

PRAEKELT.ORG

To learn more about us,
please visit www.praekelt.org or
contact us at info@praekelt.org

PRAEKELT.ORG

Annual Report 2016

10

A DECADE
OF GLOBAL
INNOVATION
FOR LOCAL
CONTEXTS

CONTENTS:

Letter from Founder	1
1. OVERVIEW	2
History	2
Technology Designed for Impact	4
2. 2016 ACHIEVEMENTS	6
Project Locations	6
Projects Overview	8
Our team	10
3. PROJECTS	12
Replicating a successful model	12
Exploring new models of engagement	14
4. FINANCIALS	16
Managing Director's Letter	19
Acknowledgements	20

LETTER FROM FOUNDER

Dear Friends,

In 2007, we founded Praekelt Foundation with the belief that mobile technology would make it possible for every person on the planet to access essential lifesaving information.

Driven by this belief, over the last decade we have explored the many ways mobile phones can improve the lives of poor and marginalised people: developing agriculture information systems in Kenya and Zambia; launching voter-education campaigns in South Africa, Libya, and India; creating free-to-access youth-engagement portals in Malawi, Zimbabwe, and Zambia; connecting adolescent girls in India with mentors; and building educational tools for students in South Africa. We have achieved far more than we set out to do.

In the process of creating these mobile services, we solved tremendous technical challenges to delivering information to millions of basic phones in the poorest areas in the world. We built platforms that have reached more than a 100 million people in over 60 countries, and we launched the first national mobile health platform, MomConnect.

Now it is time to take stock and decide how best to apply the skills, knowledge, and resources we have developed. We know that national-scale mobile platforms have the best chance of delivering sustainable impact. We have also learnt that providing critical information contributes to improving

We built platforms that have reached more than a 100 million people in over 60 countries

lives, but is not enough on its own. Often, there are barriers that prevent our users from acting on the information we provide. Increasingly, our task will become understanding how to overcome these challenges. This means that in finding technical and logistical solutions to delivering information on a global scale, we will also need to invest in real-time models that will allow us to better understand our users, and ultimately to create and support positive behaviours that achieve better results.



We have also come to understand that girls and women are central to our mission. To ensure that our work creates impact, we need to reach and engage the most vulnerable and marginalised—those who stand to gain the most from our services—and empower them to become catalysts for change in their communities.

We have also come to understand that girls and women are central to our mission. To ensure that our work creates impact, we need to reach and engage the most vulnerable and marginalised

The growth and impact we have achieved over the past ten years would not have been possible without the time, effort, and dedication of our board and our talented team, which has grown from our first team member ten years ago, to over 60 people in six countries today.

I am incredibly excited to be a part of this amazing organisation, and the growth and impact we will experience in the next ten years.

I would like to thank every person who has been with us on this journey.

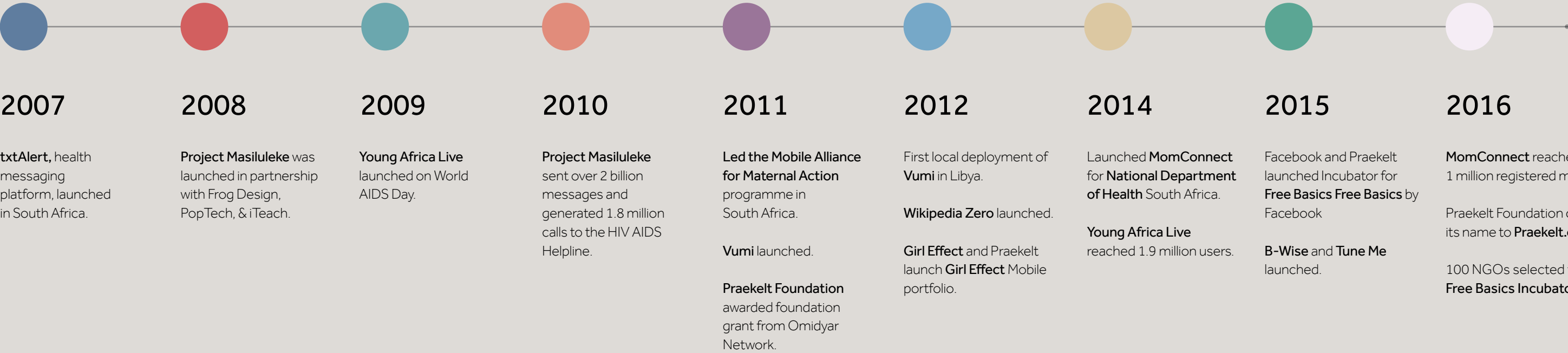
— Gustav Praekelt
Founder @ Praekelt.org

1

OVERVIEW

HISTORY

Founded in 2007, Praekelt.org has been utilizing mobile tools and platforms to bring information and services to users in low and middle income countries. We've reached more than 100 million people in over 60 countries in the last decade.



