

# Outcomes Accelerator

## Call for Proposals Guidelines and Suggested EOI Form

### Introduction

The Outcomes Accelerator is a catalytic platform to accelerate more effective testing, scaling and the eventual mainstreaming of outcomes-based financing (OBF) approaches into the delivery of SDG impact. The Outcomes Accelerator works with stakeholders across the outcomes-based financing ecosystem – including governments, development agencies, investors, services providers, intermediaries – to address the key barriers facing the market and unlock funding for high-quality outcomes-based financing projects.

Founding members are SECO, FCDO, and UBS Optimus Foundation. This initiative is founded on the recognition that pay-for-success approaches hold great promise for improving the effectiveness of public spending, but that funding remains highly fragmented and requires scale for effective demonstration.

The founding members of the Outcomes Accelerator have engaged Levoca LLC to perform the day-to-day Secretariat activities of the Outcomes Accelerator. Further details on the role of the Secretariat can be found in the Application Guidance section below.

The Outcomes Accelerator can offer flexible funding, targeted expertise, and networking to support OBF initiatives with testing, launching, and scaling.

### Scope and Priorities for the first Cohort of Outcomes Accelerator Projects

The Outcomes Accelerator plans to select several high impact projects to serve in its augural first cohort. Key parameters include:

<b>Geography</b>	Projects or services must be delivered in or be provided for the benefit of countries and territories eligible to receive official development assistance according to <a href="#">OECD-DAC List of ODA Recipients</a> .
<b>Thematic Area</b>	All projects should be aligned with one or more of the Sustainable Development Goals. For the first cohort of accelerator projects, no specific SDG indicators is being prioritized over another.
<b>Outcomes-based financing instrument</b>	The Outcomes Accelerator is instrument-agnostic as long as projects support the design, implementation or capacity building for an Outcomes-Based Finance Vehicle, including, but not limited to, impact bonds, social impact incentives (SIINCs), Social Success Notes (SSN), Social Impact Guarantees, and outcome funds or a domestic government that aims to apply outcomes-based financing into their existing or new programs. <sup>1</sup> All projects should involve the participation

<sup>1</sup> Accelerator will not support results-based aid from donors, i.e. government budget support from donors where payments depend on results delivered by a government.

	of non-state actors. Private investment is encouraged, though not required, and may be considered a bonus when it adds knowledge and rigor, and/or financial viability of the project.
<b>Project maturity</b>	For the first cohort of projects, the Outcomes Accelerator is seeking projects that have some existing market traction (e.g. existing key partners already engaged, outcome funding availability) to be able launch within a relatively short timeframe.
<b>Maximum funding request</b>	See application guidelines

**The following priorities and technical criteria will be used to guide proposal assessments:**

All proposals will be objectively assessed using the evaluation criteria in the table below to support decision making and shortlist the most promising applications. The assessment rates for proposals will remain confidential within the Outcomes Accelerator. For transparency and learning purposes, applicants may ask for qualitative feedback on their proposals. The Outcomes Accelerator’s Governing Committee will review shortlisted proposals and endorse final selections.

<b>Criteria</b>	<b>Description</b>	<b>Max Points (Total=100)</b>
<b>Potential for SDG impact and Additionality</b>	<p>The Outcomes Accelerator will look for projects with potential to substantially improve the lives of poor and vulnerable populations, disadvantaged groups (e.g. people with disabilities), children, women, and small businesses and/or have a positive impact on the natural environment, including climate.</p> <p>All proposals must articulate the market failure(s) it will address as well as additionality of Outcomes Accelerator participation, including financial and non-financial additionality. Proposals should include a clear statement of the problem to be addressed in achieving one or more of the SDGs.</p> <p>Proposals should also demonstrate why an OBF approach makes sense for the problem it seeks to address, and how it will improve the effectiveness and/or efficiency of public service delivery and development programming.</p>	40

