

Google.org Accelerator: Generative AI Open Call
FREQUENTLY ASKED QUESTIONS

About

What is the Google.org Accelerator: Generative AI Open Call?

The Google.org Accelerator: Generative AI Open Call is a global open call for **both** a share of \$30M in funding, and participation in the 6 month Google.org Accelerator: Generative AI, offering access to dedicated pro bono support from Google employees, technical training, and Google Cloud credits. This application is open to nonprofits, civic entities, academic institutions, and social enterprises working to solve social impact problems using generative AI technology across Google.org’s focus areas: Knowledge, Skills, and Learning; Scientific Advancement; and Resilient Communities.

What type of projects are you looking for?

We are particularly interested to see proposals leveraging generative AI technology for social impact across the following topics:

<p>Knowledge, Skills, and Learning: Provide pathways for people to acquire the knowledge and skills they need to thrive</p>	<p>AI Literacy & Fluency: Equip people with a foundational understanding of AI, including the basic knowledge and skills to effectively utilize AI tools and technologies in various contexts.</p>
	<p>Career & Workforce Readiness: Provide industry-aligned digital skills training and comprehensive support to help job seekers land in-demand jobs with pathways to upward mobility and economic opportunity.</p>
	<p>Technology-Enabled Teaching & Learning: Leverage technology and AI to make education more accessible, engaging, and personalized to learners at every level.</p>
<p>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.</p>	<p>Applied Science: Drive impact for top social and environmental issues by catalyzing and enabling cutting-edge AI-enabled solutions. We’re interested in applications that aim to improve scientific discovery, and those that use AI to drive socially beneficial outcomes in domains such as climate and health.</p>
<p>Resilient Communities: Contribute to building stronger societies, a safer internet, and crisis resilience.</p>	<p>Stronger Societies: Enable individuals to navigate the digital world safely and responsibly, promoting digital wellbeing, fostering civic engagement and societal debate, and helping create cohesive communities.</p>
	<p>A Safer Internet: Leverage AI and technology to create a safer internet, protecting people and organizations at risk from bad actors and helping those most vulnerable to online harms.</p>

	Crisis Response: Enable rapid action to help communities affected by natural disasters and complex humanitarian crises, and empower the nonprofit ecosystem with the tools it needs to respond
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When is the Google.org Accelerator: Generative AI Open Call?

We will accept applications beginning on January 7, 2025 until February 10, 2025.

What will selected organizations receive?

Selected organizations may receive anywhere from \$500k up to \$2M+, and participate in the Google.org Accelerator: Generative AI program with access to 6 months of structured support including dedicated pro bono expertise from Google employees, technical training, and Google Cloud credits. Within the application, you may indicate the amount of funding you wish to apply for your project.

Entry & eligibility

Who is eligible?

The Google.org Accelerator: Generative AI Open Call is open to any nonprofit charity, other nonprofit organization, public or private academic or research institution, civic entity, or for-profit social enterprise company with a project that has a clear and explicit social impact purpose. Your organization or your project’s partner organization(s) must have a registered office in your country of residence and not be in a country excluded in the [Terms](#). Unfortunately, individuals without organizational affiliation are ineligible.

What are the Terms?

Applicants are required to agree to these [Terms](#) when applying to the Google.org Accelerator: Generative AI Open Call. Selected organizations must agree to additional terms to receive funding and to participate in the Google.org Accelerator. Selected organizations must also agree to the Google Cloud Platform Terms of Service to receive Cloud credits. The number of recipients, project specifics, amount of funding and the organizations selected are at Google’s sole discretion.

Can we apply if we’re a for-profit business with a social impact project?

For-profit businesses that are registered or formed under the laws of one of the eligible countries may apply if their proposed project has a clear and explicit social impact purpose that aligns with Google.org’s focus areas, and if to the greatest extent possible, they are willing to open source any IP created (or distributed) with the funding.

In what language should I submit my application?

All applications must be submitted in English as interviews and support provided through the Google.org Accelerator will be conducted in English. We require **at least one** fluent English speaker on your project team and strongly recommend English fluency across your core project team.

Can my organization submit more than one idea?

