



## CHALLENGES

Poor people are on the front lines of extreme weather events, drought and resource scarcity—they suffer the most and often don't have the resources to recover.

Over the past two decades, natural disasters have claimed 1.3 million lives and caused \$2 trillion in economic losses. And, in the face of climate change, the challenges are growing. An estimated 2.3 billion people, mainly in Asia, face a serious and growing risk from floods and extreme weather. Disasters like these destroy homes and businesses, cause injury and disease, and push back any progress made on poverty reduction.

Emergency warning systems are proven to save lives and protect property—but studies have shown that these systems rarely reach poor and vulnerable communities. We also know that people are most likely to survive and recover from disasters in communities with good social cohesion, where people work with their neighbors toward shared well-being. People also need more than just an emergency notification, they need critical information on what to do to prevent, prepare for and recover from disasters. And, they need a way to find and help others in need.

Globally the threat of disasters is only increasing, far outstripping the ability of humanitarian and government agencies to respond. We need to do more to empower people at the front lines so that neighbors can help neighbors prevent, prepare for, and recover from disasters, and help each other build resilience to the chronic challenges of poverty. People living in poor communities have critical information for their peers such as how to protect houses during a flood, where to find affordable water and food – but no easy way to share this with others who could benefit.

### How AtmaGo compares to others

	AtmaGo	Kaskus	Twitter	Facebook	Whatsapp	Qlue
Provides people with latest news in their neighborhoods	✓	X	X	X	X	✓
Designed for hyperlocal info sharing	✓	X	X	X	X	X
Focused on critical human needs	✓	X	X	X	X	X
Low bandwidth optimized design	✓	X	X	X	✓	X

## INNOVATIVE SOLUTION

Atma Connect (Atma) uses technology to **empower people to help each other**. In 2015, Atma launched AtmaGo, a free web and Android app that has reached 200,000 unique users in poor communities of Indonesia who are sharing real-time, place-based information on disasters and chronic needs. Because users engage with each other daily around basic needs and challenges, they rely on and trust the information on AtmaGo, knowing that it comes from their own community. AtmaGo is unique because it works on all kinds of phones and requires very little bandwidth. People are far more likely to survive serious disasters and address chronic vulnerabilities when they have good social networks and connections. As a community based social network, AtmaGo empowers users to report problems, share solutions, alerts and news.

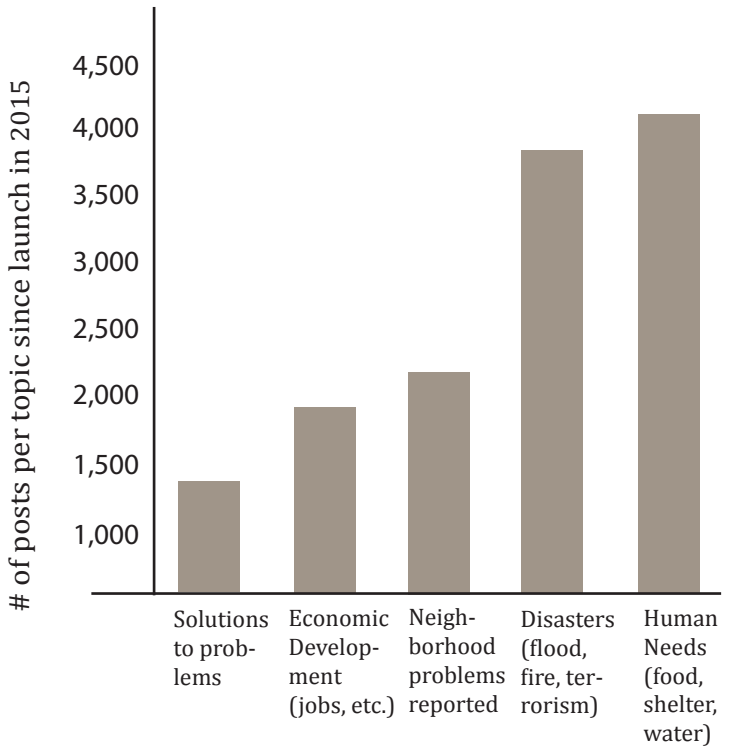
# IMPACT

Atma's award-winning app, AtmaGo, is making a real difference in the lives of the over 200,000 users. In more than 30,000 peer-to-peer information exchanges, people are:

- Sharing tips on how to prevent a flood, warning each other of flooded streets, and the location of government flood shelters.
- Sharing information on jobs, food prices and where to find affordable food.
- Reporting fires and areas prone to crime.
- Directly reporting to the government neighborhood problems like garbage (which contributes to flooding).

On January 13, 2016, a terrorist attack occurred in central Jakarta. Eight people were killed in a series of bomb and gun attacks. AtmaGo witnessed a 300% increase in user traffic on January 13. Users shared emergency info with friends and family, and warned each other about what areas to avoid.

Our research estimates that AtmaGo could reduce flood damage by \$28-\$85 million per incidence in the Jakarta region alone. More details on our calculated impact: <https://atmaconnect.org/772-2/>.



## SCALING SYSTEMATICALLY

### PHASE 1: INCREASE USER BASE

In 2016, Atma launched an Android App (with funding from Cisco Foundation and IDEO.org), and grew to over 100,000 users.

### PHASE 2: PILOTING NEW SYSTEMS

In 2017, Atma will pilot the integration of a community-based Emergency Warning System (with secured funding from Global Resilience Partnership), and target 100,000 new users with this project. These users will receive a warning message similar to an Amber alert in the U.S. Phase 2 will involve testing, ramping up successful user acquisition strategies, improving product and content value, and improving user experience.

### PHASE 3: REPLICATING RESULTS AT SCALE

In 2017-2018, Atma intends to scale in cities across Southeast Asia, East Africa, and the Balkans to reach 500,000-1,000,000 users. Atma knows it can't reach these goals alone so team members are cultivating partnerships with International Committee of the Red Cross, Mercy Corps, United Nations and other stakeholders to leverage existing community-level programs and relationships.

# 200,000

USERS HELPING EACH OTHER TO BUILD A BETTER COMMUNITY

# 30,000+

CONVERSATIONS BETWEEN NEIGHBORS TO IMPROVE THEIR LIVES

# 609%

GROWTH IN USERS FROM 2015 TO 2016