Google.org

Google.org Accelerator: Generative AI Open Call
APPLICATION QUESTIONS

This copy is for reference only. All applications must be submitted online at g.co/ImpactChallenge/GenAIAccelerator.

Introduction

This is the application for the Google.org Accelerator: Generative AI, a $30M global open call for nonprofits, civic entities, academic institutions, and social enterprises to apply to participate in the 6 month Google.org Accelerator: Generative AI program and receive funding to build gen AI-powered social impact solutions.

We are particularly interested in proposals from all over the world leveraging gen AI technology to solve problems in impactful ways across Google.org's focus areas:

- **Knowledge, Skills, & Learning**: Provide pathways for people to acquire the knowledge and skills they need to thrive.
- **Scientific Advancement**: Accelerate breakthroughs and AI-enabled scientific innovation that enables technology to be used for good in the world. Collaborations between academic or research institutions and other organizations like nonprofits that together bridge research with practical application are encouraged.
- **Resilient Communities**: Contribute to building stronger societies, a safer internet, and crisis resilience.

The application is organized into sections corresponding with the criteria that will be used to evaluate applications. For more information on what we're looking for, refer to our Frequently Asked Questions.

Criteria

1. **Feasibility**: Is the proposed generative AI solution grounded in research, data, and/or a proven track record? Does the proposal outline a realistic plan for execution with access to the data, models, and technical or domain expertise needed to responsibly apply gen AI to the problem? Does the proposal leverage necessary resources including budget or partners to implement the project?
2. **Impactful use of Generative AI**: Is the application of generative AI integral to the project? Does the proposal apply new or existing gen AI technology to address a critical problem in a priority topic area in an impactful and appropriate way? Does the proposal articulate an expectation of significant and measurable positive outcomes for end beneficiaries?
3. **Scalability**: If successful, can the project scale to benefit the broader sector by extending its impact across use cases and borders? Can the solution be open sourced? Does the proposed solution have existing demand from potential users and buy-in from the sector? Will the project continue and grow beyond support from Google.org?
4. **Accelerator Participation**: Is there a desire and commitment to fully participate in the 6-month Google.org Accelerator: Generative AI? Does the proposal address how Google.org Accelerator offerings will advance the project to develop a technical prototype over the course of the program?

Instructions

- You must sign in or create an account with Submittable in order to apply to the Google.org Accelerator: Generative AI open call.
- We strongly recommend reviewing the Application Criteria and Application Questions PDF before you begin. This PDF contains a list of the questions in the application form for use in preparing your responses.
- All applications **must be** submitted in English as interviews and the Google.org Accelerator program for selected organizations will be conducted in English. We require at least one fluent English speaker in your project team and strongly recommend English fluency across your core project team.
- Please note that response boxes enforce a maximum response length per question, and hyperlinks are supported where specified.
- Applications can be saved for later completion in the platform, though it's helpful to press 'Save' periodically.
- You can invite additional people to complete the application as a collaborator (see additional information).
- Do not submit any confidential or proprietary information through this application as the details of your project proposal may be shared with internal or external experts to evaluate your submission.
- Protect your privacy! Except for the information required for questions asking about the submitter's contact information or team members, please do not include any personally identifiable information in your response.
- We believe that projects supported by Google.org funding should be able to benefit everyone. If your organization is selected to receive Google.org support, we will require, to the greatest extent possible, any intellectual property created (or distributed) with support from Google.org funding be made available to the public for free under a permissive open source license. Please refer to the Terms.
- You must be using one of the following internet browsers that are compatible with the application form: Apple Safari, Google Chrome, Microsoft Edge (latest Chromium version), Mozilla Firefox.
- Please review the Terms and Google's Privacy Policy before proceeding.

