Exploring New Frontiers of Engagement and Impact

PRAEKELT ORG
Annual Report 2017
<table>
<thead>
<tr>
<th>Contents</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Managing Director’s Letter</td>
<td>01</td>
</tr>
<tr>
<td>Our Mission</td>
<td>02</td>
</tr>
<tr>
<td>Overview of the Organisation</td>
<td>03</td>
</tr>
<tr>
<td>Personalizing Content</td>
<td>04</td>
</tr>
<tr>
<td>Staying Relevant and Innovative</td>
<td>06</td>
</tr>
<tr>
<td>Research &amp; Data Science</td>
<td>07</td>
</tr>
<tr>
<td>Financials</td>
<td>08</td>
</tr>
<tr>
<td>Founder’s Letter</td>
<td>10</td>
</tr>
<tr>
<td>Acknowledgements</td>
<td>11</td>
</tr>
</tbody>
</table>
Managing Director’s Letter

In a recent talk at an international conference on technology and development, the moderator commented that in many people’s eyes, Praekelt.org had achieved the holy grail of ICT4D: scale. It is indeed true that with fantastic partners, grit, determination, and luck, we have managed to achieve unprecedented scale with many of our projects, but I do not feel that any holy grail has been reached. In fact, I feel like the hard work has just begun.

Our programmes deliver services and information to tens of millions of people every year. Every message sent, or article read, is an opportunity to do more. An opportunity to change the way a girl views her place in the world. An opportunity to help a mother make better decisions about the health of her baby. An opportunity for a young man to take the critical step of testing for HIV.

At Praekelt.org we take this opportunity seriously, which is why we continue to improve and optimise our services. Combining Human Centred Design, Behavioural Research, Data Science, and the latest technological developments in Machine Learning and Natural Language Processing, we are offering our users more impactful personalised information and services.

Of course, all of this is only possible with the commitment and support of all our partners, and the determination and passion of our wonderful team. Thank you all for ensuring that we continue to do good. Better.

Debbie Rogers
Debbie Rogers,
Managing Director

“...the hard work has just begun...”
Our Mission

Praekelt.org uses technology to solve some of the world’s largest social problems.
Overview of the Organisation

Milestones

2007
- billion, health messaging platform, launched in South Africa.

2008
- Project Masikuleke was launched in partnership with Frog Design, PopTech, & T-Mobile.

2009
- Young Africa Live launched on World AIDS Day.

2010
- Project Masikuleke sent over 2 billion messages and generated 1.8 million calls to the HIV AIDS helpline.

2011
- Led the Mobile Alliance for Maternal Action programme in South Africa, Yumi launched, Praekelt Foundation awarded foundation grant from Omikynar Network.

2012
- First local deployment of Yumi in Libya. Wikipedia Zero launched, Girl Effect and Praekelt launched Girl Effect Mobile portfolio.

2014
- Launched MomConnect for National Department of Health South Africa. Young Africa Live reached 1.9 million users.

2015
- Facebook and Praekelt launched incubator for Free Basics: Free Basics by Facebook B-Wise and Tune M.

2016
- MomConnect reached 1 million registered mothers. Praekelt Foundation changed its name to Praekelt.org, 100 NGOs selected for Free Basics Incubator.

2017
- MomConnect launches pilot integration of WhatsApp Enterprise Solutions.

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.
Overview of the Organisation

Project Locations
“When I get messages from MomConnect I see that I matter”

Nelsiwe
Personalizing Content on MomConnect & ChildConnect

In response to mothers asking for more information and support past their baby’s first year of life, and our renewed focus on early childhood development, MomConnect messages will now extend to the second year of a baby’s life. Plans are in place to extend that in the near future to the child’s fifth birthday. The South African Department of Health’s MomConnect is a nationally scaled maternal health platform.

Based on a vigorous six-month pilot programme, ChildConnect, in five provinces of South Africa, we discovered that delivering information during this crucial time will have exponentially positive ramifications for the child’s - and community’s - future.

