Request for Expressions of Interest - Subsidized research and testing partnerships in edtech

IPA's Partnerships for Tech (P4T)

About Partnerships for Tech (P4T)

[Innovations for Poverty Action](#)'s Partnerships for Tech (P4T) program aims to unlock the potential of technology for global development. The program's current focus is on supporting organizations in realizing the potential of digital approaches in primary and secondary education for improved learning outcomes.

P4T is an initiative of IPA's [Right-Fit Evidence Unit (RFE)](#). RFE provides MEL-focused support for implementers to use data and evidence to improve their programs, adapt to new contexts, and demonstrate their impact.

Based on P4T's review of the [edtech landscape](#), we believe that improved research and testing is key to realizing the sector's promise. Specifically, P4T seeks to collaborate with organizations implementing education programs with digital components or edtech products to:

- develop or adapt their research and testing approaches
- build their capacity for research and testing execution

To do so, IPA will provide selected organizations with subsidized research and learning support. By doing so, we also aim to contribute to the evidence base on edtech programs and share learning and knowledge with the sector.

Request for Expressions of Interest

IPA invites short expressions of interest (approximately 250-800 words) from organizations seeking to enhance their impact through the use of research and testing. Organizations could include:

- Non-profit edtech organizations
- For-profit edtech organizations
- Organizations that develop or implement digital education programs or integrated programs with digital components

IPA will offer tailored, subsidized services to high-performing and/or high potential organizations to address their key challenges and opportunities as part of this request for expressions of interest.

Potential P4T services and collaboration areas

As described in more detail on slides 29-41 of the edtech landscape review, IPA seeks to provide research and testing support under service areas 1 and 2:

1) Developing and adapting research and testing approaches. This can include:
   a) Development or modification of research and testing approaches
   b) Diagnostics of existing research and testing approaches

2) Providing support for and building capacity for research and testing execution. This can include:
   a) User research
   b) Rapid cycle testing
   c) Data utilization and analysis
   d) Evidence reviews and exploration of replicability

These services may be provided alone or in combination with others. They may be offered to organizations at various stages of maturity. For example, illustrative partnerships include:

- Providing support and developing capacity to create research and testing approaches for an individualized learning app in early stages of product development. IPA could help the firm/organization in developing key learning questions and empirical strategies to answer them, which helps the organization to collect targeted and actionable data
- Rapid cycle testing for a humanitarian organization providing education programs that wants to test new edtech delivery mechanisms of its existing program. IPA could help the organization to develop the mechanism and assess potential and feasibility for large-scale rollout
- Research and testing approaches modification for an organization in the process of scaling up an online collaboration platform for teachers. IPA could help the organization to adjust its research and testing approaches, with the aim of having more actionable data to inform programming decisions at large scale

Funding

P4T will subsidize its services for organizations selected under this request for expressions of interests.[1] The value of subsidized services for each organization will be determined based on the overall applicant pool and might vary between $10,000 and $50,000 per organization. Given the tailored nature of our services, the budget required for P4T services must be determined on a case-by-case basis. To give a sense of the budget for these services before accounting for organization-specific subsidies, the following ranges are provided as indicative only:

- *Research and testing approaches development (for more details, see slides 30-31 of the [landscape](#))*: Services worth between $30,000-40,000 could include support for creating strong research and testing approaches, including developing a theory of change, identifying risks and designing

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[1] For organizations with an exceptional fit for the P4T program, P4T might subsidize the full price of its services.

monitoring activities to mitigate those risks, prioritizing learning activities, and developing a plan for collecting, analyzing, and using data

- *Diagnostic on existing research and testing approaches (for more details, see slides 32-33 [of the landscape](...)):* Services worth between $40,000 and $100,000 could include a comprehensive diagnostic process to identify gaps and opportunities in MEL practices and a collaborative approach to co-create solutions
- *Support for execution of research and testing approaches (for more details, see slides 34-41 [of the landscape](...)):* Services worth between $40,000 and $150,000 could include user research, rapid cycle testing, and data analysis support

For organizations considered a good fit for subsidized services with P4T, budget for the partnership will be discussed following submission of the expression of interest.

Selection criteria for subsidized services

In their application materials, organizations are invited to present their edtech product or intervention and the role research and testing plays for their operations. Additionally, applicants are invited to describe a challenge they hope to overcome through research and testing that could be addressed as part of this program. Applicants' eligibility for P4T subsidies will be assessed based on the following criteria:

- **Potential impact - organization:** Degree to which the organization and use case may potentially improve learning outcomes, considering both outcomes per learner and scale potential
- **Sectoral relevance:** Degree to which the proposed work would center on edtech-based use cases
- **Technical relevance:** Degree to which research and testing services provided by IPA would have the potential to improve the efficiency or effectiveness of the edtech use case

- **Partner buy-in, capability, and capacity:** Degree to which partner values and uses research and testing to improve its programs and possesses the capabilities and capacities to work with IPA

IPA encourages expressions of interest from diverse teams and organizations. We welcome expressions from historically underrepresented groups and we strongly encourage organizations to include staff from the countries where their operations take place. To learn more about IPA's commitments to diversity, equity, and inclusion, please see our website.

Eligibility

As part of P4T, the work of participating organizations must benefit people and communities in lower- and middle-income countries (LMICs). Products and interventions must target primary and/or secondary education.

Application instructions and next steps

Applicants should send their expression of interest using this template (max. 800 words) to p4t@poverty-action.org with the reference "P4T - Expression of interest - [Name of organization]". While the request for interest will close at the end of day, May 24, 2023 [Eastern Daylight Time], applications will be reviewed on a rolling basis. Therefore, we encourage interested organizations to send them as early as possible to increase the likelihood to be considered in the allocation of subsidies.

After an initial review, IPA will schedule follow-up conversations with select organizations that could be a good fit for P4T. In the conversations, IPA will explore areas of collaboration to address research and testing-related challenges the organizations face. In final stages, IPA and potential partners will develop a scope of work for engagement.

If you have questions about P4T or the request for expressions of interest, please contact p4t@poverty-action.org.

Terms and conditions

- The request for expressions of interest is not and shall not be considered an offer by IPA.
- All expressions of interest must be received on or before the date and time indicated on the request for expressions of interest. All late responses will be rejected.
- All unresponsive expressions of interest will be rejected.
- All partnerships will be subject to IPA contractual terms and conditions and contingent on the availability of funding.
- IPA reserves the right to accept or reject any expression of interest or cancel the request process at any time, and shall have no liability to the responding organizations submitting expressions of interest for such rejection or cancellation of the request for expressions of interest.
- IPA reserves the right to accept all or part of the expression of interest when subsidized services are provided.
- All information provided by IPA in this request for expressions of interest is offered in good faith. Individual items are subject to change at any time, and all responding organizations will be provided with notification of any changes. IPA is not responsible or liable for any use of the information submitted by responding organizations or for any claims asserted therefrom.
- The responding organizations are solely obligated to pay for any costs, of any kind whatsoever, which may be incurred by responding organizations or any third parties, in connection with response.