We encourage you to strongly consider which project best resonates with our submission criteria and your organization’s strengths. However, if you have two unrelated projects that you feel would each

make good candidates, please submit a separate application for each. We will review each project independently. No organization may submit more than two applications, except as described below.

What if I work for a large organization, like a university, that has many departments - can we submit multiple applications?

Large organizations like colleges and universities are permitted to submit multiple applications. We ask that each Project Manager submit only one proposal. Please note, the Google.org Accelerator: Generative AI Open Call is not an opportunity to support research proposals. We are looking for projects with clear visions and action plans that will be applied to impact a specific set of end beneficiaries.

The Google.org Accelerator: Generative AI

How does the Google.org Accelerator program fit into this open call?

Selected organizations will participate in the 6 month Generative AI Accelerator, and receive anywhere from \$500k up to \$2M+ in funding to build generative AI-powered social impact solutions.

What is the Google.org Accelerator program?

The Google.org Accelerator: Generative AI is a 6 month program that aims to accelerate the work of a global cohort of organizations as they advance their gen AI projects. The program includes pro bono assistance from Google employees, technical training, and access to optional Google Cloud credits to build with the best of Google Cloud Platform's AI & ML tools including Vertex AI and Gemini. We expect at least one Executive Director or Decision Maker and one Technical Project Lead from each selected organization to commit ~4 hours per week, and the program will culminate in a Demo Day where participants present their prototypes.

How does funding fit into the Google.org Accelerator program?

Funding can be used over 30 months to support prototype development during the 6 month Accelerator, and for launching and scaling the product after completing the program.

When and where does the Google.org Accelerator program take place?

There will be a mix of virtual/online programming and in-person moments, with at least two key in-person gatherings. Specific locations will be shared with selected organizations. The official programming is planned to commence in mid 2025.

What does the Google.org Accelerator programming include?

The 6 month program includes several components like gen AI product lifecycle trainings, community building sessions, access to Google Cloud credits, and support from a pro bono AI Coach and a Project Success Manager (aka “the Squad”). Participants will have additional access to receive tailored support from mentors.

Component	Description	Goal
The Squad	Googlers are assigned to each Accelerator organization	The Squad will serve as the organizations' primary support

	part-time as a pro bono AI Coach and a Project Success Manager.	system throughout the program & they'll help identify and support the organizations' needs.
Trainings: Gen AI Product Lifecycle	Scaled virtual trainings for multiple organizations.	Provide tailored content to advance the organizations' project.
1:1 Mentorship	1:1 Ad-hoc sessions with mentors on specific topics. This will include Access to Google Developer Experts & Google Developer Groups around the world.	Access to mentors who provide hands-on guidance on a one-off basis or in a deeper engagement based on organizations' needs on various topics.
Access to Google Cloud credits	Organizations that meet specific eligibility criteria may receive credits to build with the best of Google Cloud Platform's AI & ML tools including Vertex AI and Gemini.	This is an optional resource to support the technical implementation of selected recipients' projects.
Community Building	Moments for Accelerator participants to gather & amplify their work.	Provide a space to share, learn and form meaningful relationships with other participating organizations and leaders.

Who should attend the accelerator programming from my team?

You should plan to include 1 Executive Director or decision maker and 1-2 Technical project leads (Tech Lead, Product Manager, etc.) who can make strategic decisions about your project. Other roles (e.g. Data owner, Prompt Engineers, UX leads) may be invited to virtually attend applicable technical training throughout the course of the 6 month program.