1

OVERVIEW

TECHNOLOGY
DESIGNED
FOR IMPACT

We believe our projects can deliver impact because of our approach. In 2016, we also officially endorsed the Principles for Digital Development, aligning ourselves with other organisations that embrace user-centric philosophies. Below are the core attributes of our projects.

Personal:



All our projects work to empower end users, not just organisations, and to give them a voice.

Co-designed:



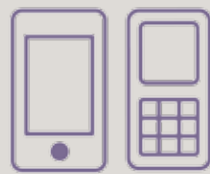
We work with our users to design services, to ensure that what we build meets their needs.

Private:



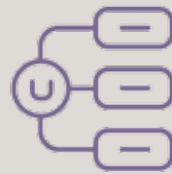
We ensure that the safety, security, and privacy of our users are built into our systems from the start.

Accessible:



We strive to create services that people can use on the handsets that they have.

Integrated:



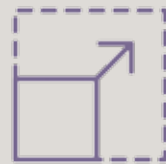
Our projects work within large-scale systems to address multifaceted problems.

Locally Enabled:



Our platforms are designed to be deployed and managed locally.

Scalable:



To maximise their potential, our platforms are built to scale from the start.




2

2016 ACHIEVEMENTS


PROJECT
LOCATIONS



 Free Basics

 TuneMe



 mHealth platforms

 Girl Effect Mobile Innovation Projects

2016 ACHIEVEMENTS

PROJECTS
OVERVIEW

2



25

Projects



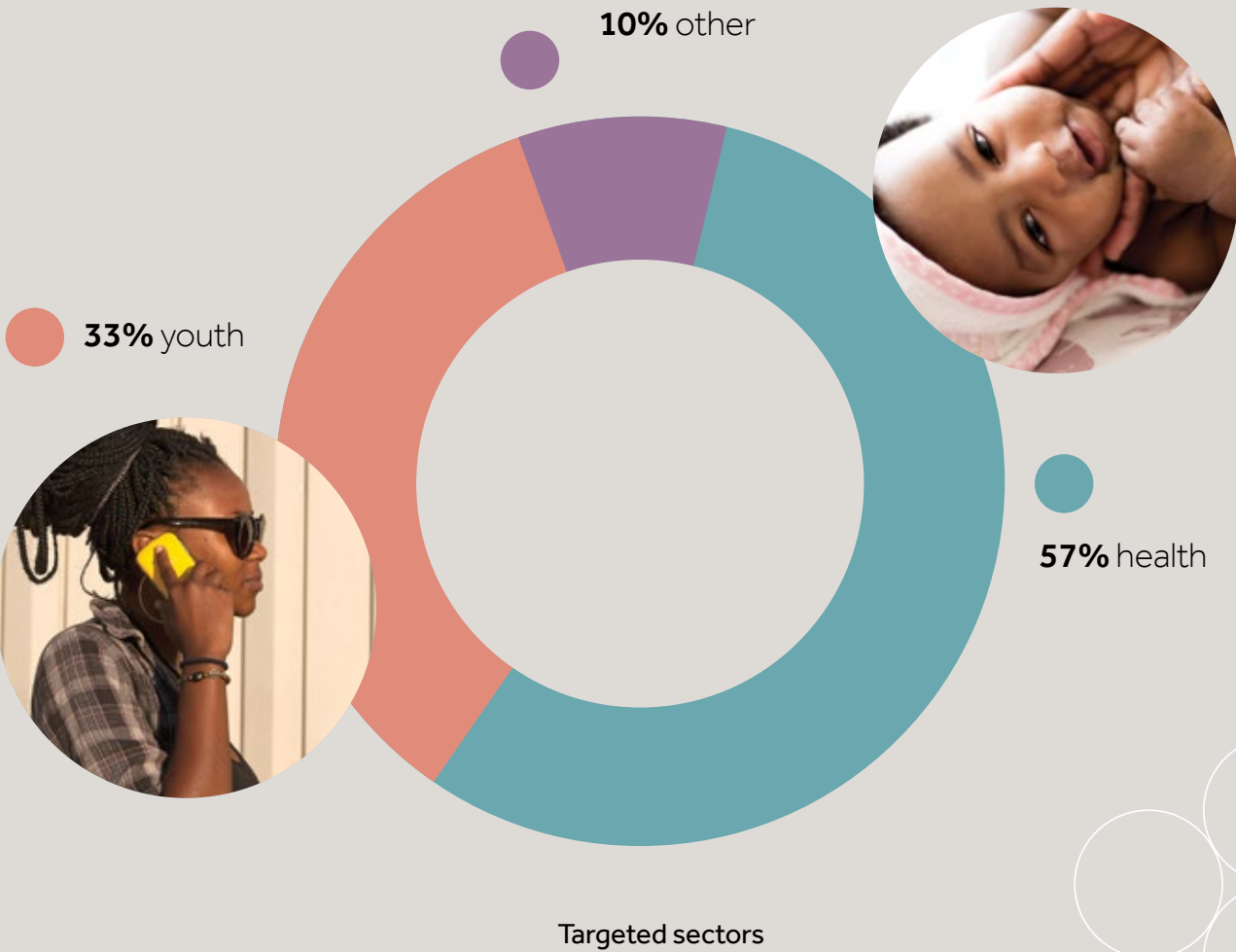
62

Countries



40m

People



2

2016 ACHIEVEMENTS

OUR TEAM



