atma
CONNECT

2016 ANNUAL REPORT

Dear Friends,

2016 was a big year for us! Atma Connect won the 2016 Global Amplify Urban Resilience Challenge. We are thrilled by the opportunity to work with IDEO.org's Amplify Program to improve the resilience of low-income urban communities. The Amplify Urban Resilience Challenge is a partnership of The Rockefeller Foundation, U.S. Agency for International Development (USAID), the Swedish Development Agency (SIDA), the UK Development Agency (DFID), OpenIDEO, and IDEO.org.

We started Atma Connect in 2014 to build resilience in urban poor communities and take a user-centered approach to development. And we have done just that! This year we have seen a significant increase in our user base thanks to our dedicated global team, our many philanthropic supporters and our strategic partners. By being consistently responsive to user needs, we have created a product that provides users with tremendous value, is unique in the market, and is positioned to scale. Our user base has grown from 90,000 in 2015 to 156,000 in 2016. In 2016 we expanded into new cities and have launched our Android application throughout Indonesia. As evident by our growing user base, our users find value in AtmaGo because it gives them a better way to prepare for and respond to floods, to connect and collaborate with neighbors on building local resilience to crimes and home fires, and our platform enables users to access job opportunities and affordable water and food. Together, Atma Connect is empowering neighbors to share real-time information, advice and solutions with each other to help improve their lives from the ground up. "I found out from AtmaGo the police tip line to report crime on public transit. AtmaGo helped me feel safer during my commute at night, shared Asep, an AtmaGo user, in July 2016. AtmaGo is helping to build a better world for all of us!"

Building on our many successes this year, our goal is to increase our user base three-fold in 2017 and launch in new countries wordwide so hundreds of thousands of people can benefit from AtmaGo's value in marginalized communities. With ongoing support from technology-based foundations as well as many generous donors, we see no limits to our future success.

Many thanks for sharing in our vision to connect and empower people at the base of the economic pyramid to build better lives from the ground up.

With gratitude,

Meena Palaniappan
Founder and CEO

Connecting **People** to build better lives

Founded in 2014, Atma Connect is an award-winning non-profit dedicated to peer-to-peer communication for marginalized and vulnerable people worldwide. Our mission is to empower people at the base of the global pyramid so they can share information, spread innovation, and build better lives. Atma Connect's global innovation, **AtmaGo**, is a free web and Android application that has reached 156,000 users in urban communities of Indonesia who are sharing real-time, place-based information on disasters and chronic needs.

156,000
USERS

30,000
CONVERSATIONS

NEIGHBORS HELPING NEIGHBORS

"I love AtmaGo because it gives me a way to help other people. All the other social media is 'ego media'—look what I am wearing or look what I am doing. AtmaGo is something different."
— Fajri, AtmaGo User

609%
USER GROWTH

4,000
POSTS ON WATER, FOOD & SHELTER

ATMA CONNECT USES TECHNOLOGY TO EMPOWER PEOPLE TO HELP EACH OTHER.

Our goals are to increase public safety, and reduce mortality, morbidity, and property damage from flooding, fires, crime, disasters, and other events; and improve the ability of vulnerable communities to be resilient to economic, social and climate change impacts.

Through AtmaGo, users 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 water and 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).

FOOD & WATER

JOHNY AHMAD, 31, FISH SELLER, LAMONGAN, INDONESIA
When a friend introduced him to AtmaGo, Johny learned that he could get information on fish prices and availability on AtmaGo to help him with his local fish business. Before having access to AtmaGo, Johny would get information on fish prices only from his friends which took a lot of time. He also had to compete with other sellers at the Fish Auction Center in his local area.

DISASTERS

FAJAR INAYATI, 37, EAST JAKARTA
Fajar Inayati works in East Jakarta, an area which is prone to frequent floods and traffic congestion, which not only affects her but the many school children as shown above. She thinks AtmaGo is an easy-to-use application and useful when there is heavy rain in her area. She checks to see whether there is flooding or traffic jams around her neighborhood. Her favorite posts are about useful tips on flood prevention and what to do when there are floods.

CRIMES, TRAFFIC & FIRE

ASEP SUNARYA, 38, DEPOK, WEST JAVA
Asep Sunarya has been using AtmaGo since 2015 to find out about traffic conditions and crime around his neighborhood, which is a concern for him since he frequently works night shifts. Aspen shared, "I found out from AtmaGo the police tip line to report crime on public transit. AtmaGo helped me feel safer during my commute at night."