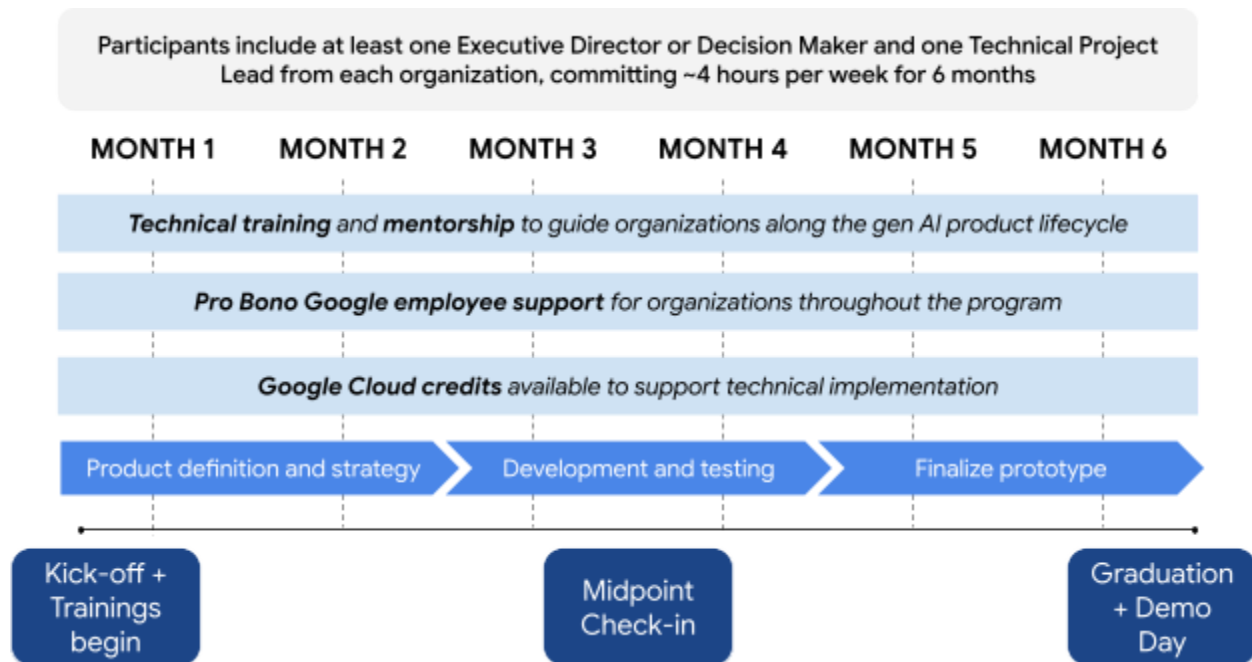
What is the approximate time commitment as a participant?

Between the training, community building, mentor sessions, and meetings with your pro bono Squad, participating organizations can expect to commit around ~4 hours per week to the Accelerator program, although this may vary week to week (e.g. the two in-person events will be full-time for 2-3 days each).

What is the general timeline of the Google.org Accelerator program?

- Month 1 - Program Onboarding and Meet your Squad of Googler volunteers: Meet your dedicated support system throughout the Accelerator program.
- Month 1 - Program kickoff (in-person): Learn more about the Accelerator and meet the cohort of organizations.
- Month 2 through Month 6 - Official Accelerator programming (virtual): Immerse in the official Accelerator programming through workshops, gen AI-focused networking sessions, and mentor sessions.

- Month 3 - Mid-point check-in (virtual): Organizations showcase progress and learnings.
- Month 6 - Graduation / Demo Day (in-person): Organizations share their prototypes with a broader audience.



Applying with Partners

Can my organization submit a joint application with another organization?

We welcome and encourage collaboration – especially between technical and social sector experts in the form of partnerships and coalitions. The application allows you to specify partners who will be critical to your work, and we ask joint proposals to select one organization to be the applicant of record and main point of contact. For the applicant of record, we recommend choosing an organization within your partnership that has a registered office that meets the eligibility criteria listed in the [Terms](#).

How can I keep the rest of my partners informed throughout the process?

The applicant of record will be the main point of contact. Whenever you receive information and next steps, we suggest forwarding directly to your partners. If your organization is asked to provide additional information and/or attend an interview, you may include representatives from your partner organization to respond.

How will my coalition or joint partnership receive funding?

If your application is selected to receive funding, the applicant organization will be the sole recipient of funding, but it may sub-fund or subcontract with other organizations to complete the proposed project as long as all organizations comply with the terms of the funding agreement.

Confidential information / IP

Will details of the project idea we submit be kept confidential?

No. Google.org will not treat your application as confidential or proprietary, and the details of your project may be shared with internal or external experts to evaluate your proposal: please do not submit any proprietary or confidential information in your application. If your organization is selected to receive Google.org support, a summary for your project may be made available to the public on the Google.org Accelerator: Generative AI Open Call website and/or other Google channels.

