

ctia
wireless
foundation™



CATA ↗
LYST™ 2022
CALL FOR SUBMISSIONS

Accelerating **Wireless Innovation**
to Enhance American Communities





Using Bold Wireless Technologies for **Big Impact**

5G – the fifth generation of wireless – will transform the next decade of innovation in unprecedented ways, making our lives better, our communities stronger and our nation more prosperous. While 4G advanced the ways people connect and communicate with each other, 5G’s lightning-fast speeds, ultra-low latency and greater network capacity will revolutionize how humans interact with and shape the world around them.

The potential for groundbreaking, lifesaving innovation powered by 5G connectivity is increasingly apparent. As America’s wireless industry has already built out 5G networks across the country, ninety-one percent of U.S. consumers believe 5G’s impact will be significant for society.¹ The “connected everything” 5G-era will impact our communities, inspiring change, disrupting the status quo and helping address some of our country’s biggest challenges that often impact marginalized populations the most.

The emergence of 5G brings with it the promise of connecting people with the tools they need to engage with their own communities and gain access to broader global perspectives. When combined with cloud, edge computing, IoT and other technologies, 5G wireless offers a significant opportunity to make meaningful advances and tap into a powerful infrastructure for social good.

5G will touch every facet of our lives, but we’ve only scratched the surface of what is possible. In order to fully recognize how the 5G decade will change the world for the better, we need agile, innovative, and daring visionaries who can put 5G to work to improve our society.

Seeking Innovative **Solutions** Through Catalyst

CTIA Wireless Foundation, through its third annual Catalyst competition, seeks to attract and fund solutions that take advantage of the speed, efficiency, and versatility of 5G and leading edge wireless technologies to deepen our connection to one another and make our communities stronger.

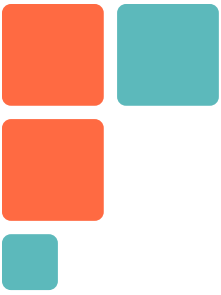


APPLY

CTIA Wireless Foundation is seeking ambitious and emerging social entrepreneurs who are using **the power of 5G** and leading edge wireless technologies to enhance our lives and address challenges in American communities.

Up to six applicants will receive financial and non-financial benefits, with a **first-place award of \$100,000.**

1. “[The 5G Evolution: A Look at Connected Company Opportunities](https://www.assurant.com/documents/assurant/ebooks/5g-ebook_final.pdf?sfvrsn=61326e05_2),” Assurant, July 26, 2021, https://www.assurant.com/documents/assurant/ebooks/5g-ebook_final.pdf?sfvrsn=61326e05_2



Who Should **Apply** to Catalyst?

CTIA Wireless Foundation supports emerging change-makers and social impact projects that will benefit greatly from infusions of capital in their early stages of development. Operating at the crossroads of discovery, access, and human connection, Catalyst seeks to push the boundaries of what is possible through leading edge wireless technologies. Catalyst supports bold innovators who are addressing some of our country's biggest challenges that often impact marginalized populations the most. In addition, Catalyst seeks to support entities, both for-profit and nonprofit, that have the potential and infrastructure in place to make a real impact, but that may face barriers to accessing capital. Organizations whose leadership primarily comprises BIPOC (Black, Indigenous and People of Color), women, and/or veterans are strongly encouraged to apply.

The Foundation will prioritize the following in the review process:

Applicants who have made, or have demonstrable potential to make, noteworthy contributions to impact the social sector using leading edge wireless technology; the Foundation is seeking solutions that are beyond the ideation stage and have a proof of concept.

Applicants who are using 5G and leading edge wireless technologies including Virtual Reality (VR)/Augmented Reality (AR)/Extended Reality (ER), IoT and sensor technologies, Artificial Intelligence (AI)/Machine Learning (ML) and big data analysis. **5G wireless technology must be integral to the applicant's solution.**

Applicants who have experience working through business incubators, accelerators, or mentorship programs.

Applicants who demonstrate a commitment to diversity, equity, and inclusion in their business practices and service of marginalized communities.

BIPOC, women, and/or veteran-led applicants using leading edge wireless technology solutions.

In addition, to be considered, applicants must meet the following eligibility requirements:

- ✓ CTIA Wireless Foundation operates in the United States and represents the wireless communications industry nationwide. Therefore, applicants must be registered and operate in the United States and/or the United States Territories.
- ✓ In compliance with the legal obligations of CTIA Wireless Foundation, applicants must assume one of the following legal statuses and be registered in the United States and/or the United States Territories as one of the following: a nonprofit organization; a for-profit enterprise with a demonstrated commitment to social good; or a B-Corporation. The foundation will not consider organizations without



one of these statuses. The foundation may ask organizations that have the legal status of a for-profit enterprise with a demonstrated commitment to social good or a B-Corporation to submit additional documentation at the appropriate time.

- ✗ To avoid any potential conflicts of interest, applicants cannot be past or current CTIA members during any point in the awards process outlined below.
- ✓ To ensure equity and fairness in the review process, applicants must have completed all requested materials and submit them by the deadline indicated below. The foundation will not consider late or incomplete submissions.
- ✗ Individuals are not eligible to apply.