I. Organization Info

1. **Org name:** What is the full, registered (legal) name of your organization? [Required, text field]

2. **Address:** What is the official, registered address of your organization?
   Recommended format: Number, Street Address, City, Postal Code, Country. [Required, text field]

3. **HQ Location:** In which country is your organization headquartered? [Required, select one, list of countries in Terms by alphabetical order]

4. **Org Type:** Which of the following classifications applies to your organization? [Required, select one]
   - ☐ Nonprofit: not-for-profit charity or other not-for-profit organization

- ☐ Government entity: governmental organizations at the local, state / provincial and national levels
- ☐ University: public or private academic or research institution
- ☐ Social enterprise: for-profit social enterprise company with a project that has an explicit social impact purpose
- ☐ Other, please specify: [text field]

5. **Social Enterprises:** Please add context to the following questions. If not applicable, answer "N/A". [Required only if applicant is a Social Enterprise]
   a. How will you use any profit that your organization earns from your proposed project? [50 words max]
   b. How does the social impact activity of your project relate to the business or commercial activity of your organization (if any)? [50 words max]
   c. What steps will be taken to separate the social impact activities of your project from the general commercial activities of your organization (if any)? [50 words max]

6. **Org Attributes:** Please share the following information about your organization:
   a. What year was your organization founded? Enter as YYYY. [Required, number field]
   b. What is your organization's current annual budget (approximate, in USD$)? Please do not include potential funding from this program. [Required, number field]
   c. What is your organization's current number of full time employees? Do not include volunteers. [Required, number field]

7. **Website:** If your organization has a website please provide a link: [Optional, Text field]

II. Submitter Info

8. **Main Point of Contact:** Please note the person listed here will serve as the main point-of-contact for your organization throughout the Google.org Accelerator: Generative AI Open Call.
   a. **Full Name:** Please enter your full name. [Required, text field].
   b. **Job Title:** What is your job title? [Required, text field]
   c. **Email:** What is your work email address? [Required, text field]. *Please ensure your work email address is correct.*

9. **Second Point of Contact:** Please note the person listed here will serve as the second point-of-contact for your organization throughout the Google.org Accelerator: Generative AI Open Call.
   a. **Full Name:** Please enter the second point of contact's full name. [Required, text field].
   b. **Second Job Title:** What is the second point of contact's job title? [Required, text field]
   c. **Second Email:** What is the second point of contact's work email address? [Required, text field]. *Please ensure the work email address is correct.*

III. Project Info

10. **Project Title:** What is your project's name? [Required, Text field]

11. **Project overview:** Please complete the following sentence prompts:
    a. **Problem Statement:**
       i. The challenge this project addresses is…[Required, Text field, 50 words max]

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      ii.   The challenge is significant because… (please use data to illustrate the problem statement) [Required, Text field, 50 words max]

  b. **Proposed Solution:**
      i.   The generative AI-powered solution we are proposing is…[Required, Text field, 50 words max]
      ii.   The solution will effectively address the problem described above by… (please provide data and examples) [Required, Text field, 50 words max]

  c. **End Beneficiaries:**
      i.   The end beneficiary group(s) that we hope to support are… (please specify demographics such as geography, gender, ethnicity, socioeconomic status, or age, if applicable). [Required, Text field, 50 words max]
      ii.   We are best placed to support them because…(please specify your organization or team's relevant competencies, whether through previous technical expertise, domain or subject matter expertise, lived experience, etc). [Required, Text field, 50 words max]

  d. **Expected Outcomes:**
      i.   Short term: The quantifiable, tangible change we aim to see in the immediate term of 12-18 months is…(for example, include the amount of individuals you expect to reach in this time period, % changes in outcomes or behavior, etc.) [Required, Text field, 50 words max]
      ii.   Long term: The quantifiable, tangible change we aim to see in 24-36+ months is…(for example, include the amount of individuals you expect to reach in this time period, % changes in outcomes or behavior, etc.) [Required, Text field, 50 words max]

12. **Project Topic(s):** Please select the topic(s) that best align with your project's scope. [Required, Select all that apply]
    ☐ Knowledge, Skills, and Learning: AI Literacy & Fluency
    ☐ Knowledge, Skills, and Learning: Career & Workforce Readiness
    ☐ Knowledge, Skills, and Learning: Technology-Enabled Teaching & Learning
    ☐ Scientific Advancement: Applied Science
    ☐ Resilient Communities: Stronger Societies
    ☐ Resilient Communities: Safer Internet
    ☐ Resilient Communities: Crisis Response
    ☐ Other, please specify: (Open text)

