



Vodafone Americas Foundation Announces Sixth Annual Wireless Innovation Project

Competition Has Awarded More than \$2 Million for Wireless and Mobile Innovations for Social Impact

REDWOOD CITY, Calif. — Nov. 11, 2013 – The Vodafone Americas Foundation™ today announced its sixth annual Wireless Innovation Project™ (WIP), offering applicants the opportunity to win a total prize fund of \$600,000 for innovative mobile solutions that have potential to solve critical global issues. Since its inception in 2009, WIP has provided funding for a range of mobile and wireless technology innovations, awarding more than \$2 million to universities, not-for-profit organizations and non-governmental organizations.

Vodafone Americas Foundation developed WIP to recognize the growth taking place in mobile innovation and the potential for mobile and wireless technology to help solve critical social issues around the world. Winners in previous years have received additional funding that has enabled them to further develop and grow their innovations, as well as hire talent.

Of the previous WIP winners:

- 92 percent have received additional funding
- 92 percent garnered more industry accolades and awards
- 50 percent increased staff numbers by 40 percent or more
- 83 percent have added new features and products
- 42 percent have introduced solutions to their markets
- 58 percent have defined their intellectual property strategy and filed for patents

“Over the past five years, the Vodafone Americas Foundation Wireless Innovation Project awards have helped many of our winners achieve long-term goals, enabling their innovations to reach those who need them the most,” said June Sugiyama, director of Vodafone Americas Foundation. “Mobile technology has the potential to dramatically improve lives, and we are seeking innovations that have the ability to solve issues in a range of areas, including education, health, economic development and disaster relief.”

“Vodafone Americas Foundation Wireless Innovation Project was a critical catalyst in our development of ColdTrace, a wireless sensor designed to monitor and help improve the cold distribution of vaccines that protect children from diseases,” said Nithya Ramanathan, founder and president of Nexleaf Analytics. “The initial funds from the WIP award provided us the resources to grow our team and further develop our solution, enabling children to benefit from vaccines. The WIP award paved the way for additional awards and funding that helped fuel our growth. We strongly encourage innovation teams and entrepreneurs to consider this prestigious award.”

Applications will be accepted up until midnight PST on February 3, 2014, and winners will be announced in May 2014.

Application Information

- Applicants compete for first, second and third-place prizes worth \$300,000, \$200,000 and \$100,000, respectively
- Projects must be at a late stage of research, advanced prototype or field/market test; these can occur during the award period.
- Details about eligibility and the application can be found at vodafone-us.com.
- A panel of expert judges from the fields of wireless engineering, international development, social entrepreneurship and business will evaluate the applications.
- The mobile or wireless solution must have the potential to solve issues in the fields of education, health, access to communication, economic development, and the environment/disaster relief.

For more details on the Wireless Innovation Project or for an application, visit vodafone-us.com.

To follow Vodafone Americas Foundation on Twitter, visit [@VodafoneProject](https://twitter.com/VodafoneProject).

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About the Vodafone Americas Foundation™

Vodafone Americas Foundation™ is part of Vodafone’s global network of 28 foundations. It is affiliated with Vodafone Group Plc., the world's leading mobile telecommunications company, with more than 409 million customers around the world. Vodafone has equity interests in telecommunications

operations in nearly 30 countries and around 50 partner networks worldwide. For more information, please visit: www.vodafone.com

In the U.S., the foundation directs its philanthropic activities towards supporting mobile for good and wireless technology projects that improve people's lives, support the international development sector, and spark innovation.

For further information or to speak with a representative of the Vodafone Americas Foundation™ or a previous winner, please contact:

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