

## **Saving Lives at Birth Round 8 Submission Instructions: Transition-to-Scale**

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All Expressions of Interest for transition-to-scale funding must be submitted through the online application platform; submissions will not be accepted via email. To submit your initial Expression of Interest, you must complete the form fields requesting basic information about the organization applying for the funding and about the innovation **AS WELL AS** upload PDF documents to the platform.

Please refer to the following guidance when drafting your Expression of Interest; there is not a standard application form to fill out for technical applications. This guidance includes presentation instructions for the technical application and supporting information (biographical descriptions and any letters of support). The guidance is structured to follow the evaluation criteria (found on Pages 12-14 of this document), so please ensure each section is addressed thoroughly.

Of note, applicants that proceed to further rounds of review will be asked to provide a concept paper, an estimated budget and budget narrative, and past performance references.

### **A) Basic Applicant Information** (via form fields the online platform)

- Name and address of applicant
  - NB: Applicants from high-income countries may be asked to switch the designated lead (i.e. prime) to a low-and/or middle-income partner and otherwise may not be able to progress further in the competition. A list of low-and middle-income countries can be found [here](#).
- Type of organization (e.g., for-profit, non-profit, university, etc.)
- Point of contact (lead contact name; relevant telephone, fax, and e-mail information)
- Name and email of the Project Manager. Where joint partnerships include innovators from low-and middle-income countries, we strongly encourage the partnership to designate the low- and middle-income country partner as the Project Manager.
  - Gender
  - Age Bracket
  - Nationality
- Have you or your project co-lead (if applicable) applied for funding from the Saving Lives at Birth Program before? (Y/N)
- Have you or your project co-lead (if applicable) applied for funding from one of the Saving Lives at Birth Partners before? (Select all that apply: down down menu)
- Have you or your project co-lead (if applicable) previously been awarded a Saving Lives at Birth grant? (Y/N)

- Concise title and objective of proposed activity in the proposed timeframe
- Focus of proposal– one or more of the following: maternal health, neonatal health, stillbirth.
- Technical focus of proposal – one or more of the following: accountability, affordability, availability of essential drugs and commodities, behavior change communication, diagnostics, drug discovery, gender/social norms/male engagement, family planning, incentives (service delivery), incentives (demand creation), medical devices, mHealth/e-health, nutritional supplements/food products, social marketing, training/supervision, transportation, women's and community empowerment, other
- Outcome and/or output metrics to be measured (If applicable): skilled attendance at delivery, antenatal care coverage, facility delivery rate, neonatal mortality rate, institutional neonatal mortality rate, proportion of newborns who received all four elements of essential newborn care, availability of essential medicines and commodities for MNH, percentage of facilities with functional bag and masks (neonatal size) in labor ward, percentage of facilities with availability of soap and running water or alcohol rub, number of pregnant women/ mothers/newborns receiving intervention, number of health facilities receiving intervention
- Country(s) where the proposed activities will be implemented; countries where proposed activities' direct beneficiaries reside
- Partner organizations (and their email addresses) engaged in the project. Multidisciplinary/cross-sector teams are encouraged, where necessary, to ensure relevant scientific, social, and business expertise.
- Co-funding and/or matched funding from partner organizations, funders or investors. This is a requirement of transition to scale funding.
- Pending applications for funding from any of the Saving Lives at Birth partners
- A short, concise statement describing what the Savings Lives at Birth funding will achieve within the context of the overall activity. This statement should be specific to achievements with the Saving Lives at Birth funding and time period of award only and not reflective of longer-term goals if the project includes multiple donors and/or several stages.
- A summary paragraph/abstract of the project innovation in response to the following two questions:
  1. What is the essence of your idea and how will it significantly improve and sustain the outcomes of the problem you have identified?

Consider including the following information in your response:

- *Rationale*: What problem will the project address? Please be specific.
- *Approach*: What approach(es) does this project take to address the problem (science and technology, service delivery, and/or demand creation)?
- *Objective, End point, and Impact*: What is the primary objective and expected end point of your project within the award period? Over the longer term? What is the total addressable impact of the project if successful?