13. **Project Stage:** Please specify your project's current stage. [Required, Select one]
    ☐ Concept: an idea that has not been validated with real users
    ☐ Prototype: a functional design that has undergone testing and validation with real users
    ☐ Developed product or approach: a launched and functional product or a verified approach
    ☐ Other (specify)

IV. Feasibility

14. **AI Maturity:** How would you describe your organization's AI maturity? [Required, Select one]
    ☐ **AI First:** AI is core to our organization's offerings, and we're already using it to provide demonstrated value to beneficiaries

☐ **AI Adoption:** AI is used as part of our offerings, either for internally or externally-facing workflows

☐ **AI Exploration:** Actively prototyping AI within our offerings

☐ **AI Interest:** Assessing the potential benefits, but not currently leveraging AI

☐ **Have not previously explored AI**

15. **Org Tech Staff:** Do you have at least one full-time staff member dedicated to managing your organization's technology? For example, a technical lead, software engineer, or IT specialist? [Required, Select one]
    a. Yes
    b. No

16. **Org AI/ML Experience:** Tell us about your organization's previous AI/ML experience. If limited AI/ML experience, how does your organization demonstrate strong tech fluency? If this is your first AI/ML project, what has prevented you from using AI/ML in your work? (e.g., data, talent, resources, tools, priorities). [Required, Text field, 100 words max]

17. **Project Tech Staff**: How would you describe the current state of your <u>proposed project's</u> technical team members? [Required, select one] *Please ensure you answer this question about your proposed project team rather than your organization's technical team. Your organization's technical team may be your project's technical team.*
    a. Full tech team ready to implement this project proposal
    b. Partial technical team or a technical lead, but will need to HIRE for additional technical support to implement this project proposal
    c. Partial technical team or a technical lead, but will need to OUTSOURCE for additional technical support to implement this project proposal
    d. Do not have a technical team or technical lead to implement this project proposal
    e. If A, B, or C: Please provide the following information for up to four of your project's technical team members:
        ☐ Tech Lead or Technical Team Member #1 (Name, title, LinkedIn, expertise)
        ☐ Up to 3 additional tech team members (Name, title, LinkedIn, expertise)
    f. If D:
        ☐ Selected recipients are expected to have a technical lead staff member who can participate in the Generative AI Accelerator in H2 of 2025. If selected, how would you gain access to a technical staff member to participate in the program? [50 words max]

18. **Datasets:** Describe any significant datasets you have or would need to implement your proposal. Include information on data type (e.g. images, text, videos); size (e.g. # images or rows); refresh frequency, and whether the data is public or private. [Required, Text field, 150 words max]

19. **Access to Datasets:** Do you currently have access to this data and the required consent to use it for your project? [Required, select one]
    ☐ Yes
    ☐ No: please share how you plan to ethically access the datasets required for your project. [Text field, 150 words max]

20. **Partner Organizations:** If applicable, list up to two main partner organizations that you will work with to implement this project proposal. Leave this question blank if you are not planning to engage other partners. [Optional]
    a. Partner Org Name: [Text field]
    b. Partner Org Website: [Text field]
    c. Role in Project/Expertise - how will the partner contribute to your project? [50 words max]
    d. Status: (Select one: Existing partner, In contact but not solidified, Aspirational)
    e. If you have additional partners, please provide their organization name(s) and how they will contribute to your project. [Text field, 100 words max]

V. Impactful use of Generative AI

21. **Generative AI and Model Selection:** Explain why generative AI is crucial to your project and how it offers advantages over alternative approaches. Then, tell us about the generative AI model that you plan to use for your project.
    a. Why is the use of generative AI needed for your project compared to alternative technology? For example, being able to scale to 10x end beneficiaries, reduce the cost of the program by $5 per use, improve the accuracy by 60%, etc. [Required, Text field, 100 words max]
    b. Have you already selected one or more generative AI model(s) for your project? [Required, 100 words max]
    ☐ Yes: specify the generative AI model(s) that you have selected for your project, and why. [Required, 100 words max]
    ☐ No: describe what you are looking for in a generative AI model. [Required, 100 words max]

