

Thank you for your interest in applying for the Zero Project Impact Transfer program. This short application form will help the selection team choose 10 projects from the Zero Project nominations to be part of this year's Impact Transfer program. Please answer the questions as fully as you can to help us with this process.

Before you apply, please read our briefing document and make sure you can demonstrate how you meet the following criteria:

- *You have sufficient track record and evidence that your innovation works and can be replicated (inter)nationally;*
- *Replication is a strategic priority for your organization, with buy-in at a senior level of the organisation, and some resources are already available for replication;*
- *At least one senior person (with decision-making power) from your organization can commit approximately 1 day a week to the programme for webinars, assignments etc. from Oct 2020 to March 2021;*
- *You are open to learn, share and be challenged, and have a proactive attitude;*
- *You are able to participate in webinars and assignments in English.*

Please note you can save your progress and return to the survey at any time, as long as you use the same computer and browser to complete the survey. Also be aware that question numbers may appear out of order as certain questions depend on your previous answers.

If you have any queries about the program, or have any trouble accessing this survey, please contact Paula Reid at [p.reid@zeroproject.org](mailto:p.reid@zeroproject.org). An accessible Word version is available on request.

Name

Ali Shabbar

Email address (please note that by entering your email address, you are giving the selection team permission to contact you regarding your application)

ali@deaftawk.com

Name of your organisation

DeafTawk

Name of your project nominated for the Zero Project Awards

. What is your motivation for applying to join the Zero Project Impact Transfer program? (max 3000 characters)

We strongly believe that the Zero Project Impact Transfer program will help us scale our services. The biggest motivation is the mentorship, which we will be receiving during this program. As an impact startup, we will have mentors on the business side and fundraising. However, we need assistance on scalability as well as generating the impact in the right manner. We believe that we can be the Google translator for half a billion deaf people around the world. We need guidance on how to achieving faster product-market fit.

. What is your experience of replicating or transferring your innovation?

- We have already replicated our innovation
- We have not replicated our innovation yet, but it is a strategic priority and we have a clear idea about what to replicate, where and with which partners
- Replication is a new topic for us, but it is the right time to start working on it

. Please provide us more information on your replication strategy and experience so far (Where did you replicate this innovation? How did you replicate ? Which partners did you work with to replicate this innovation? How did you finance the replication? Results so far? Lessons learned?)

We have piloted in Pakistan and then replicated in Singapore. In order to scale in the Singapore market, we changed the unit economics and added geofencing in the mobile application. We have partnered with the Singapore government through SG Enable and Enterprise SG. Accelerating Asia, a regional accelerator, funded us to launch our services in Singapore. The key learning from experience is that product unit economics should be customized to the market, and the interpreter supply should be local. The other key learning is to hire local people for marketing purposes and customer engagement. The key challenge was identifying the key unit economics for the market fit.

. Please explain your initial ideas on replicating your innovation (what you wish to replicate, in which geographies, which type of partners will you need, or any other relevant information). If you do not know yet, please write 'Don't know'

*This question was not displayed to the respondent.*

. Please describe the main questions or challenges you hope to address by participating in the Impact Transfer program.

The following are the challenges that we want to find possible solutions, such as how to manage the low supply side of interpreters in different markets and languages. What are the key aspects of developing sustainable unit economics? How to scale smoothly? How to manage a diverse team and work on employer branding? How to raise investment in the human rights domain through ed-tech, health tech, etc? We are facing challenges in finding the appropriate investors who align with us in terms of purpose and profit.

. Is replication a strategic priority for your organisation, supported by staff, your board and external stakeholders?

- Yes
- No
- I don't know

. Please explain how replication fits into your strategy and long-term goals, and how replication is supported by your Board and leadership team. If you are not sure, please write 'Not sure yet'

According to the World Health Organization, 466 million people are hearing impaired and require sign language interpretation for communication. As per our long term vision, we would like to develop the Google translator for the deaf community. While we've replicated our model in Singapore, we are now hoping to enter the European market through the RVO program in the Netherlands. Scaling or replication has been of critical importance in our business strategy, and that's why we are working on AI bot for sign language interpretation services which can easily do the translation of 26 languages. Currently, we have interpreters who can interpret in 10 global languages, which helps us to scale in the Asian market and European market.

. Have you standardized your model and operations in a way that allows partners to easily replicate it (guidelines, operations manuals, trainings,...)?

- Yes
- To some extent, but we still have more work to do
- Not yet

. Are specific human or financial resources already available for replication? Please explain.

We need to develop human resources as well as raise funding for replication. We have talent and investments for the Singapore market, but not for the U.S., Europe, or Africa. We were recently accepted into Google for Startups Accelerator for Southeast Asia to develop our AI bot.