WOMEN & JOBS

Need a short story about women here

GLOBAL CHALLENGES

Poor people are on the front lines of extreme weather events, drought and resource scarcity. Over the past two decades, natural disasters have claimed 1.3 million lives and caused $2 trillion in economic losses. Emergency warning systems are proven to save lives and protect property—but studies have shown that these systems rarely reach vulnerable communities. People are more likely to survive disasters in communities with early warning systems they trust and good social cohesion, where people work with their neighbors toward shared well-being.

ATMAGO'S SECRET SAUCE

AtmaGo's secret sauce is its local, user-generated content focused on people helping people. AtmaGo is unique because it works on all kinds of phones and requires very little bandwidth. Users are engaging with each other and sharing real-time, local information on disasters, basic needs and challenges, traffic jams, crime, jobs, and much more. Users rely on and trust the information on AtmaGo, knowing that it comes from their own community. People are far more likely to survive serious disasters and address chronic vulnerabilities when they have good social networks and connections. By being consistently responsive to user needs, we have created a product that provides users with tremendous value and is unique in the market.

HOW IS ATMAGO DIFFERENT?

AtmaGo users get alerts relevant to their location immediately. We solve disaster and community-based needs better than Facebook, Twitter and Kaskus because the content is geographically organized and useful. In 2016, when floods hit Jakarta, Indonesia, users posted numerous warnings to neighbors, while none were posted on Twitter and Facebook. On Facebook, people are connected with friends globally, but can't easily find their neighbors. On Whats App (or Line, WeChat and Messenger) users can create groups, but need to collect phone numbers by hand to create a local group in each area. Our users have told us that they trust AtmaGo more than government apps like Qlue and Lapor because the content is community generated – 81% of users surveyed trust information from AtmaGo.

EVALUATION & MEASUREMENT

Atma Connect measures its outcomes by the number of people impacted by AtmaGo posts on flooding, fires, and basic needs. We track the number of posts in these areas, the number of replies, votes up, and views. Atma has conducted over 400 user surveys and regularly conducts user feedback studies, through interviews, focus groups and online channels. Feedback helps to improve product value, delivery and user satisfaction. Atma Connect uses Google analytics, MixPanel, and CrazyEgg to assess user acquisition, measuring daily unique users, page views per user, bounce rate, weekly user growth rate, and cost per unique user acquisition. We study users' level of interest and assess how we can improve the application to better serve their needs.

IMPACT AND TESTIMONIALS

Atma's award-winning app, AtmaGo, has reached over 156,000 users in Indonesia. More than 30,000 peer-to-peer information exchanges have been made on issues of water, food, jobs, education, shelter, terrorism, flooding, crime, and fires. We have seen a 609% growth in users from 2015 to 2016.

Our research estimates that AtmaGo, at broad scale, could reduce flood damage by $28 to $85 million per incidence. More details on our impact framework and estimates are online: https://atmaconnect.org/772-2/.

Together, with our strategic partners, we are empowering people to build better lives.

- "AtmaGo is such an important platform for us to share information on flooding, fires, and other disasters. It is an active local forum, and it is trusted, and helps us reach poorer neighborhoods in Jakarta." – **Pak Bambang**, Jakarta Disaster Management Agency, Indonesia

- "AtmaGo helps me know what issues people are facing, and what will be soon reported to my office." – **Alamsyah Saragih**, Government Public Official, Indonesia

- "AtmaGo … built a localized social network to help urban poor communities build resilience to shocks from climate change and economic uncertainty. With the mobile app, individuals in a given community can better share knowledge and resources with their neighbors. And their approach is already proving to be successful – during the devastating flooding in Jakarta in February 2015, people were able to share tips and real-time updates on shelters and services." – **Dr. Luca Alinovi**, Executive Director, Global Resilience Partnership

SCALING INTO 2017-18

Increase User Base

In 2016, Atma Connect launched an Android App (with funding from Cisco Foundation and IDEO.org), and grew to over 156,000 users.

