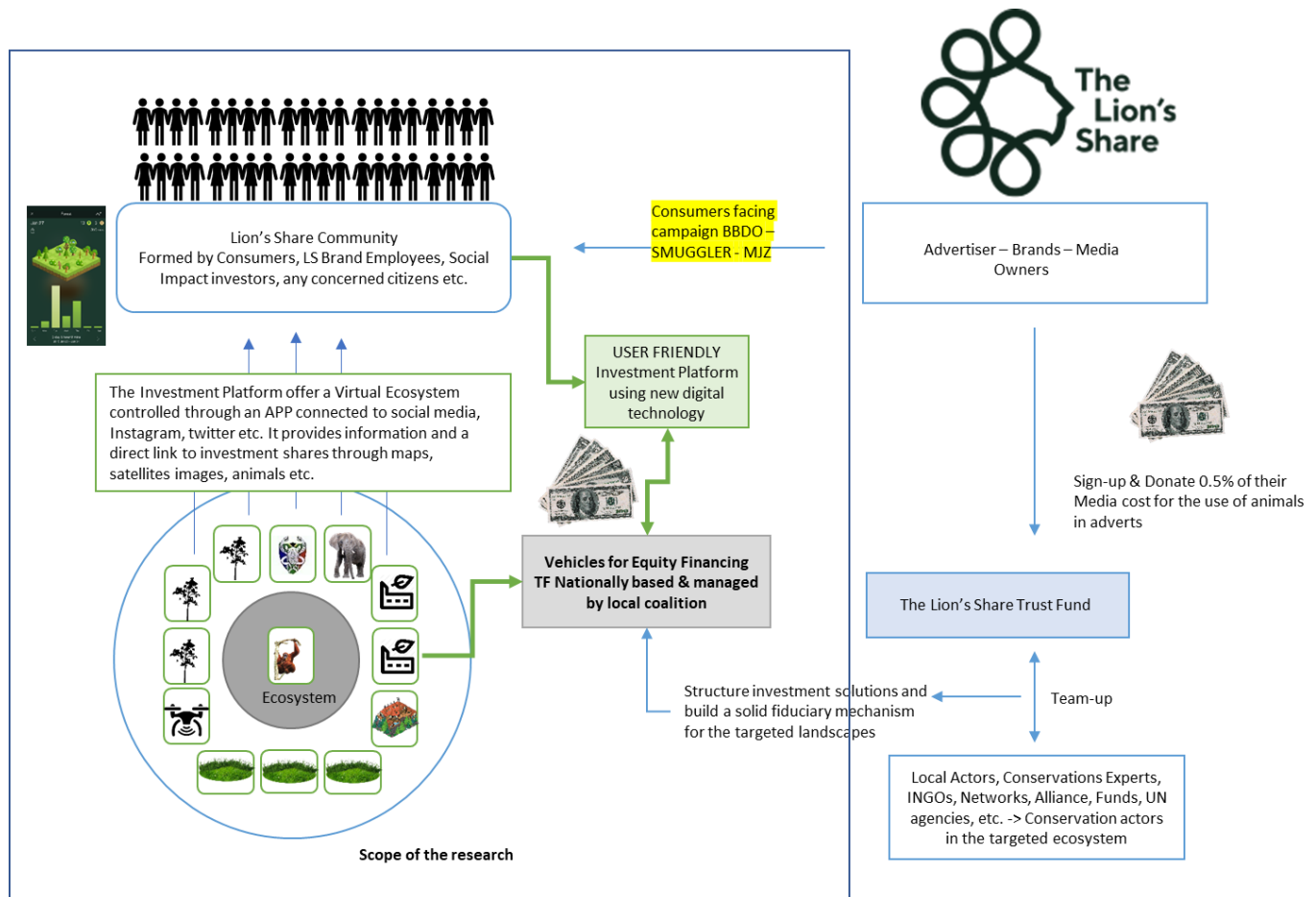
The initial model should be a simple concept that could be applied to any of the Lion's Share supported ecosystems. The Lion's Share has the ambition through its transformative window to help local actors, to scale up their financing by creating a direct link between them and a global community of supporters and social impact investors. The Lion's Share intend to facilitate that connection using its planned consumers facing campaign where the Lion's Share media partners will advertise "conservation solutions" to consumers, concerned citizens, employees of Lion's Share companies or investors.