2. What makes this project innovative and a significant improvement upon standard practice?

**Note:** *The summary paragraph of all finalists and eventual award recipients may be used for public communication before and after the awards are made, including the time leading up to the Development\*Change. The Saving Lives at Birth Partners reserve the right to make minor edits to summaries in order to enhance their readability for public communication. Because the summaries will be used publicly, proprietary information should not be disclosed in the project summary.*

## **B) Technical Application**

The Technical Application, or body of the Expression of Interest, should be presented in Sections I-II according to the instructions within each section below. If an applicant chooses to include charts or graphs, add them within the appropriate section. The sections below, including the use of charts and graphs, should not exceed three pages for EOI. References are not included in the page limitations. Applicants are requested to be specific about the geographic location(s) where the proposed activities will occur and the potential geographic or regional applicability. Additionally, applicants are encouraged to consult the evaluation criteria when formulating the technical application.

### Section I. Innovation: What is your idea?

Use this section to briefly describe your idea and the project design. Make sure that your idea directly fits the scope of Saving Lives at Birth; otherwise your proposal may be disqualified.

- Indicate in one or two sentences **in bold** the essence of your idea – the specific problem you are addressing, your proposed solution, how it will be delivered, and who are the primary beneficiaries.
- Explain how your idea is substantially different from other approaches to address the stated problem and how it improves upon the best existing alternatives. If alternatives exist, please provide specific examples for comparison.
- Explain why, and present evidence if possible, the solution will be a top priority in the proposed geography and/or context of care as well as any additional settings into which the innovation might be introduced and scaled.
- Describe the context and/or cultural relevance of your idea – explain how your idea is culturally informed and is designed to address the user's needs, citing any market research conducted to date
- Identify the level of funding requested and the specific project goals to be achieved with this level of funding within the two-year maximum time frame for transition projects.
- For applicants who received a grant under previous rounds of Saving Lives at Birth and are now seeking follow-on funding under this Addendum for the same project, describe how the project continuation builds upon the work, achievements, and lessons learned from the previous grant. Explain why continued investment is warranted.

Section II. Sustained Impact: How does your solution demonstrate its potential to scale and sustain health and development impacts?

Briefly describe your project's potential for scale and sustainability. Sustainability is defined as cost-recovery, sustained use, and sustainable impact. Discuss how the proposed solution will demonstrate the potential to sustain health and development impacts at full scale.

- Describe your vision for success in the context of the Saving Lives at Birth funding and in the longer term, i.e., at the conclusion of this Saving Lives at Birth award, if selected and successful, what is the expected end result? What is the expected end result five years after Saving Lives at Birth funding has ended?
- Identify and fully explain the proof of concept supporting your idea: present sufficient and credible evidence to substantiate that your idea has demonstrated improved health outcome(s) and/or the reduction of significant barrier(s) to health and demand for the solution in a controlled or limited setting.
- What is your long-term exit strategy (start-up/spin-off company, license product, continued donor funding, etc.)? If continued donor funding, from what donors and how do you expect to sustain it? How will you use this grant funding to develop, test, and refine your business model?
- Describe the execution steps needed to move the innovation along a causal pathway to impact (consider your theory of change). What is your anticipated timeline to impact and how does Saving Lives at Birth support accelerate time to impact?
- Present evidence of demand among target users and customers and a compelling value proposition (an analysis and quantified review of the benefits, costs and value that an innovation can deliver to target groups). Please include any endorsements from specific government departments, public or private institutions and evidence of co-funding or in-kind support to further sustainability.
- Describe the addressable market of this idea. How many people can be impacted by the innovation over the funding period?
- Provide summary of costs, including estimated costs of the innovation to the payer/implementer
- For revenue-generating projects, provide projections of the long-term expenses and revenue/income stream (noting any market assumptions for sources such as user fees, sales revenues, community contributions, etc.). If breakeven is not expected by the end of project support, present a strategy for obtaining external donor or investor support between the end of the project and the breakeven point.