In 2016, we opened a new office in the US & doubled in size. We hire for excellence, supporting gender-balanced and inclusive teams.

3

PROJECTS

REPLICATING
A SUCCESSFUL
MODEL

Building on the success of our nationally scaled programmes, we are replicating our models in other regions by adapting and customising them to take into account local context, needs and priorities.

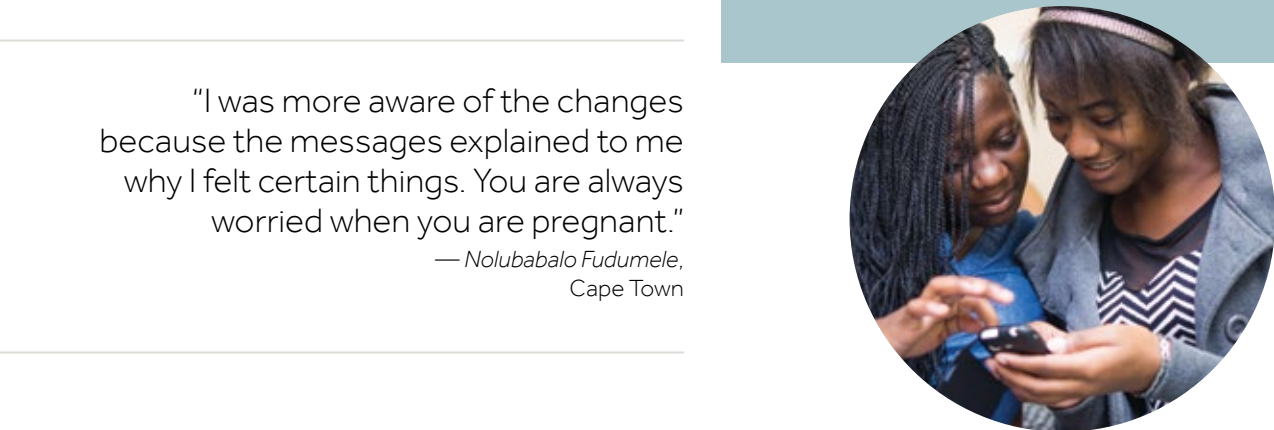
MomConnect

Problem: Despite having one of the best economies on the continent, South Africa still sees a disproportionately high level of maternal and infant mortality. The National Department of Health in South Africa wanted to use mobile technology to educate women about self care and at the same time gather real time data that would allow for improvement of service delivery.

The Solution: MomConnect is a South African National Department of Health (NDOH) initiative that uses mobile technology to improve the health of pregnant women, newborns and infants at national scale. Through the platform, every pregnant woman in South Africa can register to receive free, informative, stage-based messaging for the first year of her baby's life. MomConnect also provides access to a SMS helpdesk and the ability for women to rate the service they receive at the clinic. Ratings and questions are sent directly to the NDOH officials who can respond to queries and ensure that a high level of service is available at every clinic. The platform has been able to improve service delivery through integrating with the national health systems.