<b>Stakeholder Support and Likelihood to Launch:</b>	<p>Proposals that can demonstrate clear domestic government leadership<sup>2</sup> or support will be prioritized, including domestic government co-funding. Proposals should specify, when relevant, considerations regarding continuity of government partners, such as remaining time left in office and involvement of senior level officials.</p> <p>For topics and countries where domestic government funding may be unavailable, proposals will be prioritized that can demonstrate outcome funder interest, such as a bilateral aid agency, private donor or corporate partner, and make a clear case for innovation and efficiency gains.</p> <p>Proposals that can demonstrate their ability to launch will be prioritized (e.g. outcome funding availability, stakeholder engagement started etc.).</p>	<p>30</p>
<b>Capacity to deliver and Staffing</b>	<p>The Outcomes Accelerator will prioritize proposals with teams and organizations that can demonstrate their capacity to deliver (e.g. strength and quality of partnerships, level of expertise, track record of delivery, evidence supporting interventions, etc.)</p>	<p>20</p>
<b>Innovation, Demonstration Effect and Scalability</b>	<p>The Outcomes Accelerator will prioritize projects that are innovative, data-driven, and offer a potential pathway to scale. This can include outcomes-based projects that are looking to expand into a follow-on scale up phase.</p>	<p>10</p>
<b>Total</b>		<p><b>100</b></p>

In addition to the technical criteria, proposed budgets will be assessed separately with consideration for realism and price reasonableness. Detailed budgets will not be required at the EOI stage; indicative budget amounts for each product category are provided in the Application Guidance below.

*All applications will be required to meet the due diligence and eligibility requirements of the UBS Optimus Foundations and the donors to the Outcomes Accelerator.*

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<sup>2</sup> Domestic governments interested in seeking proposals should first consult with the Outcomes Accelerator on eligibility and due diligence criteria.

## Who can participate?

The Outcomes Accelerator invites applications from individual organizations or consortia, including, but not limited to:

- **Outcome funding organizations** including multilateral and bilateral funding organizations, private philanthropy, and domestic governments<sup>3</sup>, which will be the primary end-clients of the Outcome Accelerator.
- **Service delivery organizations** including non-profit and for-profit organizations that implement outcomes-focused programs.
- **Market support providers** including deal developers, intermediaries, advisory firms, , research organizations, law firms, and evaluators; and
- **Impact Investors** including funds, development finance institutions, foundations, institutional and other investors, or providers of risk or working capital.

## Time Frame

The EOI submission deadline for Outcomes Accelerator support is **September 9, 2022**.

## Progress Reports

The Outcomes Accelerator requires regular progress reports and check-ins on project implementation on key progress toward key performance indicators (KPIs), budget implementation, and other relevant information on beneficiaries, risks, key issues, and next steps.

## Questions and Submissions

Submissions and questions should be sent to [OutcomesAccelerator@levoca.org](mailto:OutcomesAccelerator@levoca.org).

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<sup>3</sup> Domestic governments interested in seeking proposals should first consult with the Outcomes Accelerator on eligibility and due diligence criteria.

## Application Guidance

### Types of activities that could be supported with Outcomes Accelerator Funding

Outcomes Accelerator cohorts may have different priorities and eligibility requirements, including preferences for late-stage or early-stage concepts and funding instrument type. The below provides some indicative guidance on potential uses for Pipeline Acceleration Funding and indicative amounts. The table below is only for guidance purposes.

Product	Description	Indicative Amount
New Concept Development	New concept / white paper on strategic topic to engage donors and outcome funders	Up to \$30 K
Scoping study	Country-focused, looks at one or more topics. Should be done in partnership with an interested outcome funder.	Up to \$50 K
Early-Stage Design	High value opportunity requiring detailed design study	\$50K to \$300K
Prototype testing and Acceleration	Outcome payments co-funding with a domestic government to support quick launch of a minimum viable outcomes-based project. Eligibility may be limited to certain countries based on donor requirements	Up to US\$250K to pay for outcomes. Requires counterpart resources from a domestic government.
Late-Stage Design	Concept in late stage of design, requiring smaller amount of funding to reach launch (signing of outcomes contract)	\$25K to \$100 K
Project Scale Up	Funding to support the design of a scale up phase of an existing outcomes-based project. Can include design of outcomes fund.	\$50 to \$200K
Technical Assistance for Mainstreaming	Focused on helping domestic governments deepen capacities and systems that can lead to a concrete launch of projects. May include design of an outcomes fund.	Up to \$300K

### Application Process

The application process will be a two-step process: (1) Expression of Interest (EOI), and (2) followed by a Full Proposal for shortlisted applicants.