22. **Generative AI Tasks:** Which task(s) will your generative AI model perform within your project? [Required, Select all that apply]
    ☐ Agents (e.g. letting the model freely interact with the world in pursuit of a goal)
    ☐ Audio Generation (e.g. generate speech, music)
    ☐ Code Generation (e.g. write a function, find bugs, code completion)
    ☐ Data Generation (e.g. synthetic data generation, labeling)
    ☐ Image Generation (e.g., create from scratch, inpaint missing parts, outpaint to extend, change existing image)
    ☐ Text Generation (e.g. summarize, translate, chat)
    ☐ Tools Use (e.g. having a model directly interact with an API, data analysis with a Python interpreter)
    ☐ Video Generation (e.g., create from scratch, inpaint missing parts, outpaint to extend, change existing video)
    ☐ Our project expects to mix modalities (e.g. text + image input → audio output)
    ☐ Other: [text field]

23. **Performance Evaluation:** How will you measure and evaluate the success of your gen AI solution's performance? How will you determine success or failure? [Required, Text field, 100 words max]

24. **Technical Risks and Mitigations**: What are the 1-2 most significant potential risks or unexpected repercussions with regard to your project and gen AI model? What mitigations will you have in place to address them? *Risks could include but are not limited to data quality, model outputs, user uptake, etc.* [Required, Text field, 100 words max]

25. **Responsible AI Practices:** What practices does your organization have in place to ensure that your gen AI solution is developed responsibly? *Refer to Google's [AI Principles](#) and consider applicable regulations in your beneficiaries' locations such as [GDPR](#).* [Required, Text field, 100 words max]

26. **Visual Representation of Solution:** At a high level, please help us better understand your solution's technical components and how they work together.
    a. **Simple Diagram or Process Flow:** [Required, upload] Upload a simple systems diagram or process flow that visually represents your solution's technical components. Include details such as:
        i. **Architecture:** Explain the system structure, key components, and their interactions
        ii. **Data:** How is data collected, processed, and used? Include transformations.
        iii. **User Interface:** How will users interact with the solution (e.g. web, mobile)?
        iv. **Development:** Specify programming language, frameworks, and tools.
        v. **DevOps and Hosting:** How will you deploy and host the solution (on-premises, cloud, hybrid)?
    b. **User interaction:** Please describe in further detail how users will interact with the outputs of your solution. [Required, Text field, 150 words max]
    c. **Additional Details:** For aspects of your diagram or process flow that require further explanation, please provide any details that will help us fully understand your solution's technical components and how they work together. [Optional, Text field, 350 words max]

VI. Scalability

27. **Potential Scale:** How can your project and its impact grow beyond what you have proposed in this application? For example, how can it extend to other geographies, apply to other use cases, serve as a model for other efforts, or advance the broader field? [Required, Text field, 150 words max]

28. **Financial and Technical Sustainability:** How would you financially and technically sustain this work beyond Google.org's support?
    a. Financial sustainability: [Required, 50 words max]
    b. Technical sustainability: [Required, 50 words max]

29. **Sector Buy-In:** Which stakeholders, communities, and/or potential user groups have expressed interest in your proposed solution? If none to-date, how do you plan to generate demand? [Required, Text field, 150 words max]

30. **Contribution to Open Source:** Are you willing to contribute to open source software and/or open data that could enable complementary AI for good efforts? [Required, Select one]
    ☐ Yes
    ☐ No [Text field]
    ☐ Unsure [Text field]

☐ [If No or Unsure] Please explain why you are unsure about or unwilling to contribute to open source software and/or open data that could enable complementary AI for good efforts. [Required, Text field, 150 words max]

VII. Accelerator Participation

Generative AI Accelerator participants should include at least one Executive Director or Decision Maker and one Technical Project Lead from each organization, committing about 4 hours per week over 6 months. In addition to funding, participants in the Accelerator receive access to offerings like pro bono technical support from Google's AI experts, mentorship, technical training, and optional Google Cloud credits to help organizations build a technical prototype over 6 months. *Refer to Appendix section A. Generative AI Accelerator High-Level Program Timeline.*