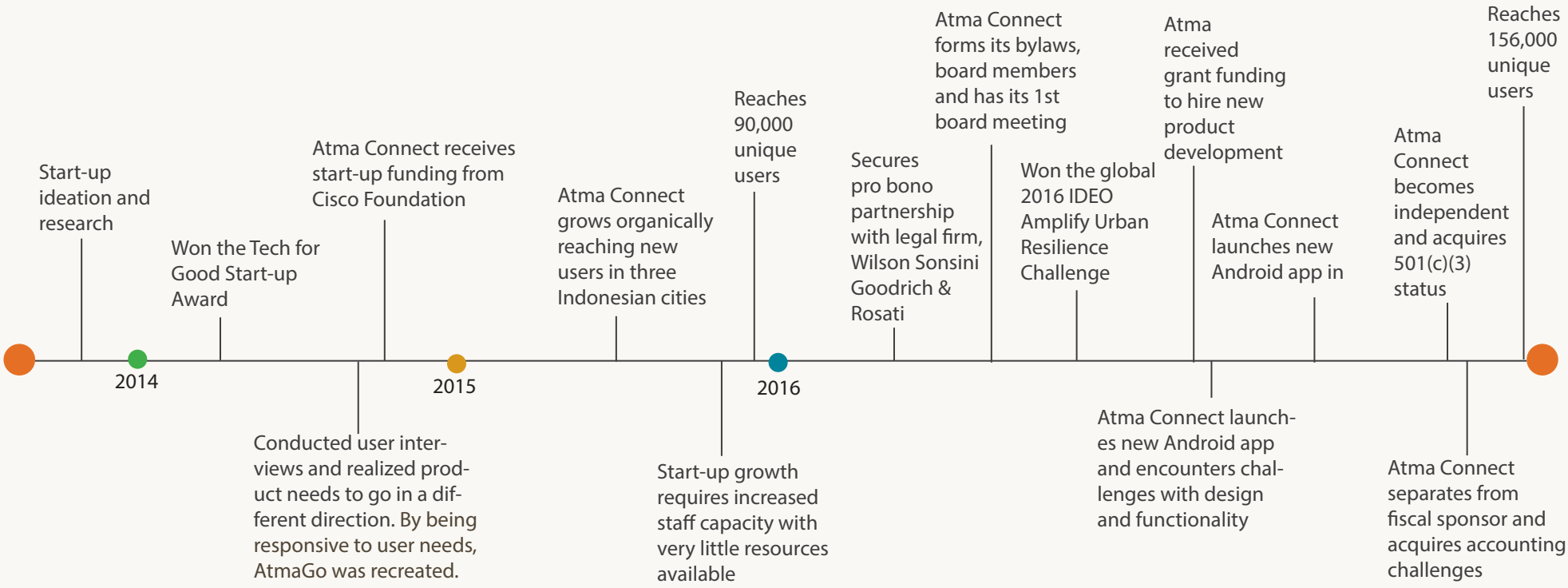
Piloting New Systems

In 2017, Atma Connect will pilot the integration of a community-based Emergency Warning System in new cities of Indonesia prone to extreme flooding. The pilot will target 100,000 new users who will receive a warning message similar to an Amber alert in the U.S. Atma Connect will continue to ramp up successful user acquisition strategies, improve product and content value, and enhance user experience. As part of our evaluation and impact assessment, we will conduct an independent research study evaluating and documenting AtmaGo development outcomes.