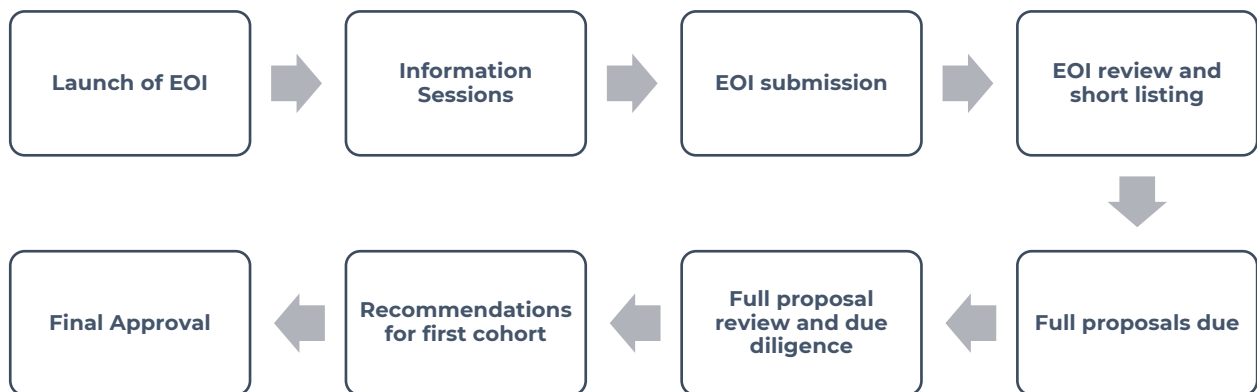
The EOI will include general information about the organization(s), eligibility information, project details and concept, and general funding requirements. See suggested EOI template.

Applications that are successful at the EOI stage will be invited to submit a full proposal. The full proposal will require greater detail about the project, including buy-in from relevant stakeholders, project risks, activities, staffing and a full budget breakdown.

Applications and questions should be submitted to the Outcomes Accelerator Secretariat at [OutcomesAccelerator@levoca.org](mailto:OutcomesAccelerator@levoca.org)

*Project proponents with concerns on sharing highly sensitive information should reach out to the Outcomes Accelerator Secretariat to discuss possible non-disclosure arrangements or an option to redact highly sensitive information in their proposals with a short justification explaining why information was left out.*

### Funding Application Process



### Assessment Process

All applications will be subject to a competitive assessment to ensure that selected projects into the Outcomes Accelerator contribute to the Accelerator’s goals as well as demonstrate value for money.

At EOI stage, projects will be assessed for their eligibility as pass/fail. Additional information and clarifications may be requested upon EOI review. If the concept is ultimately deemed ineligible, the Secretariat will respond in writing to the project proponent explaining the reason for rejection within three weeks of the end of the timeframe for the call for proposals. Concepts deemed ineligible at the EOI stage may still apply to be include into future Outcomes Accelerator funding cohorts, as well as participate in other Outcomes Accelerator services.

At the full proposal stage, projects will be assessed on the greater level of detail, including a project budget, staffing, and KPIs. The Outcome Accelerator can enter a dialogue with proponents on all aspects of the proposals, before submitting the recommendations for final approval. Applicants may be requested to present their proposal in-person or virtually to the Outcomes Accelerator members and/or independent experts in a pitch session before final decisions are made. Full proposal templates will be made available to short-listed applicants.

Applications will be selected based on a holistic view of the project proposal against defined criteria for each cohort and be will carefully selected to ensure a complementary portfolio balanced in theme, region and levels of novelty.

### **Decision-making**

All proposals will be assessed competitively and transparently guided by the assessment criteria outlined above. Final selection of Outcomes Accelerator applications will be made by consensus by the member organizations of the Governing Committee of the Outcomes Accelerator, consisting of FCDO, SECO and the UBS Optimus Foundation. Proposals will be submitted to Levoca in its role as the Outcomes Accelerator Secretariat for eligibility screening, technical review, and processing, which documentation is shared with the Governing Committee.

To support decision-making recommendations on grant approvals, the Governing Committee may invite external, independent, non-voting member(s) and other outcome funders on ad hoc or permanent basis to participate in the technical review process. Project proponents may be required to present their proposals virtually to a panel of Outcomes Accelerator donors, donor observers, and independent experts before final decisions are made.

### **Contracting (UBSOF)**

Selected Applicants will receive Outcome Accelerator Funding once the proposal has received final approval and a legal written agreement to use Outcome Accelerator funding towards implementation of the project is signed by all parties (the Trustee– UBS Optimus Foundation and grantee). **Transparency and**

### **Disclosure**

The Outcomes Accelerator is committed to transparency and sharing knowledge as a public good. All materials and studies supported with Outcomes Accelerator funding should be able to be made public when possible, including, but not limited to, feasibility and design studies and outcomes contracts.

Proposal may opt-in to be included in the Outcomes Accelerator deal database.