**C) Supporting Information (not included in page limit)**

- *Brief* biographical descriptions of key project personnel and organizational chart (required)

- Letter(s) of intent from any existing resource or implementing partners, with explicit mention of co- or matched funding (required)
- Letters of support from countries in which you propose to test or operate (highly recommended at EOI submission; will be required if asked to submit a concept note)

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**As a reminder, competitive proposals will address:**

- The anticipated results to be achieved within the lifetime of the award
- The potential scale the innovation could reach
- The context in which the solution will be delivered (e.g., the user's needs and wants; community characteristics; connectivity with health authorities and existing health facilities; local leadership, government and civil society buy-in)
- How the solution will have a substantial impact on maternal and newborn health, including how the solution will (or can) be adapted to new environments for even greater impact
- Previous or imminent demonstration of proof-of-concept
- How the solution will be delivered/administered (e.g., frequency of service, personnel, etc.)
- How the solution improves upon the best existing alternative(s) available today and/or standard practice
- How the solution integrates science and low-cost technology, service delivery and demand
- How the solution addresses underlying determinants of seeking maternal and newborn healthcare
- How the solution avoids potentially harmful unintended consequences as applicable
- A proposed business plan – or the development of one - for financial sustainability beyond the donor funding period.
- How the team is positioned to carry out the work successfully (including organizational and financial sustainability)
- The commitment of partners that contribute expertise relevant to the scale and sustainability of the idea as applicable
- The duration of the time required to implement proposed solution
- A concrete plan for measuring, evaluating, and sharing results
- How the solution addresses determinants of health, public policies, and other ethical / social / cultural / legal frameworks that could limit uptake
- Evidence of co-funding and/or in-kind support

**FOR LATER STAGES:**

If you progress in the review process, you may be asked to provide the following information.

**A) Concept Note**

Similar to the Expression of Interest Technical Application, the body of the Concept Note should be presented in Sections I-IV according to the instructions within each

section below. Applicants are encouraged to consult the evaluation criteria when formulating the technical application.

Section I. Innovation: What is your idea?

Use this section to briefly describe your idea and the project design. Make sure that your idea directly fits the scope of Saving Lives at Birth; otherwise your proposal may be disqualified.

- Indicate in one or two sentences **in bold** the essence of your idea – the specific problem you are addressing, your proposed solution, how it will be delivered, and who are the primary beneficiaries.
- Explain how your idea is substantially different from other approaches to address the stated problem and how it improves upon the best existing alternatives. If alternatives exist, please provide specific examples for comparison.
- Explain why, and present evidence if possible, the solution will be a top priority in the proposed geography and/or context of care as well as any additional settings into which the innovation might be introduced and scaled.
- Describe the context and/or cultural relevance of your idea – explain how your idea is culturally informed and is designed to address the user's needs, citing any market research conducted to date
- Identify the level of funding requested and the specific project goals to be achieved with this level of funding within the two-year maximum time frame for transition projects.
- For applicants who received a grant under previous rounds of Saving Lives at Birth and are now seeking follow-on funding under this Addendum for the same project, describe how the project continuation builds upon the work, achievements, and lessons learned from the previous grant. Explain why continued investment is warranted.

Section II. Sustained Impact: How does your solution demonstrate its potential to scale and sustain health and development impacts?

Briefly describe your project's potential for scale and sustainability. Sustainability is defined as cost-recovery, sustained use, and sustainable impact. Discuss how the proposed solution will demonstrate the potential to sustain health and development impacts at full scale.

- Describe your vision for success in the context of the Saving Lives at Birth funding and in the longer term, i.e., at the conclusion of this Saving Lives at Birth award, if selected and successful, what is the expected end result? What is the expected end result five years after Saving Lives at Birth funding has ended?
- Identify and fully explain the proof of concept supporting your idea: present sufficient and credible evidence to substantiate that your idea has demonstrated improved health outcome(s) and/or the reduction of significant barrier(s) to health and demand for the solution in a controlled or limited setting.
- What is your long-term exit strategy (start-up/spin-off company, license product, continued donor funding, etc.)? If continued donor funding, from what donors and how do you expect to sustain it? How will you use this grant funding to develop, test, and refine your business model?