What Does the **Submissions Process** Look Like?

DEADLINE

All interested organizations that meet the Catalyst eligibility requirements may respond to this call for submissions by completing the Phase 1 application via the [Catalyst Portal](#) no later than April 7, 2022 at 11:59pm ET.

The Phase 1 application will include the founder's story/the inspiration for creating the solution; a succinct description of the solution and how 5G and leading edge wireless technologies are advancing the solution; the populations and geographic locations the organization serves; and a general overview of the organization including a profile of leadership.

CTIA Wireless Foundation will review Phase 1 submissions, evaluate the appropriateness for charitable grant support, and invite selected applicants, the Finalists, to proceed to Phase 2 in May 2022.

The Foundation will invite Finalists to participate in a pitch coaching session with a communications expert in May. This opportunity, provided by the Foundation, will offer Finalists expert feedback on refining their organizational message and pitch.

The Phase 2 application will include the organization's strategic goals and vision; a deeper understanding of populations served; the innovative nature of the solution; current and potential impact of the solution; top-level financial information; and the effect a Catalyst award will have on the organization.

All Finalists who submit a complete Phase 2 application by the deadline will receive a grant from the Foundation. **Phase 2 applications must be submitted via the [Catalyst Portal](#) no later than June 6, 2022 at 11:59pm ET.**



CTIA Wireless Foundation will invite the Finalists to showcase their organizations and wireless solutions and will then select, recognize, and celebrate the awardees this fall. Due to the circumstances of the COVID-19 pandemic, the Foundation may hold these activities virtually.

All Finalists who attend the event(s) will receive an award with the following tiers:



PRIZES

1st Place **\$100,000**

2nd Place **\$50,000**

3rd Place **\$25,000**

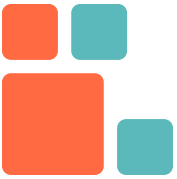
Honorable Mention \$10,000

The Foundation will award up to three Honorable Mentions **totaling \$30,000**

CTIA Wireless Foundation will require awardees to attend these event(s) and to submit short interim and full-year grant reports to the Foundation.

Competition **Timeline**





What Else Do Catalyst Awardees Receive?

In addition to one financial award at an amount outlined above, all awardees will receive several non-financial benefits and incentives, including the following:

An organizational profile and video vignette posted on CTIA Wireless Foundation's website.

Features in CTIA member communications, including newsletters and social media channels, as well as through CTIA Wireless Foundation channels.

Pitch coaching with a communications expert.

Opportunities to meet with elected officials and other policymakers.

An invitation into the Catalyst alumni network.

Networking with CTIA Wireless Foundation board members.

Financial support to participate in Catalyst in-person events.

Interested in Learning More?

WEBINAR

For those interested in learning more about Catalyst, there will be **two 45-minute webinars to provide an overview of Catalyst** and to answer questions on the following dates and times:

Tuesday, March 1 from 12–12:45pm ET

Thursday, March 24 from 3–3:45pm ET



Legal Disclaimer

CTIA Wireless Foundation (“Foundation”) has the right to accept or reject any or all applications received as a result of this Call for Submissions. Foundation reserves the right to disqualify an application if it learns of circumstances that conflict, in fact, or in spirit, with Foundation’s goals or values. Foundation further reserves the right to award fewer grants if it determines, in its sole discretion, that an insufficient number of applications align with the overall purpose and goals of the Catalyst program. Foundation will not pay any costs incurred by any individual and/or entity that participates in this Call for Submissions.

The entity submitting this application through its authorized representative (“Applicant”), grants Foundation, its affiliates, licensees, successors, and assigns (collectively, “Licensed Parties”) a perpetual, irrevocable, worldwide, royalty-free, sublicensable license to publish, reproduce, distribute, copy, modify, print, and/or otherwise use its name, likeness, image, voice, and/or appearance (and those of its authorized representatives and agents) as such may be embodied in any pictures, photos, video recordings, audiotapes, and digital images (collectively, “Licensed Items”), whether created by Foundation, provided to Foundation by Applicant, or developed with grant funds. This includes the right for Foundation to announce grant recipients by any means it deems necessary. Foundation will not disclose any of Applicant’s nonpublic confidential, financial, or organizational staffing information.

Applicant warrants that it has all the requisite rights and permissions to grant Foundation rights in the Licensed Items and agrees that Foundation may use the Licensed Items for any non-commercial purpose consistent with the Catalyst program. Such uses include social media posts, videos, press releases, interviews, illustrations, bulletins, exhibitions, publications, and all other uses in any medium now known or later developed. Applicant acknowledges that no individual or entity will receive any compensation for Foundation’s use of the Licensed Items, and hereby releases the Licensed Parties from all claims which arise out of or are connected with the use of the Licensed Items. Successful Applicants will be required to execute a grant recipient agreement, setting forth additional terms and conditions, prior to receiving any grant funds.

By submitting this Call for Submissions, Applicant agrees to be bound by all the terms contained in this Legal Disclaimer.



www.wirelessfoundation.org/catalyst