Similar to the Lion's Share, the Spotlight Initiative Fund provides a unique and unprecedented opportunity for different type of partners to help collectively step up efforts to combat Violence Against Women and Girls, promote gender equality and build a safer, fairer and more sustainable world for all. The fourth pillar of the Spotlight approach calls for innovative solutions to support women victims of violence, this includes the delivery of essential services and as well as innovative financial solutions for their sustainable recovery. Opportunities need to be further explored to connect those victims to innovative way of generating

financing. Looking at crowd funding through a dedicated global digital financing platform is one of them. <http://mptf.undp.org/factsheet/fund/SIF00>

### III. Duties and Responsibilities

#### Scope of Work



The Multi Partner Trust Fund office is looking for an innovation squad team that can gather a range of expertise and carry out the initial research and development plan for a digital financing platform. It will require to:

- ✓ Document key lessons learned from successful models that could be applied by UN Multi-Partner Trust Funds
- ✓ Initial application wireframes that will be used to articulate the product vision.
- ✓ Technical research to be used to validate the feasibility of the project (Legal, Financial, Technical, Marketing, Value for Money, Sustainability, Impact)
- ✓ Research on the best way to the structure the receiving financial entities, including a review of comparable projects in the market.

The project manager will coordinate interviews with stakeholders, vendors and potential users, as well as perform secondary research. During this assignment, the following categories will be reviewed: Technical, Financial, Legal,

Marketing, Local Set-Up, and how generally such model could be applied across the MPTF portfolio starting with the Lion's Share Fund and the Spotlight Initiative.

It is expected that at the innovation squad team will have the following profiles:

1. A project manager to coordinate the design work and lead the project
2. A designer for a research report that has visual easy to present and understand
3. A lawyer to assess legal implications of the different models
4. An Investment expert to propose the right business model
5. A digital technology expert to develop wireframes and mock-ups

**Expected Outputs and Deliverables:**

An initiation report noting the key questions, the agreed deliverables of the service, the key resource persons/stakeholders to be contacted/interviewed by the company, (due by 1<sup>st</sup> week)

A mid-term progress report to be discussed and agreed by key stakeholders, outlining the below headlines (due by 3<sup>rd</sup> week)

Research report (Power Point/Visual 50-70 slides) containing

- ✓ An executive summary (max 10 slides + 5 pages narrative)
- ✓ Overview of assumptions and lessons learned of successful examples
- ✓ Technical architecture recommendations
- ✓ Legal structure recommendations
- ✓ Business model and value model recommendation
- ✓ Go to market plan
- ✓ Initial application mockups
- ✓ User needs research and recommendations
- ✓ Market adoption report
- ✓ Roadmap for full development
- ✓ Estimates, recommended team and timeline for full development

A final report with recommendations (due by the final week)

In person presentation to stakeholders as needed

**Duty Station:** New York

**Payment:** Payments will be made following certification of the satisfactory delivery of the outputs as per the following terms: 50% upon satisfactory delivery of the mid-term report; the remaining 50% will be payable upon satisfactory delivery of the final report.

**Institutional arrangements:**

The company will be working under the direct supervision of the MPTF Office Senior Portfolio Manager and under the overall guidance of a team of experts gathered to oversee this service contract.

**Travel:** No travel is envisaged for this consultancy.

#### IV. Requirements

- Proven experience in developing and delivering full-stack innovation with holistic approach to technology and software.
- Proven experience in extensive research to set the groundwork for product design and development. Creating prototypes or pilot initiatives to validate the value of a proposed new business solution.
- Proven experience in Web and Mobile development, block chain technology and peer to peer community platform.
- Proven experience in developing on public-private business solution