i.Title – Toffee Insurance

ii.Executive Summary

Answer the following questions:

Q1. What will this investment from Digital Square specifically go toward?

A1. Our vision is to make insurance accessible, relevant and affordable for communities that have been underserved. And this of course includes a wide population of people who currently have no safety nets for healthcare, earning risk and other financial day to day risks.

Our active intention is to divert attention to the issue of under penetration of insurance and move towards making it a necessity. This can only be brought to light by spreading constant awareness and providing multiple opportunities for women to engage and relate to our concept. Our efforts will reap results if we work collectively with other organisations/partners that can help us create better solutions that bring this difference and change. To solve problems of such epic proportions - we have to collaborate and foster a strong peer-peer knowledge sharing program that this innovation challenge will help create

What is/are the goal(s) of the project?

How will the goal(s) be achieved?

How will your organization’s expertise contribute to achieving the project goal(s)?

iii.Consortium Team

This RFA encourages partnering; in particular, it encourages partnerships between global health organizations and digital financial service organizations.

Describe in two to three paragraphs the composition of your proposed team. In the first paragraph of this section, describe the prime organization, including the skill sets of the organization relative to the project and how the organization will lead/manage the work. In the second paragraph, identify supporting organizations, including for each one the technical capabilities aligned with the application activities, a profile of its relevant qualifications, and how its capabilities will augment the prime organization.

If you are looking for partners or collaborating organizations, indicate the type of support needed and put the text in **bold font** so that it stands out.

iv.Project Description

Describe the project idea in further detail. If you have phases or objective areas in your project, outline those in the project description. Subsections within the project description should include:

1. Problem statement

Put the project/work within the larger context. Detail relevant background information necessary for a third party to understand. Where is the work taking place?  What is the current phase/stage of project?  Is this an ongoing or discrete project?

2. Approach

What is the technical approach or anticipated activities to address the problem statement and anticipated outcomes? Provide a short description of monitoring and evaluation approach, techniques, and/or process.

3. Risk Mitigation

Are there potential obstacles or risks? What is the mitigation strategy and/or plan to overcome them?