Who owns the intellectual property created by selected organizations?

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 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.

Project info

What do you mean when you say “project”?

A project is your organization’s proposed idea and implementation plan for how you will use technology to address a social impact problem. If selected as a recipient, Google.org will be supporting the implementation of this project – so we need to know exactly how funding and support will help to realize your plan.

Can the project be in the idea stage? Does this have to be a new idea for my organization?

Yes – we’re happy to consider early-stage ideas with a clear and feasible plan for implementation that will benefit society, and a clear path toward a prototype by the end of the 6-month Google.org Accelerator. Ideas need not be brand new – in fact, they may already be a work in progress. In all cases, we would like to hear exactly how funding and participation in the Google.org Accelerator will change the trajectory of your progress toward implementation, scale, and impact.

If another organization is currently implementing a similar concept, can we still submit the idea?

Yes, but please note that projects will be evaluated in part on their impactful approach and potential to scale. Please tell us how and why your implementation is impactful for the community, why your organization is uniquely suited to implement the concept in a way that will be more successful, or how you plan to partner with other organizations to achieve success.

Over what time period should the funds be spent?

While we’re looking for projects that can achieve prototype stage within 6 months and have tangible and impact outcomes over the first 12 months, funding can be spent over the course of 30 months.

What is the difference between Direct and Indirect costs as referenced in the Budget Breakdown in the Application Questions?

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% or less of the total budget.

Examples include, and are not limited to:

Common Direct Costs	Common Indirect Costs
<ul style="list-style-type: none">• Project salaries and benefits• Equipment directly related to the projects (e.g. laptops for beneficiaries)• Programming/development costs• Project-related travel• Outreach directly for the project• Supplies directly for the project	<ul style="list-style-type: none">• 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)

What does Google mean regarding responsible AI?

Does the proposed use of artificial intelligence align with Google's [AI Principles](#)? See Google's [Responsible AI Practices](#) for practical guidance.

Process

Can I get a copy of the application questions before I fill out the application?

Yes, you can find a PDF copy of the [application questions here](#).

Can we include appendices or additional information to the application?

We are not able to accept any attachments beyond those linked as additional materials in the application form.

Can I save a draft of my application on the site if I want to edit it later?

Yes. Applications can be saved for later completion in the platform, though it's helpful to remember to press 'Save' periodically. Please note that there is a limit of one user and device at a time per account, so it may help to draft your responses in a separate document first, and only complete the application form once your entire application is ready for submission.

How do I make sure my application is successfully submitted?

Upon successful submission, you'll receive a confirmation message over email.

I've submitted my application. What do I do now?

That's great news – thank you for applying. No further action is required. We'll reach out if we require any additional information, and will notify the selected organizations when decisions have been made.

What should I do if I want to change parts of my submitted application?

If you've already submitted your application, please email us at genaiaccelerator-opencall@google.com and we will help edit your submission on the back-end.

Do I need a Google account to apply?

No, you don't need a Google account.

Will every single application be reviewed?

Yes, we will review all eligible applications received.

What if I still have questions after reading the FAQs?

Please contact us at genaiaccelerator-opencall@google.com.

Additional resources**If my project is not a strong fit for the Google.org Accelerator: Generative AI Open Call, what other resources or opportunities does Google.org have in this space?****Other funding and program opportunities for research**

- Google is committed to advancing ambitious research and supporting the research ecosystem. If your organization is an academic or research institution, our global programs provide funding and support to faculty, in addition to fostering connections with Google researchers. [Learn more](#).

Additional resources for nonprofits

- Google has a robust in-kind donation program for qualified nonprofits. If you are a nonprofit, we encourage you to visit [Google for Nonprofits](#) to learn more and be sure to check out the [eligibility criteria](#) to see if your organization qualifies. The site includes product offerings and programs such as [Google Workspace for Nonprofits](#), [Google Ad Grants](#), [Google Maps](#), and [YouTube for Nonprofits](#). These tools can help nonprofits find new donors and volunteers, work efficiently, and get supporters to take action. The [Get Time Back](#) website includes a collection of free AI tools also from Google for Nonprofits to help organizations with everything from sparking creativity to boosting productivity.