. Is there a clear project owner in your team who has the capacity, skillset, and decision-making power to participate fully in our program (approx. 1 day per week between October 2020 and March 2021) and support the replication of your innovation?

- Yes, we have a project owner for this program, with the necessary skills and seniority
- Not yet, but we have enough capacity and can easily assign a project owner for this program
- No, we do not have enough internal capacity for this program at the moment

Please provide more information on the profile of the person who will serve as project owner for the Impact Transfer program (background, experience, ...). You can also add a link to the person's profile (on LinkedIn or on your website), if you wish.

Ali Shabbar is the co-founder and CEO of DeafTawk. He was born blind. He has completed M.S in Supply Chain Management and MBA in marketing. Ali worked for disability inclusion and advocacy for 8 years, and then he took the initiative of DeafTawk with their Co-Founders, who are persons with disabilities. In 2 years of operations, they expanded the DeafTawk services to Singapore and piloted from Pakistan. They have successfully raised investments and won various international awards such as UNDP Youth Co:Lab, Engro, TiE, World Bank, etc. <https://www.linkedin.com/in/ali-shabbar-040b3216b/>

We are interested to understand your impact model (also called Theory of Change): who are your main target groups, which key activities do you offer to these target groups, what impact (change) do you want to achieve for your target groups, and how do you measure this impact (if you do).

Please fill in the table below focusing on your main target groups, activities, expected impact and indicators.

	Insert your TARGET GROUP (one target group per box, maximum 3)	Insert your key ACTIVITY for this target group	Insert the main IMPACT (CHANGE) that your activity is supposed to achieve for this target group	Insert the main INDICATOR you use to measure your impact (if available)
1	Deaf Community	Marketing and awareness drive through digital platforms— onboarding of deaf users providing 24/7 access to certified interpreters in just one click away.	Empowerment of the deaf community so that they can take full and effective participation in society.	16400 users
2	Sign Language Interpreters	Online training for sign language for using technology and providing digital services	Creating an industry for sign language interpreters for their better livelihood and economic empowerment.	Onboarded +960 interpreters
3	Hospitals and educational institutes	Development of B2B partnerships by providing tools to make their services inclusive for deaf community. Increase in customer value.	Developing products and services accessible and inclusive for deaf community in order to have barrier-free interaction in the society.	Developed partnerships with corporate and public institutes to service the deaf community.

Does your current funding model allow you to take repayable investment i.e. not grants, but equity or loans that you will have to pay back?

- Yes, and we have already received a repayable investment
- Yes, and this is something we want to explore

As part of the selection process for the Impact Transfer programme, we will be putting together a short video on each shortlisted project for our selection panel. We would be grateful if you could send us:

- Any video material you currently have about the project (via YouTube, DropBox etc.) that you did not already submit as part of your Zero Project application.
- A short video (maximum 20 seconds), explaining why you wish to join the Impact Transfer programme. This video can simply be filmed on a mobile phone.

If you have weblinks to these videos, please include them below. Otherwise you can send them to [p.reid@zeroproject.org](mailto:p.reid@zeroproject.org).

<https://drive.google.com/file/d/1wLeeAfihkqfni6DU1VI37tr4WckDeDr/view?usp=sharing> <https://www.facebook.com/undppakistan/posts/deaftawk-an-online-sign-language-interpreter-from-pakistan-that-aims-to-bridge-t/2203613129684956/> <https://propakistani.pk/2019/06/25/deaftawks-bags-award-at-pakistan-startup-cup-2018-19/> <https://fp.brecorder.com/2019/07/20190727500579/> <https://www.engro.com/press-releases/engro-foundation-celebrates-change-agents-at-iatc-2018/> <https://drive.google.com/drive/folders/1umN09FZsXk7MKrE5zOQMqfonBxBLGuLo>

. If you have any other supporting documents (such as your organization structure, impact evaluations, or strategic plans) that you have not already included in your original Zero Project application, please include the web links below. Alternatively, you can email documents to [p.reid@zeroproject.org](mailto:p.reid@zeroproject.org), including your name and project title.

The selection panel will handle any documents you send us confidentially.

[https://drive.google.com/drive/folders/1nC4xc6ZgMIOHCjtNG\\_QDDE0cYwzh3XqY?usp=sharing](https://drive.google.com/drive/folders/1nC4xc6ZgMIOHCjtNG_QDDE0cYwzh3XqY?usp=sharing)

There are no further questions in the survey. Please use the 'Next' button below to submit your application.

**By submitting your application you are giving the Zero Project Impact Transfer team permission to share your responses with members of our selection panel.**

Location Data

**Location:** ([33.600692749023](#), [73.067901611328](#))

**Source:** GeolIP Estimation