"I was more aware of the changes because the messages explained to me why I felt certain things. You are always worried when you are pregnant."

— Nolubabalo Fudumele, Cape Town



1.3 million
women reached
with MomConnect

Achievements in the last year:

- By August 2016, MomConnect registered 1 million mothers in 95% of the clinics in the country, making it a truly national programme.
- The NDOH announced the launch of the NurseConnect programme that supports the MomConnect programme by providing clinical and psychosocial support to those on the frontline. Since it's launch, NurseConnect has enrolled over 16,000 nurses. [Watch](#) a Nurse's testimonial on the platform.
- MomConnect integrates feedback so women can be part of the health care system. Thirty percent of moms completed service ratings and there have been over 500k messages to the helpdesk.

Expanding: The success of the MomConnect programme has gathered interest from many partners in other countries. In the past year we have helped to replicate this success in two countries in Africa. Our approach leverages core technology and learnings from our work in South Africa but also applies human-centered design processes to adapt platforms to different local contexts.

HelloMama

In **Nigeria**, the HelloMama programme addresses the fact that most women are illiterate and that SMS is seen as a premium service by utilising voice based technology for delivery of stage based messages. This pilot launched in two states of Nigeria in November 2016 and has registered over 6,000 women and gatekeepers and sent over 40,000 voice messages.

"I was six months pregnant and my baby was not kicking. I was worried and planning to go to the health facility when I received the message that 'if you are not sure the baby is kicking, sit-up, and take a cold drink.' As soon as I carried out the instruction, the baby started kicking immediately."

— Itumo Nkechi, pregnant mother,



FamilyConnect

In **Uganda**, with most women living in rural areas and the difficulty in accessing clinics that this presents, FamilyConnect will leverage over 10,000 Village Health workers in communities to sign women up to the service. Training of these Village Health Workers is underway and we launched the service in May 2017.

"This is important work. Men and women have so many questions for us [VHTs]. Now they can get that information on their phone and know how the baby is growing."