31. **Previous Accelerators:** Have you or your team previously participated in a cohort-based development, accelerator, or incubation program? [Required, Select one]
    ☐ Yes (name of program(s)): [Text field]
    ☐ No

32. **Offerings:** In addition to funding, which Accelerator program offerings would your organization be most excited to use for your project? [Required, Select all that apply]
    ☐ **Pro bono support**: Dedicated support from Google AI experts and project managers over the course of 6 months
    ☐ **Google Cloud credits**: Optional credits to use to build with the best of Google Cloud Platform's AI & ML tools including Vertex AI and Gemini
    ☐ **Mentorship**: Ad-hoc sessions with Google subject matter experts spanning business and technical topics
    ☐ **Technical training**: Virtual training sessions spanning the gen AI product lifecycle
    ☐ **Community building**: Network, connect with, and learn from other participants in the Accelerator cohort

33. **Offerings Utilization:** How would the offerings selected above help to advance your project over the 6 month Google.org Accelerator? [Required, Text field, 350 words max]

VIII. Project Budget and Timeline

34. **Funding Request:** Select the funding amount you are requesting in USD. [Required, Select one]
    ☐ $500,000
    ☐ $750,000
    ☐ $1,000,000
    ☐ $1,500,000
    ☐ $2,000,000
    ☐ Greater than $2,000,000, please specify in $: (Number field)

35. **Budget Breakdown:** Please download this template either as .docx or as .pdf, and upload a populated Budget Breakdown with information on how your organization would spend the funding amount for your proposed project. List the major subcategories of your budget and the approximate amount of the requested funding you'd allocate to each subcategory. *An illustrative example response can be found in the Appendix section B. Example Budget Breakdown Response.* [Required, File upload of .doc or .docx.]

36. **Timeline Overview:** Please download this template either as .docx or as .pdf, and upload a populated Timeline Overview of your project's key activities and expected outcomes. The Google.org Accelerator: Generative AI spans 6 months, and funding can be used over the course of 30 months including the Accelerator period. For projects that conclude prior to Dec 2027, enter "N/A" for activities and outcomes. *An illustrative example response can be found in the Appendix section C. Example Timeline Overview Response.* [Required, File upload of .doc or .docx.]

IX. Ethics and Compliance

Please answer the following Ethics & Compliance questions carefully and provide additional information if any of the questions below apply to you, your organization, and any partner organizations. If you indicate "Yes" to any of the questions below, or if you're unsure about your responses, please provide as much detail as possible in question 43.
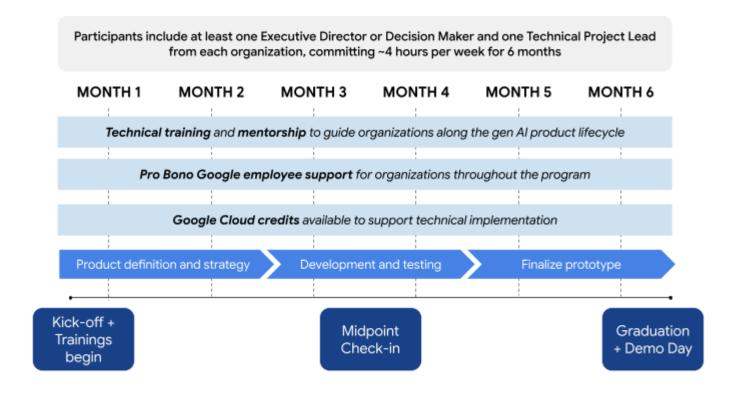
37. Have any Google staff, officers or directors (or to your knowledge, immediate family members thereof) been members of your organization's board or officer group within the last 12 months? [Required, Y/N buttons]
    ☐ Yes
    ☐ No

38. Does your organization have any ongoing commercial contracts or negotiations with Google that are directly related to the project detailed in this application? (For the sake of clarity, this does not include Google's standard product offerings like G Suite, Google Ads, Google for Nonprofits, etc.) [Required, Y/N buttons]
    ☐ Yes
    ☐ No

39. To your knowledge, are any current government officials, employees or civil servants employed by your organization or are they members of your organization's board or officer group? [Required, Y/N buttons]
    ☐ Yes
    ☐ No

