# The Equalizer Challenge: Scaling Women’s Health Innovations

## Application Form

UNFPA, in collaboration with MIT Solve, IE University and Women of Wearables, is launching The Equalizer Challenge: Scaling Women’s Health Innovations – an innovation challenge designed to provide catalytic, equity-free funding while empowering innovators to amplify their impact and scale up transformative solutions for women’s health. The Equalizer Challenge is enabled by the generous support from the Governments of Germany and Luxembourg to the UNFPA Equalizer Accelerator Fund.

All applications should be received by **May 4, 2025**. The Innovation Challenge winners will be announced in June, and the challenge will be completed by December 2025. Only one submission per applying team is permitted. All submissions must be made in the English language only.

Please email the duly filled application form to equalizer.challenge@unfpa.org. If you would like to fill out the application form via Google Form, please submit it here: <https://forms.gle/KpuD3VhNzBMUa3qY7>

**How did you hear from us and this call for applications?**

*Select all that apply*

* + UNFPA website
  + UNFPA social media ( LinkedIn or Twitter / X)
  + Email from UNFPA
  + Email from a partner organization
    - MIT Solve
    - IE University
    - Women of Wearables
  + Newsletter or mailing list
  + Online search (e.g., Google)
  + Social media (non-UNFPA)
  + Word of mouth / Referral
  + Event or webinar
  + Other (please specify): \_\_\_\_\_\_\_\_\_\_\_\_\_

### SECTION A: ELIGIBILITY CRITERIA

To be eligible for The Equalizer Challenge, the applying organization must meet all of the following criteria:

*All boxes must be checked to proceed*

* The organization is registered and operating in one or more [UNFPA Programme Countries](https://www.unfpa.org/worldwide).
* The organization is a social enterprise, nonprofit, or hybrid model focused on addressing critical women’s health challenges.
* The organization is women-led (founded or led by a woman).
* The organization has developed a Minimum Viable Product (MVP) for its innovation.
* The organization can provide proof of ownership of the MVP.
* The organization has a clear business model and a pathway to scale through markets or the public sector.
* The application will be submitted in English.
* The organization is committed to fully participating in the virtual innovation cohort activities from May to December 2025 and will adhere to all programme requirements.

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### SECTION B: GENERAL INFORMATION

**Solution Name***The name you provide will be used throughout the selection process and programme.*

**Provide a one-line summary of your solution***Describe your solution in 10-20 words.*

**Organization name**:

**Legal registration country:**

**Does your organization operate in a** [**UNFPA programme country**](https://www.unfpa.org/worldwide)**?** *(Yes/No)***:**

**Year of establishment:**

**Organization type** *(select one* ***-*** *Nonprofit Organization, For-Profit Company, Hybrid Model, Other)***:**

**Is your organization women-led?** *(i.e., founded by a woman or with a woman currently in a leadership position) (Yes/No)*:

**Number of full-time and part-time employees (including founders):**

**Organization website***(if available)*:

**Social media handles** *(LinkedIn, Twitter, Instagram, etc.)***:**

**Are you applying in partnership with another organization/as a consortium?** (*If Yes, please provide the organization’s name)*

**Solution Lead:** *(First name, Last name)***:**

**Solution Lead title:**

**Solution Lead email:**

**Solution Lead phone number:**

**Gender** *(Please indicate the gender you currently identify with, at the time of completing this form. Note: This information is collected for internal use only and will be treated with the utmost confidentiality.*

**Secondary contact:** *(First name, Last name)***:**

**Secondary contact title:**

**Secondary contact email:**

**Secondary contact phone number:**

### SECTION C: INNOVATION DETAILS

**What specific problem is your solution addressing in your local context?**

Clearly describe the problem as it relates to the Challenge’s focus. Explain its scale and impact globally and locally, incorporating relevant statistics to support your analysis.

[900 characters limit]

**Describe your solution and explain how it helps address the problem.**

Describe your solution in simple terms. What does it do? How does it work? What technology or novelty does it use? Provide links to a product demo if available.

[900 characters limit]

**Who does your solution serve, and how will it impact their lives?**

Clearly define your target population and explain why they would be considered underserved. Describe how your solution meets their specific needs.

[900 characters limit]

**How is your solution innovative?**

Explain how your approach is novel or significantly improved compared to existing solutions. Does it use a new technology, application, or model? Please include the number of active users currently engaging with your innovation.

[900 characters limit]

**What stage of innovation is your project currently in?** *select one*

* **Concept:** The idea is in early stages. There is no minimum viable product (MVP) yet, and the solution is still being defined or designed.
* **Prototype:** A basic version of the product/service has been developed and tested internally or in a controlled environment.
* **Pilot:** The solution is being tested with a limited number of real users in a specific setting to gather feedback and measure early results.
* **Transition to Scale**: Following a successful pilot, the solution is refined, adapted or expanded for broader implementation.
* **Scale:** The solution is being implemented sustainably at a large scale across multiple locations or populations, with systems in place for long-term growth and impact.

### SECTION D: IMPACT AND SCALABILITY

**What key milestones do you plan to achieve with your solution over the next 12 months?**

[900 characters limit]

**Describe your vision for scaling this innovation.**

Outline your growth plan (i.e. geographical expansion, market adoption, or potential investment-driven scaling, etc.). What will help you reach this target?

[900 characters limit]

**What are your two main barriers to scaling, and how do you plan to overcome them?**

[900 characters limit]

**Do you have partnerships with local, regional, or national governments, NGOs or other relevant community stakeholders in the country of application?**

If so, please share the history of established partnerships.

[500 characters limit]

### SECTION E: BUSINESS MODEL AND SUSTAINABILITY

**What is your business model?**

Describe how you provide value to your beneficiaries and generate revenue (if applicable). Explain key customers, revenue streams, and describe your plans to ensure financial viability (i.e. funding sources, grants, investments, product sales, etc.)

[900 characters limit]

**What was your revenue (USD) in the last financial year?**

**What have been your venture’s primary sources of funding to date?  
  
Have you previously received funding from any UN agency?**

**How would participation in this Challenge help you scale your innovation?**

**Is there anything else about your organization or project we should know that could help your application?**

### SECTION F: BUDGET, LINKS AND DECLARATION

**Please give us the link to the following optional but recommended documents (Kindly open the access to public view)**

* **​​Budget:** Provide a detailed **budget document link** outlining how you would allocate up to $20,000 over six months to support the scale-up of your innovation. Include as much detail as possible and break down larger expenses into specific cost items where applicable.
* **Pitch deck:** Please submit a PDF link of up to 10 slides outlining the problem, your solution, impact, traction, team, competitive edge, financial approach, and any visuals, pilot results, or testimonials.
* **Film your elevator pitch: Provide a YouTube or Vimeo link (maximum 90-second video) pitching your solution.** While optional, this helps reviewers better understand your innovation. Ensure the video privacy settings are set to public.

**By submitting this application, I confirm that the information provided is accurate to the best of my knowledge.**

**Name:  
Date:**