— John, a VHT in Kabale



3

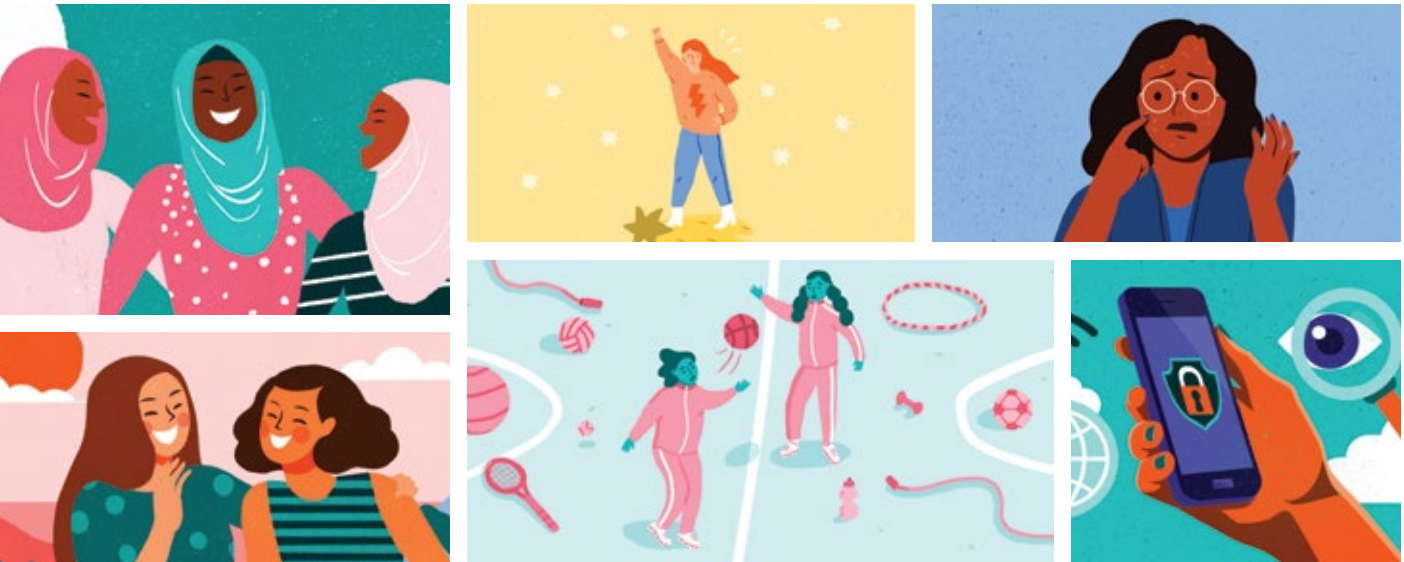
PROJECTS

EXPLORING NEW
MODELS OF
ENGAGEMENT

Praekelt.org has developed a portfolio of mobile products and services, funded by Nike Foundation and Girl Effect, that seek to improve the lives of adolescent girls. From a mobile mentoring app in India to global mobile websites that provide girls with engaging content, this portfolio is building evidence for the ways that mobile technologies can deliver impact. We are creating a new generation of tools that organisations like Girl Effect, Save the Children and BRAC can use to reach marginalised and poor communities to improve the lives of girls all over the world.



Girl Effect Mobile through Free Basics – Global
Through a partnership with the Free Basics by Facebook platform, Girl Effect’s mobile sites have reached nearly 25 million users in 63 countries. These sites inform girls about health, education, finances, safety, security and their rights in a safe space that allows them to connect with other girls. Currently available in over 15 languages, this programme is truly global and is a key focus for Girl Effect in the year ahead.



“Wow! You just made me realise that failure is another stepping stone to success. Keep working hard and change another girl’s life somewhere out there. We need more people like you in our generation.”
— *Sthabii* comments on “I am chasing my dreams”

Mobile Innovation Projects
Our portfolio of programmes funded by Nike Foundation and supported by Girl Effect include Amadar Golpo, which uses interactive voice response (IVR) to offer peer leaders in BRAC’s Adolescent Development Programme additional support, training, and guidance; the financial literacy app Dooit in Indonesia; and the mobile mentorship programme, Mentor To Go, in India.



In India, the mobile mentoring programme, Mentor To Go, connects vulnerable girls in rural and semiurban areas to female mentors, building on the existing in-person mentoring service developed by our partner, Mentor Together. The vulnerable girls enrolled in the programme are expected to demonstrate increased self-confidence and perceptions of self-efficacy. [Hear](#) more from the girls from the program.



“I trust my mentor like a sister. I feel at ease speaking with her on a mobile, as I feel it’s more private. She’s helping advise me on my career and future possibilities.”
— *Pooja*, 17, Bangalore



Created in partnership with Save the Children in Indonesia, Dooit is an Android app that helps youth save money. Designed for low-income youth in Indonesia—for whom banks are inaccessible or untrusted—Dooit provides girls and other users with a personal money mentor that guides them through the process of setting goals and tracking savings.

“I’ve been learning to save at school through the mini-bank, and this app will help me and my class track how much we are saving throughout the year.”
— *Mina*, 16



4 FINANCIALS

FINANCIAL SUMMARY

The F17 financial year saw a 52% increase in revenue, compared to F16, as well as an achievement of a 7.34% surplus. This surplus is used to ensure that we have three months' working capital in reserve; any surplus beyond this is used to support research and development within the organisation.