95% of caregivers felt ChildConnect was worth sign-up regardless of incentive
24% uptake for invitations sent out to moms for content past 1 year.

98% of caregivers felt that ChildConnect helped them to be a better caregiver
88% of caregivers reported that ChildConnect made them feel less alone.

“We discovered that delivering information during this crucial time will have exponentially positive ramifications for the child’s - and community’s - future.”
Girl Effect builds youth brands and mobile platforms to empower girls to change their lives. We believe that by personalising our global mobile platform, Springster, we can have an even bigger impact.

Together with our partners Girl Effect and Wagtail, we are also creating sophisticated new tools that allow us to segment, track, and survey users of our global mobile platform for girls, Springster. Girl Effect builds youth brands and mobile platforms to empower girls to change their lives. We believe that by personalising our global mobile platform, Springster, we can have an even bigger impact.

In the short term, we are using these new features to track how our users’ browsing habits are shifting their knowledge, attitudes, and behaviours. As we track cohorts of users over time, we also will be able to start serving them with content tailored to their needs.

65 Countries
Springster is live

6.4 million - users that will benefit from a personalised experience
“I do believe in myself now and have confidence. I’m indeed beautiful”

Springster girl, Indonesia
Innovating to Stay Ahead of the Curve - WhatsApp

In 2017, we had the privilege of being pilot partners for WhatsApp’s Enterprise Solution. We used this opportunity to engage with mothers on the South African Department of Health’s MomConnect platform. As the only national-scale and integrated mobile health platform in Africa, MomConnect was a perfect fit for us to try and test technology that is changing the way over 1 billion people communicate.

In September 2017, all registrants were offered the option of using WhatsApp as their medium of choice for receiving maternal health information.

The engagement from the launch was inspiring: the 1% of MomConnect subscribers using WhatsApp now generate more than 50% of the Help Desk queries. As of March 2018, mothers who had previously received SMSs will have the option of switching over to WhatsApp.

By 2020, 30% of the global population will be using WhatsApp. The messaging service provides a cost-effective and engaging way for mothers to access information in their language of choice. We are excited to explore our potential to rapidly scale up and iterate a completely new model of social impact in emerging markets using this platform.

99,475 Mothers reached on WhatsApp
2,430,988 WhatsApp messages processed
3x Engagement rate on WhatsApp VS SMS

“1% of MomConnect subscribers using WhatsApp now generate more than 50% of the Help Desk queries...”
Research & Data Science
Our new integrated approach to focus on impact evaluations

Since our founding, we have focused on demonstrating how mobile technologies can provide personalised services at scale for people living in poverty, and aligning our service design with industry evidence. We recognise the power of behavioural science and the need for impact measures to enable assessments of cost-effectiveness, and we are now building an integrated approach to research and data science at Praekelt.org.

Through our recent grant from The Bill and Melinda Gates Foundation, we have been able to invest in developing rapid, iterative evaluation frameworks, and identifying mechanisms for effecting behaviour change amongst patients and health providers using mobile health platforms.

Moving forward, we commit to creating, designing, and building our programmes internally and testing their impact; and to seeing these activities as equally important in every solution that we run.

Digital services can generate a large amount of data. If these data are carefully managed, collected intentionally, and handled ethically, they can be extremely valuable for improving services and for developing risk profiles that would allow tailored and adaptive service delivery. We envision a future where a high-risk mother might be sent more tailored messages or given enhanced Help Desk access to help her take care of her baby to the best of her abilities.

“...we commit to creating, designing, and building our programmes internally and testing their impact...”
Financials
FY18 - Profit & Loss

Revenue growth has continued on an upward trend with an increase of 17%. A concerted effort in the past year to focus on efficiency and increasing gross surplus has also paid off with an increase of 26.3%. (Please note, in order to show a more realistic picture of the performance of the business, we are now reporting our revenue excluding pass throughs)

Any surplus revenue that we realise ensures that we have a cash flow reserve of three months.