40. To your knowledge, are any current government or intergovernmental entities, officials, employees, or civil servants (collectively "Government Persons") involved in your project? For example, if selected to receive funding, will your organization use funds to: (i) provide goods or services to a government or intergovernmental entity, (ii) pay for any Government Persons salaries, stipends, travel, or related costs, or (iii) otherwise benefit any Government Persons? [Required, Y/N buttons]
    ☐ Yes
    ☐ No

41. If selected to receive funding, will your organization engage with or provide funding to any local, state, federal (including military) law enforcement entities or officials on the project?
    ☐ Yes
    ☐ No

42. Does your organization have any dealings or programs in Crimea, Cuba, Iran, North Korea, Russia, the so-called Donetsk People's Republic (DNR) and Luhansk People's Republic (LNR), or Syria?
    ☐ Yes
    ☐ No

43. If you answered "yes" to any of the above questions, please explain here: [Required if any of Ethics & Compliance questions ="Y", 100 words max]

Certification & Completion

By submitting my application, I certify on behalf of my organization that: (1) my organization agrees to be contacted by Google and/or its donor advised fund partner for purposes of evaluating and potentially funding the project described in my Application; (2) my organization agrees to the Terms; (3) all information contained in this application is true and accurate; (4) my organization meets the eligibility requirements specified in the Terms; (5) none of the information in this application is confidential or proprietary; and (6) I am an authorized representative of my organization who has the authority and permission from the organization to submit an Application on behalf of the organization, and has the authority to legally bind the organization – including, without limitation, to the terms and conditions of the Terms and to any other required documentation as described in the Terms.

Note: The information you submit will be used in accordance with Google's Privacy Policy.

☐ Yes, I certify
☐ No, I do not certify and I understand my application will not be accepted.

X. Appendix

SECTION A. Generative AI Accelerator High-Level Program Timeline

Participants include at least one Executive Director or Decision Maker and one Technical Project Lead from each organization, committing ~4 hours per week for 6 months

MONTH 1	MONTH 2	MONTH 3	MONTH 4	MONTH 5	MONTH 6

Technical training and *mentorship* to guide organizations along the gen AI product lifecycle

Pro Bono Google employee support for organizations throughout the program

Google Cloud credits available to support technical implementation

Product definition and strategy → Development and testing → Finalize prototype

Kick-off + Trainings begin

Midpoint Check-in

Graduation + Demo Day

SECTION B. Example Budget Breakdown Response

Direct costs are those that directly impact the execution and success of your project, and are readily identifiable as being linked to a specific activity. Indirect costs are less apparent in their association with particular projects and relate more to the day-to-day operations of your organization. As general guidance, proposals should submit project budgets with indirect expenses limited to 10-12% of the total budget or less. Examples include, and are not limited to:

Common Direct Costs	Common Indirect Costs
- Project salaries and benefits - Equipment directly related to the projects (e.g. laptops for end beneficiaries) - Programming/development costs - Project-related travel - Outreach directly for the project - Supplies directly for the project	- Space in an existing facility - Existing Information technology equipment and support (e.g. cloud storage costs) - Depreciation of existing equipment - Communications expenses (e.g. phones) - Administrative office supplies - Administrative time (e.g. management, HR, finance)

Category	Subcategory Expense (incl. breakdown)	Total Amount ($)
Direct Costs	*1 Project Manager at 1 FTE capacity for 3 years to manage projects, liaise with partners, oversee timelines, deliverables, and milestones for the prototype (Minimal Viable Product)* *Tip: When allocating funding for human resourcing, please clearly denote the role, for how long, at what capacity (full time, part-time), and their responsibilities to the project.*	*150,000*
	Initial Large Language Model research including Machine Learning researchers focused primarily on designing Machine Learning strategy and defining basic safety rules and fail-safes for interaction between models and end beneficiaries *Tip: When possible, provide information on what the budget will help your project do, such as "defining basic safety rules" to help us get a deeper understanding of where you're allocating funding.*	*100,000*
	Develop prototype of the AI model, including data collection and analysis UI design and visual content of the prototype. For 3 years: *2 Developers at 1 FTE capacity each to implement the core of the platform (250,000)* *2 Machine Learning Engineers at 1 FTE capacity each (100,000)* *1 UX Designer at 0.5 FTE capacity (50,000)*	*400,000*
	Conduct AI implementation and data collection *Purchase of necessary datasets, including images needed to train an open-source computer vision model (60,000)* *Data storage and cleaning (60,000)* *Build and refine a software stack (80,000)* *Tip: When Subcategory Expenses are more than $100,000, please indicate a*	*200,000*