52%

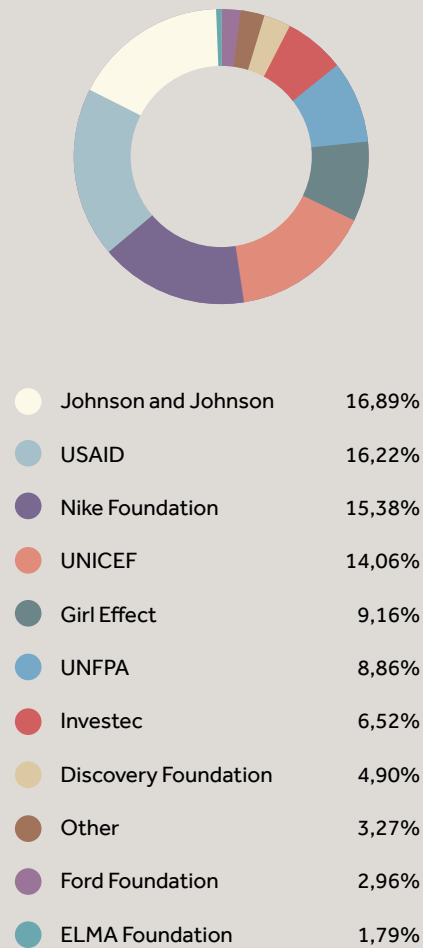
increase in revenue from 2015

7.34%

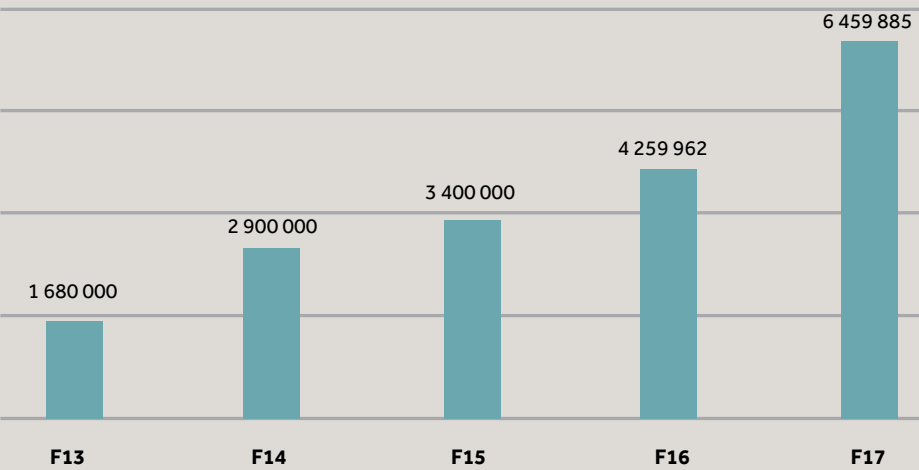
surplus for 2016

	F17 (\$)
Revenue	6,459,885
Direct Costs	-2,953,862
Gross Surplus	3,506,023
Remuneration	-2,377,077
Overhead	-673,126
Other Income	57,593
Net Surplus before F/x	513,911
F/x	- 39,776
Net Surplus	474,135
% Surplus	7.34%
Gross Surplus	54%

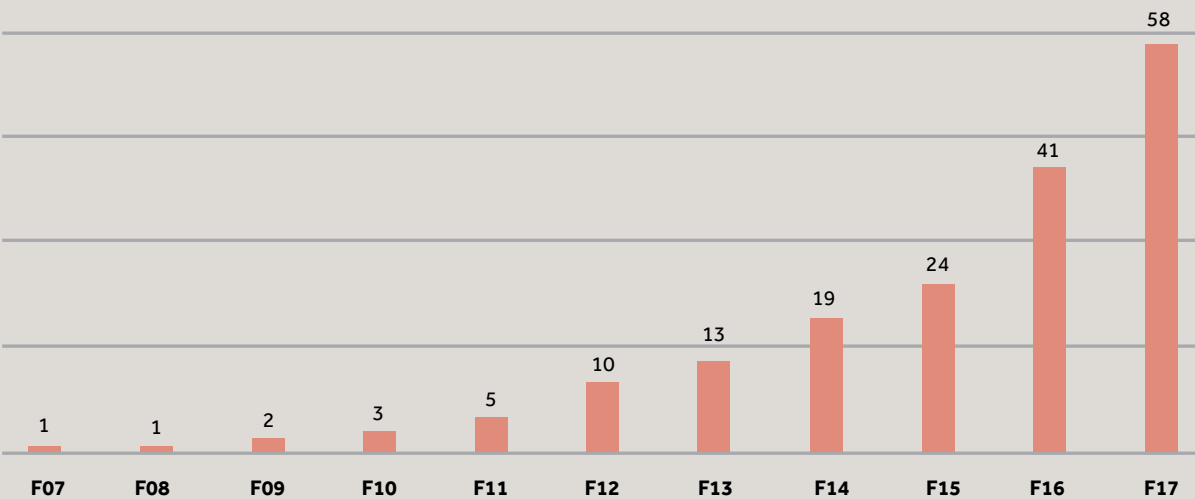
F17 Breakdown of revenue per funder (%)



Revenue Growth



Employee Growth





MANAGING DIRECTOR'S LETTER

While we are proud of our achievements over the last ten years, we are looking forward to a new era in the work that we do. Not only do we expect mobile technology to be available to billions more people in the coming years; we are also seeing a proliferation of smarter devices and new ways of interacting with our users. The landscape is changing dramatically, and I am excited about the opportunities and challenges the future holds.