### **Conflicts of Interest**

The Outcomes Accelerator will identify and take appropriate measures to avoid or resolve conflict of interest situations by the Secretariat, and any voting and non-voting members and observers of the Governing Committee of the Outcomes Accelerator.

Levoca, in its role as the Secretariat of the Outcomes Accelerator, will operate its advisory services and other business activities at arm's length from the Outcomes Accelerator and will not be able to apply for Outcomes Accelerator sub-grants or be hired by sub-grantees using Accelerator grant money.<sup>4</sup>

### **Feedback**

The Outcomes Accelerator is a laboratory for learning and innovation, and will continually review and improve its operating processes as needed, including seeking feedback from the market.

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<sup>4</sup> A waiver for the Secretariat to take a role in advisory services for projects supported by the Outcomes Accelerator can be provided by the GovCo if no other suitable providers have been found.

## EOI Guidance

<b>Summary Information (Required in all EOIs)</b>	
Project title	
Host country(ies) that will benefit	
SDG contribution (list all the apply)	
Proposed start and end date	
Budget	
Counterpart funding (if applicable)	
Project Stage and Maturity	[Scoping, early-stage design, late stage design, scale up]
Name of lead organization	
Address and contact information	
Name of other organizations in proposal	
Legal status of organization(s) to operate in country where project takes place	

***Project applications are free to choose the structure of the proposal based on the information available and general flow. Below is a suggested structure for the EOI.***

### **A. Overview of project**

- a. Summary statement – why is this project unique and should be accepted into the Outcomes Accelerator.
- b. Overview of development challenge
- c. Details of Outcomes-based finance project and proposed solution
  - i. Target population / beneficiaries
  - ii. Intervention model (s)
  - iii. Outcomes of interest
  - iv. Evaluation approach
  - v. Outcomes based instrument being developed or tested
  - vi. Stakeholders and roles
- d. Project history (what’s been done to date)
  - i. If the project has included any previous advisory support from the Secretariat (Levoca), please include this information.

### **B. Outcomes Accelerator Support Requested**

- a. Specific challenge that Outcomes Accelerator is helping to address
- b. Key pain points – what’s preventing project from moving forward
- c. Amount of funding requested and other support requested (e.g. introductions to outcome funders, etc)
- d. Expected use of Accelerator funding (design studies, outcome funding, capacity building, legal and professional services, other)



### C. Alignment with Outcomes Accelerator Priorities

*Please specify how the proposal aligns with each of the priorities below.*

- a. **Domestic Government<sup>5</sup> Support:** Proposals that can demonstrate clear domestic government lead or support will be prioritized, including domestic government co-funding. Proposals should specify, when relevant, considerations regarding continuity of government partners, such as remaining time left in office.
- b. **Outcome Funding:** For topics and countries where domestic government funding may be unavailable, proposals will be prioritized that can demonstrate outcome funder interest, such as a bilateral aid agency, private donor or corporate partner, and make a clear case for innovation and efficiency gains.
- c. **Likelihood of launching.** Proposals that can demonstrate their ability to launch will be prioritized (e.g. outcome funding availability, stakeholder engagement started etc.).
- d. **Additionality:** All proposals must articulate the market failure(s) it will address as well as additionality of Outcomes Accelerator participation, including financial and non-financial additionality. Proposals should include a clear statement of the problem to be addressed in achieving one or more of the SDGs.
- e. **Innovation, Demonstration Effect and Scalability:** The Outcomes Accelerator will prioritize projects that are innovative, offer a potential pathway to scale and contribute to achieving one or more of the SDGs. This can include outcomes-based projects that are looking to expand into a follow-on scale up phase.
- f. **Potential for SDG impact and transformative change:** The Outcomes Accelerator will look for projects with potential to substantially improve the lives of poor and vulnerable populations, disadvantaged groups (e.g. people with disabilities), children, women, and small businesses and/or have a positive impact on the natural environment, including climate.
- g. **Capacity to deliver:** The Outcomes Accelerator will prioritize proposals with teams and organizations that can demonstrate their capacity to deliver (e.g. strength and quality of partnerships, level of expertise, etc.)
- h. **Suitability for outcomes-based financing:** Proposals should demonstrate why an OBF approach makes sense for the problem it seeks to address, and how it will improve the effectiveness and/or efficiency of public service delivery.

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<sup>5</sup> Domestic governments are defined as host country governments in an ODA recipient country, which may include national or sub-national government entities. Government affiliated development cooperation agencies, such as FCDO or SECO, are not considered domestic governments.