<table>
<thead>
<tr>
<th>Financial Summary</th>
<th>FY17 ZAR</th>
<th>FY18 ZAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>70,022,609</td>
<td>81,804,920</td>
</tr>
<tr>
<td>Direct Cost</td>
<td>-25,362,998</td>
<td>-25,421,214</td>
</tr>
<tr>
<td>Gross Surplus</td>
<td>44,659,610</td>
<td>56,383,706</td>
</tr>
<tr>
<td>Remuneration</td>
<td>-30,915,705</td>
<td>-43,885,008</td>
</tr>
<tr>
<td>Overhead</td>
<td>-9,386,609</td>
<td>-7,357,633</td>
</tr>
<tr>
<td>Net Surplus</td>
<td>2,655,392</td>
<td>3,404,021</td>
</tr>
<tr>
<td>% Surplus</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Gross Surplus</td>
<td>64%</td>
<td>69%</td>
</tr>
</tbody>
</table>
Financials
FY18 Revenue per Funder

- Girl Effect: 43.2%
- Johnson & Johnson: 8.9%
- Bill & Melinda Gates Foundation: 8.9%
- Jhpiego: 7.1%
- UNFPA: 6.5%
- UNICEF: 5.9%
- Investec: 2.7%
- Other: 2.2%
- Ford Foundation: 10.3%
- ELMA Foundation
Founder’s Letter

I am proud of two milestones that best exemplify the growing maturity of our organisation.

First, MomConnect celebrated 2 million mothers registered for life-saving information and support via the national helpdesk. Since our initial foray into maternal health with MAMA in 2011, and the launch of MomConnect in 2014, the project has gone from strength to strength - and in a significant development - we recently started discussions for a new governance structure for MomConnect with the South Africa Dept of Health to cement the long-term role of MomConnect as a fully-fledged national health platform for the South African government.

Second, Girl Effect recently also celebrate a big (though unheralded) milestone: after more than a year of intense under-the-hood re-engineering the globally scale Girl Effect Core Infrastructure platform launched early in 2018. Girl Effect Tech is a globally scaled platform that allows us to connect to millions of girls across the world in an engaging, yet safe and secure environment.

By the end of 2018 all of Girl Effect’s brands including its country brands in India, Malawi, Rwanda, and Nigeria, will have launched on the global infrastructure. This will make it one of the largest social impact platform systems in production in the world, providing the most vulnerable members of our society with support they need.

Both platforms present a new chapter in our organisation’s evolution. From experimental technology partner creating innovations, to building and managing national and global scale core impact infrastructure, Praekelt.org has grown immensely.

Nothing exemplifies this better than the our new mission statement: Praekelt.org uses technology to solve the world’s largest social problems.

I am immensely proud of the achievements of our team and look forward to the next chapter in delivering impact globally.

Gustav Praekelt
Founder @ Praekelt.org
Acknowledgements

We acknowledge the hard work and commitment of our board: Board Chairman Gustav Praekelt, Robert Fabricant, Stephen King, and Loren Treisman. Stephen will be leaving the board this year and will be dearly missed. His contributions have been instrumental to our development and we wish him all the best as he steps into his new role as partner at the Omidyar Network. We look forward to new board members joining us.

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


We also recognise the expertise of our implementation partners: BabyCenter, health.enabled, Ilifa labantwana, Info 4 Africa, Jhpiego, Mama Rescue, Mandisa Mbaligontsi, Mother Child Survival Programme, Ndola Youth, Pathfinder International, P Sequential, ukufunda, Wits Reproductive Health, and HIV Institute. We also acknowledge the contributions of our technical partners: Always Active Technologies, Bare Creative, Blackberry Messenger Service, Feersum Engine, HISP, Jembie Health Systems, KAOS, Praekelt.com, TorchBox, and Facebook Free Basics.

Lastly, we thank our team at Praekelt.org, whose commitment to doing good better inspires us.