

QUEEN RANIA
FOUNDATION
مؤسسة الملكة رانيا

JOIN THE COMPETITION

We've given a lot of thought to working out the questions that will allow you to successfully convey the impact of your work. We've tried to make them as direct as possible, and hope that in your answers you can do the same. When thinking about them, please bear in mind that we love data, proof points and evidence. We value simplicity over complexity, and clarity over word count.

Above all though, have fun - and good luck!

YOU AND YOUR ORGANISATION

1. Name of your organization*

2. Please describe in no more than three sentences what it is your organisation does*

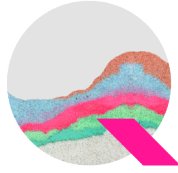
3. Link to your website*

4. Contact person for this application*

5. Contact email*

6. Country in which you are headquartered*

7. Date of incorporation*



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8. Revenue last quarter (US Dollar) *

(Please note, this competition is only open to organisations that have a primarily commercial business model, not one reliant on ongoing grants. A commercial model includes commission, freemium, subscription or advertising based models.

You may be a for-profit or a not-for-profit.)

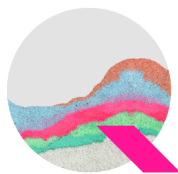
YOUR INNOVATION

1. Tell us about the opportunity you have identified to improve outcomes for learners, and how your organisation realises that opportunity. *

2. Please select the option that best describes why what you do is better than other approaches? *

- It is cheaper than existing approaches
- It is more effective than existing approaches
- It meets a need that is currently not addressed
- Other

3. Tell us more about why your innovation is better. Please support your reasoning with clear evidence. *



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YOUR IMPACT TO DATE

1. Please select the option that best describes your main sources of revenue *

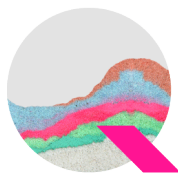
- Markup – selling a product or service with a markup on its cost price
- Licensing – licensing the use of your product, process, service or brand (e.g. franchising your teacher support package)
- Commission – charging a fee for mediating a transaction between or more parties (e.g. a tutoring relationship)
- Subscription – providing a product or service for a predetermined cost per period
- Advertising – revenue through charging advertisers
- Pay-as-you-go charging for the type of service, and for how much it is used
- Other

2. Who provides the largest contribution to your revenue? *

- Learners
- Parents
- Schools
- Local / regional governments
- Central ministries
- Philanthropists
- Advertisers
- Other

3. What evidence have you secured that your business model is sustainable on an ongoing basis, or has the strong potential to be so? *

4. Approximately how many learners do you help per year? *



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مؤسسة الملكة رانيا

- Under 100
- Under 1000
- 1,000 – 9,999
- 10,000 – 100,000
- Over 100,0000

If you help If you help learners via helping a parent, teacher, or school-leader then please use reasonable assumptions (such as the number of children taught by a teacher) to calculate this estimate.

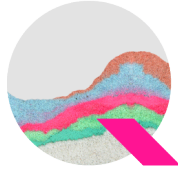
You may also need to do this if your paying customers are not the learners who benefit.

If your product/service is provided on-line, please only count learners actively engaged on your platform, as opposed to registered users.

5. How would you best describe the evidence you have that your approach delivers its intended learner outcomes? * Under 100

- We don't have this yet
- We've used educational research (for example, into how people learn, or what has been shown to be effective elsewhere) to support what we do
- We have qualitative data (e.g., from learners, parents, teachers) that shows positive change for the learners we help
- We have quantitative data (e.g., test scores or validated psychometric measures) that shows positive change for the learners we help
- We have used a control group (or another well justified method) to isolate our impact
- We have independently run impact evaluation studies that validates our impact, and explains how to replicate it
- Other – please specify

6. Please tell us about your justifications for selecting the evidence level above. Feel free to also attach any documents (such as



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مؤسسة الملكة رانيا

impact evaluation reports or theory of change diagrams) that it would be helpful for us to see*

YOUR SCALING POTENTIAL

1. How accessible is what you do to a broad section of learners within the Arab world? *

For example, how do factors such as price, availability of tech. hardware, relevance to learners needs, or product scalability influence the potential number of beneficiaries?

2. Tell us about the key people in your team and your collective lived experiences of selling, scaling and get things done in the education sector (while also maintaining a focus on the learner). *

3. Please tell us about your ambitions for scaling your business and expanding your reach. We'd love to also understand why you think these ambitions are achievable, and the economics of your business at the next level of scale*