We believe digital platforms can bring about cost-effective change in the lives of those most in need. Moving forward, we will continue to leverage new technologies to reach users with the information and services they need to change their lives, but also focus on proving the impact of our programmes. To achieve this, we believe that we cannot act alone, and we are proud to announce a number of partnerships that will allow us to achieve our goals.

To explore the possibilities of reaching users through entirely new channels, we intend to collaborate with Whatsapp to use their API to reach users of MomConnect and NurseConnect. Using this popular platform in South Africa, we hope to reach users more cost-effectively, increasing the sustainability of the programme and exploring new ways to engage with users.

To explore the possibilities of reaching users through entirely new channels, we intend to collaborate with Whatsapp to use their API to reach users of MomConnect and NurseConnect.

We are committed to tracking impact. As part of a larger project to develop technical infrastructure that supports Girl Effect's brands and products, Praekelt.org is creating a dashboard that will track reach, engagement, and impact across all Girl Effect initiatives.

We are also excited to announce that we have been awarded a two-year grant from the Bill and Melinda Gates Foundation, to leverage MomConnect and FamilyConnect to explore how mobile technologies can improve patient engagement, which in turn will lead to positive changes in health outcomes.



We have been awarded a two-year grant from the Bill and Melinda Gates Foundation, to leverage MomConnect and FamilyConnect to explore how mobile technologies can improve patient engagement

This foundation funding will help us develop and conduct investigations within these programmes to improve our understanding of patient engagement, identifying methods that we can optimize to drive further behaviour change, improve data for decision-making, and better understand the needs and behaviours of patients.

We remain committed to designing and building relevant, accessible mobile platforms that change the lives of people all over the world. We look forward to the new team members, projects, and partnerships that will make this a reality.

— Debbie Rogers
Managing Director @ Praekelt.org

ACKNOWLEDGEMENTS

First and foremost, we would like to acknowledge the hard work and commitment of our board: Board Chairman Gustav Praekelt, Robert Fabricant, Stephen King, and Loren Treisman.

Many of our project successes depend on the support and leadership of Governments. We would like to thank the National Department of Health in South Africa, the Federal Ministry of Health in Nigeria and the Ministry of Health in Uganda, and in particular Dr. Adebimpe Ademola, Dr Antonio Fernandes, Dr Chris Oleke, Dr Kayode Afolabi, Dr Peter Barron and Dr Yogan Pillay.

We would like to also thank our funders: Bill and Melinda Gates Foundation, Center For Communications Impact, Cotlands, Discovery Health, ELMA Foundation, Ford Foundation, Girl Effect, Innovation Edge, Investec, Johnson and Johnson, John Snow International, Ndola Youth, Nike Foundation, Omidyar Network, UNFPA, UNICEF GIC, UNICEF South Africa, UNICEF Uganda, USAID, USAID PEPFAR and Vitol Foundation.

Our work would not be possible without our implementation partners: BabyCenter, BRAC, health.enabled, Jhpiego, Mentor Together, Mama Rescue, Mother Child Survival Programme,

Measure Evaluation SIFSA, Panoply Digital, Pathfinder International, Percolate Galactic, Save the Children, Sequential, ukufunda, Wits Reproductive Health and HIV Institute.

We also want to acknowledge the technical contributions of our partners: Always Active Technologies, Bare Creative, Feersum Engine, HISP, Jembi Health Systems, KAOS, Praekelt.com, Retro Rabbit, and TorchBox and the technical partnerships of Facebook Free Basics .

We would like to thank a number of individuals including Dr Amnesty Lefevre, Dr Brett Hemenway, Dr Dave Woods, Dr Emily Falk, Fleur Heyns, Helen Alexander, Pippa Naude and Sarah Bullen.

We also want to thank Chima Chinda, Bagoes Tresna Adji , Karin Schebrucker, Milton Madanda, Percolate Galactic, Solanki Chakraborty and Tolu Cole for their photo contributions. Thank you to Adèle Prins who designed this report.

Finally, we would like to thank our team at Praekelt, whose hard work, dedication and passion made all of this possible.

— Praekelt.org

PRAEKELT.ORG

To learn more about us, please visit **www.praekelt.org** or contact us at **info@praekelt.org**