- Describe the execution steps needed to move the innovation along a causal pathway to impact (consider your theory of change). What is your anticipated timeline to impact and how does Saving Lives at Birth support accelerate time to impact?
- Present evidence of demand among target users and customers and a compelling value proposition (an analysis and quantified review of the benefits, costs and value that an innovation can deliver to target groups). Please include any endorsements from specific government departments, public or private institutions and evidence of co-funding or in-kind support to further sustainability.
- Describe the addressable market of this idea. How many people can be impacted by the innovation over the funding period?
- Provide summary of costs, including estimated costs of the innovation to the payer/implementer
- For revenue-generating projects, provide projections of the long-term expenses and revenue/income stream (noting any market assumptions for sources such as user fees, sales revenues, community contributions, etc.). If breakeven is not expected by the end of project support, present a strategy for obtaining external donor or investor support between the end of the project and the breakeven point.

Section III. Execution: How will you implement your plan?

Use this section to briefly describe the project implementation plan specific to the results to be achieved with the funding from the Saving Lives at Birth partnership. Recognizing that Saving Lives at Birth funding may be one component of a larger project, identify any additional activities to be completed through other funding sources and/or over a longer period of time. Applications with vague descriptions or insufficient description of the role of the Saving Lives at Birth funding within the broader project scope will not be funded.

- Describe the project execution plan and critical milestones that demonstrate progress towards the project outcome to be achieved during the funding period. This includes any new data and market research to be generated and/or regulatory approvals sought.
- Provide a detailed schedule or timeline for the attainment of each milestone and/or objective.
- Describe potential risks and/or harmful unintended consequences and how your project will address them.
- For transition projects that innovatively integrate proven interventions, describe how the interventions work together as a cohesive program; the operations research to be conducted or that has been conducted to show the bundle of interventions is more effective than the existing practice; and how the solution integrates with the existing health system.
- Describe how the work will be performed within the budget and in the time period allocated (up to twenty-four months).
- Identify the next steps of the project toward meeting its total addressable market if this project successfully transitions to scale.

Section IV. Evaluation: How will you test your plan?

Use this section to briefly describe the project evaluation plan specific to the results to be achieved with the funding from the Saving Lives at Birth partnership. The work proposed in your application must include a clear set of key experiments, methodologies or activities to be completed within the time period of the award that can sufficiently test the described endpoint stated for the Saving Lives at Birth funding. Applications with vague testing methodologies will not be funded.

- Describe the experimental plan to meet the aforementioned (Section III) critical milestones, objectives, and ultimately the project outcome.
- Describe the plan for measuring results and state specific indicators of success. Identify impediments or critical decision points that could require a revision in the work plan or milestones.

Section V. Team Capacity and Partnerships: Who will lead your work?

Use this section to briefly describe your team's capacity to perform the work proposed in the application, and all partners involved.

- Explain the team's capacities to execute on the proposed work and describe how your partnerships contribute expertise relevant to the scale and sustainability of the project. Please include any Board/Advisory Board members as team members.
- Please identify any known needs/expertise to be filled.
- Describe support and/or engagement of local/national/international partners in project design, implementation, and evaluation, including end-users.
- Describe all promising or confirmed commitments of co-funding, matched funding, and/or in-kind support from partners and other funders, including local governments, to support sustainability. **Co-funding and/or matched funding from partners is required.**

**B) Supporting Information**

- Brief biographical descriptions of key project personnel and organizational chart (required)
- Letter(s) of intent from any existing resource or implementing partners, with explicit mention of co- or matched funding (required)
- Letters of support from countries in which you propose to test or operate (with concept note)

**C) Detailed Budget and Budget Narrative**

Applicants shall use provided templates to show how funds will be used to support the activities proposed in the proposal. Carefully review the budget guidance tab detailing eligible cost elements. The budget shall display unit costs (if applicable) and costs by year and shall include sub-cost applications for each component. Estimated travel costs shall be documented in the travel tab. The budget will contain the following categories:

1. Remuneration – Funding recipient's employees:  
*Full-time/ part-time Employees*  
List the direct salaries (excluding overtime pay and bonuses) and benefits proposed in accordance with the applicant's personnel policies.
2. *Consultants*  
List the work to be performed by any consultants, including level of effort (LOE), including daily rates.
3. Travel and Transportation (using travel template)  
Indicate the number of trips, domestic, regional, and international, and the estimated costs for all personnel and consultants. Specify the origin and destination for proposed trips, duration of travel, and number of individuals traveling. Please use the provided Excel spreadsheet and provide justification for the travel.
4. Equipment  
List estimated types of equipment and if there are a high number of supplies provide a rationale for these costs in the budget narrative.
5. Supplies  
List supply items related to this project and if there are a high number of supplies provide a rationale for these costs in the budget narrative.
6. Sub-award(s)  
Sub-awards are awards made by you to other Funding Recipients to complete work for this project. In this section, list any goods and services being procured through a contract mechanism. The costs should not include Indirect/Overhead costs as these are ineligible costs under the Project.
7. Indirect Costs  
The applicant should support the proposed indirect cost rate with a letter from a cognizant U.S. Government audit agency, a Negotiated Indirect Cost Agreement (NICRA), or with sufficient information for USAID to determine the reasonableness of the rates (For example, a breakdown of labor bases and overhead pools, and the method of determining the rate). **If the applicant lacks a NICRA, then** please itemize administrative project costs as direct costs in the budget.

The program encourages applicants to focus resources on project implementation rather than salaries, equipment and supplies. The budgetary aspects of proposals will be reviewed for cost realism and cost effectiveness in accordance with the evaluation criteria.

Of note, if managed by Grand Challenges Canada, a majority of the applicant's activities and budget must be carried out/spent in a Low or Upper Middle Income Country (LMIC). If the nature of the proposal means that significant amount of funding will not be spent in a LMIC jurisdiction, applicants must provide strong

reasoning and convincing arguments for why the proposal will ultimately benefit people in those countries.

Moreover, a competitive RFP process is required for any subcontract (i.e. supplier and consultancy services) that exceeds 25,000 CAD within a given fiscal year. The total subcontracting shall not exceed twenty percent (20%) of the Saving Lives at Birth project budget.

No indirect cost rate can be applied, and administrative costs directly related to the implementation of the project may be itemized and included in the project budget.

### **Budget Narrative**

While there is no page limit for the budget narrative, applicants are encouraged to be as concise as possible, but still provide the necessary details. The following detailed information from the applicant is required:

- Description and justification of costs associated with the program, including staff, consultants, travel, equipment, supplies, etc.
- The breakdown of all costs associated with the program.
- The breakdown of all costs according to each partner organization involved in the program.
- The costs associated with external, expatriate technical assistance and those associated with local in-country technical assistance.
- The breakdown of any financial and in-kind contributions of all organizations involved in implementing this program.
- Potential contributions of non-SL@B Partners or commercial partners to this program.
- Procurement plan for commodities, goods and services (if applicable).

In all cases, funding levels will correspond to the scope and scale of innovations. The scope and scale is expected to vary between innovations and the appropriate scope and scale for each innovation should be defined and justified; funds will be allocated to reflect the scope of testing as well as the funds needed to build to scale.

### **D) Past Performance references**

Please complete past performance information for three (3) past performance references which describe any contracts, grants, or cooperative agreements which

the applicant organization, as well as any consortia or joint venture partners and any subcontractors or subawardees that will perform a substantive role in the applicant's program, has implemented involving similar or related programs over the past three years. Please include the following information: name and address of the organization for which the work was performed; name and current telephone number and email address of responsible representative from the organization for which the work was performed; contract/grant name and number (if any), the period of contract/grant performance, annual amount received for each of the last three years and beginning and end dates; brief description of the project/assistance activity and key project accomplishments / results achieved to date.

It is recommended that the applicant alert the contacts that their names have been submitted and that they are authorized to provide past performance information when requested.

Please note that the Partners reserve the right to obtain past performance information from other sources including those not named in the submission.

## **Criteria for Transition to Scale Awards**

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### *Stage 1: Initial Screen*

Partners will conduct an initial screen based on the Expression of Interest. Reviewers will screen against the criteria listed below.

#### **1. Innovation**

Demonstration that the proposed solution to be refined, rigorously tested, and scaled offers a creative approach to the problem outlined in the challenge and is clearly differentiated from and superior to existing approaches in the proposed setting (i.e. provides significant improvements in cost, quality, and/or access to essential health services relative to standard practice and/or current offerings in the proposed market).