	breakdown of the individual line items, such as the example under "Conduct AI implementation and data collection" above.	
	Conduct testing with end beneficiaries and collect feedback on the prototype	50,000
	Staff travel for the project to educational events, public forums, publications, and sharing of progress and learnings from the project	25,000
Indirect Costs	Administration: portion of finance, HR, and admin staff providing support of the project over 3 years	75,000
Total Funding		**1,000,000**

SECTION C. Example Timeline Overview Response

Timeline	Activities: What will you do during this time period?	Outcomes: What are the expected results of these activities?
Jun-Dec 2025 *Tip: This time frame represents the 6 month Google.org Accelerator program. Participants are expected to build a gen AI-powered prototype, and present the project at a Demo Day. In this time frame, please indicate the activities and outcomes you hope to achieve with the support of the Google.org Accelerator.*	• *Define a product roadmap and key deliverables for the Accelerator* • *Consult Google pro bono experts for support with AI/ML, software engineering and devops, product, and design decisions.* • *Hire AI experts as needed* • *Attend virtual training and workshops on various topics to advance projects through each stage of the generative AI product lifecycle.* • *Update/establish responsible AI policy* • *Iteratively deliver functional prototypes for testing and user feedback* • *Use cloud credits to help build, tune, and evaluate your models* • *Develop impact metrics to measure how well the solution performs* • *Launch a functional and demonstrable prototype to present at Google.org Accelerator Demo Day* *Tip: When drafting Activities, begin each bullet with an active verb such as "define, develop, hire" to clearly denote each action your project plans to take during this time frame.*	• *Completed product roadmap* • *Leveraged Googlers to complete critical tasks* • *Fully staffed AI tech team* • *Increased engagement with key beneficiary group in preparation for go-to-market* • *Completed impact measurement plan* • *Built functional prototype ready for external audiences based on user research* *Tip: When drafting Outcomes, begin each bullet with a past-tense verb such as "completed, leveraged, staffed" to describe what your project hopes to accomplish.*
Jan-Jun 2026 *Tip: This time frame and beyond represent the period after completing Accelerator. Consider which activities you will need to iterate, launch, and scale your project as you bring it to market and realize impact on beneficiaries.*	• *Create user satisfaction survey* • *Conduct usability testing with key beneficiary groups* • *Develop and iterate based on usability testing* • *Complete QA in preparation for soft launch* • *Pilot a soft launch at key forum / event* • *Begin go-to-market strategy for full launch at marquee event with domain NGO partners* • *Train staff on new product in preparation for launch*	• *Soft-launched solution at key forum / event* • *Further improved in measured outcomes for users/beneficiaries* • *Formalized partnerships with NGOs in preparation for full launch later this year* • *Defined go-to-market strategy with key NGO partners*
Jul-Dec 2026	• *Execute go-to-market strategy to launch solution, maximize reach and awareness* • *Roll out product to partners and beneficiaries* • *Assess opportunities for additional*	• *Scaled user base by 2x reaching 5,000 beneficiaries* • *Increased 30% in outcomes for beneficiaries*

	growth and expansion across geographies	*Tip: When possible and applicable, quantify your project's expected outcomes.*
Jan-Jun 2027	● *Scale reach by launching solution in Y additional states/provinces* ● *Publish and promote Impact & Insights Report at 1 year anniversary of solution's soft launch*	● *X% expected increase in N beneficiaries across Y new states/provinces* ● *Published impact report*
Jul-Dec 2027	● *N/A – project complete* *Tip: Funding can be used over 30 months to support your project. However, if your project ends earlier, indicate the completion in the Timeline table.*	● *N/A – project complete*