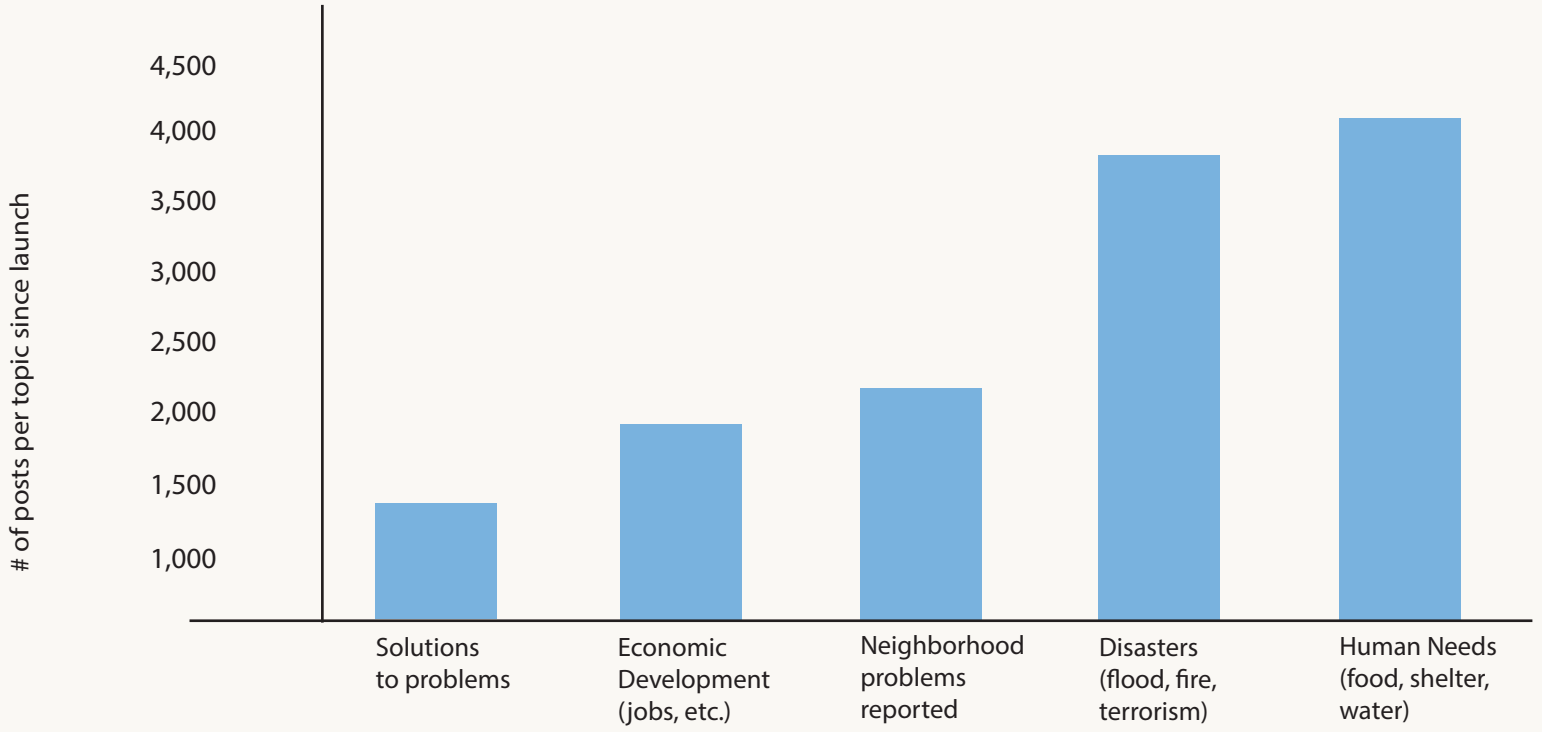
Replicating Results at Scale

By being consistently responsive to user needs, we have created a product that provides users with tremendous value, is unique in the market, and is positioned to scale. In 2017-2018, Atma Connect intends to scale in cities across Southeast Asia, East Africa, and the Balkans to reach 500,000-1,000,000 users. In partnership with International Committee of the Red Cross, Mercy Corps, UNOCHA and other stakeholders, Atma Connect will leverage existing community-level programs and relationships and grow to new cities globally. In partnership with Mercy Corps, launch AtmaGo in refugee camps in the Balkans.

ACCOMPLISHMENTS SINCE 2014



CHALLENGES SINCE 2014


# of posts per topic since launch
4,500
4,000
3,500
3,000
2,500
2,000
1,500
1,000
Solutions to problems
Economic Development (jobs, etc.)
Neighborhood problems reported
Disasters (flood, fire, terrorism)
Human Needs (food, shelter, water)

TEAM MEMBERS

OAKLAND, CALIFORNIA (HEADQUARTERS)

Meena Palaniappan, Founder and CEO
Nicholas Cain, Chief Marketing Officer
Silke Knebel, Development Director
Diana Lee, Development Advisor
Fern Praerung, Senior Associate

INDONESIA AND INDIA

Ramadhi Irawan, Product and Growth Lead
Alfan Rodhi, Indonesia Field Director
Kapil Choudary, Full Stack Web Developer
David Khoirul, Community Manager & UI/UX Developer
Jimmy Welles, Indonesia Evaluation Manager
Vivek Dharmani, Android Developer

BOARD OF DIRECTORS

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FUNDERS

INDIVIDUALS

Adrienne Bloch
Danny Teng
Linda Segervall
Lisa D. Nash
Monica Mehta
Rachel Green
Rachel Sheinbein & Joe Greenstein
Tyroan Hardy
Zain Syed Ahmed

FOUNDATIONS AND ORGANIZATIONS

Cisco Foundation
IDEO.org
Silicon Valley Community Foundation
The ShugarMagic Foundation

PRO BONO PARTNERSHIPS

Datakind
Wilson Sonsini Goodrich & Rosati

STATEMENT OF ACTIVITIES

Revenue

Grants and Contributions	2015	2016
– Foundations	$150,000	
– Individuals	$158,505	
– Corporate	$0	
– Government	$0	
– Pro Bono Services *(estimated)*	*$75,000*	
Total Revenue	**$150,000**	**$**

Expenses

Personnel	$25,350	$
Professional Services	$2,443	$
IT	$413	$
Marketing	$1,023	$
Meetings	$0	$
Office equipment	$0	$
Finance & Administration	$7,500	$
Total Expense	**$36,728**	**$**

STATEMENT OF FINANCIAL POSITION

atma CONNECT

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Visit Atma Connect: www.atmaconnect.org

Visit AtmaGo: www.atmago.com

Twitter: @atmaconnect

Facebook: /AtmaConnect

Support us: https://atmaconnect.org/donate/

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