#### **2. Sustained Impact**

Demonstration that an investment in the proposed solution could result in transformational gains in maternal and newborn survival and in the prevention of stillbirth globally, with the potential to sustain and expand coverage and impact following any support from Saving Lives at Birth.

Does the solution:

- Represent a top priority in the proposed setting (geographic and context of care)?

- Have promising evidence of proof-of-concept, i.e., evidence of improved health outcomes and/or strong evidence in the reduction of significant barrier(s) to health for mothers and/or newborns and evidence of demand for the solution in a controlled or limited setting?
- Demonstrate the potential to be scaled up in hard-to-reach, low-resource settings in low- and middle-income countries, with potential to be scaled in various other settings?

### *Stage 2: Technical Review*

If the initial screen indicates the Expression of Interest merits further consideration, evaluation panels will review the full submission, including supporting documents, against the criteria listed below.

#### **1. Innovation**

Demonstration that the proposed solution to be refined, rigorously tested, and scaled is relevant to and offers a creative approach to the problem outlined in the challenge and is clearly differentiated from and superior to existing approaches in the proposed setting (i.e. provides significant improvements in cost, quality, and/or access to essential health services relative to standard practice and/or current offerings in the market).

#### **2. Sustained Impact**

Demonstration that an investment in the proposed solution can increase the impact of the solution on maternal and newborn survival with the potential to sustain and expand coverage and impact following any support from Saving Lives at Birth.

The extent to which the proposal:

- Demonstrates a specific and segmented understanding of the target population, i.e. a clear articulation of the innovation's value proposition and evidence of demand (including willingness and/or ability to pay).
- Provides a clear rationale for the selection of the proposed setting with particular regard to appropriateness, timing, and political will as a means to indicate overall system readiness for the innovation.
- Demonstrates appreciation for gender, social, cultural, and environmental considerations.
- Has potential for sufficient and credible evidence of proof-of-concept, i.e., evidence of improved health outcomes and/or strong evidence in the reduction of significant barrier(s) to health for mothers and/or newborns in a controlled or limited setting.

- Provides a clear and compelling description of the potential scale of the innovation in additional settings
- Articulates the expected impact on intended beneficiaries both within and beyond the life of the grant.
- Demonstrates that the proposed solution has a significant likelihood of continued support (including financial) after an investment from Saving Lives at Birth.
  - *For revenue-generating projects*, a realistic timeframe and pathway to reach the point of revenue breakeven should be included.
  - *For projects that are not generating any income or revenue, and/or expect the innovation to be delivered through public sector channels*, the proposal should provide a compelling and realistic plan for ensuring continued uptake, including funding, after completion of Saving Lives at Birth program support.

### **3. Execution Plan**

- Extent to which the proposed implementation plan and project milestones are appropriate, feasible and technically sound to achieve the proposed impact within the budget and time allocated for transition funding and beyond.
- Extent to which potential risks to project success are anticipated and mitigation strategies articulated.

### **4. Evaluation Plan**

Extent to which the project has a clear and rational evaluation plan that is structured to evaluate impact and inform future scale up activities. Reviewers will examine the quality of the proposed indicators (clear, measurable, and realistic) of the outcomes/results expected to be achieved and any other method(s) proposed to measure project success.

### **5. Team Capacity and Partnerships**

Demonstration that the applicant and its partners have the necessary depth and breadth of talent, dedication, experience, and leadership to transition the project to scale and sustain impact.

- Extent to which the applicant has sufficient local/national/international alliances or partnerships to scale the innovation (e.g., relevant stakeholders, joint ventures, selling/distribution agreements, channel partnerships, licensing arrangements, etc.)
- Evidence of co-funding, matched funding, and/or in-kind support from partners or other funders to support sustainability.

- Extent to which the applicant and its partners have relevant domain knowledge and experience, track record of professional success relevant to the proposal and its applicability to the program objective.
- Demonstration of support and engagement with local/national partners in project design, implementation, and evaluation, including end-users.

## **6. Pioneering**

Applications with highest potential to achieve sustainable, groundbreaking impact and/or to become true game changers in the field.