atma
CONNECT
2015-2017 REPORT

Empowering PEOPLE to build better lives

Dear Friends,

We wanted to produce a timeline report that shows our continued growth since our launch in 2014. Our success, year after year, is because of all of you who believe in our vision to connect and empower people at the base of the economic pyramid to build better lives from the ground up.

We started Atma Connect in 2014 to build resilience in urban poor communities and take a user-centered approach to development. Our award-winning platform, AtmaGo, is empowering neighbors to share real-time information, advice and solutions with each other to help improve their communities from the ground up. Our users find value in AtmaGo because it gives them a better way to prepare for and respond to floods, and connect and collaborate with neighbors to build local resilience like improving infrastructure. On AtmaGo, users report crimes and home fires. Our platform enables users to access job opportunities and affordable water and food. "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!"

Today, Atma Connect has reached over 300,000 users, a three-fold increase since one year ago. We have won several awards since we launched AtmaGo, including the 2016 Global IDEO.org Amplify Urban Resilience Challenge. Thanks to IDEO.org, we re-envisioned AtmaGo to improve the resilience of low-income urban communities. We also joined efforts with Mercy Corps Indonesia and won the Global Resilience Partnership award to reduce the risk of flooding by improving community coordination in the Semarang region of Indonesia. We are also receiving generous funding from our flagship funder, The Cisco Foundation.

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 2016 we expanded into new cities and have launched our Android application. Our user base has grown from 90,000 in 2015 to over 300,000 users in 2017. Our goal is to increase our user base to 1,000,000 in 2018 and launch in new countries worldwide so hundreds of thousands of people can benefit from the value AtmaGo provides for vulnerable communities. With ongoing support from technology-based foundations as well as many generous donors, we see no limit to the power of people helping people in communities around the world.

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 300,000 users in urban communities of Indonesia who are sharing real-time, place-based information on disasters and chronic needs.

300,000
USERS

632,616
USER ACTIONS

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

12,978
POSTS ON WATER, FOOD & SHELTER

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

Our goals are to improve community resilience, promote economic development, increase public safety, and reduce the impacts of flooding, fires, crime, and other disasters.

Through AtmaGo, users are:

- Sharing alerts on fires, floods and other natural disasters—and sharing tips on how to respond and recover from these incidents.
- Discussing local problems, such as traffic and crime, and sharing solutions with their neighborhood.
- Sharing resources to grow local economies and helping neighbors gain access to healthcare and education.
- Directly reporting to the government neighborhood problems like broken infrastructure and 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

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. Asep 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 & TECH

FIRDA BASYARAHEEL & ATY NURHAYATI, 30 & 36, WEST JAVA
Firda (shown on left) and her family use AtmaGo when it is flooding in their neighborhood. They post photos of the floods to inform their neighbors and family members. Aty (shown on right) plans to use AtmaGo to create a workshop on photography and videography. She wants to use AtmaGo to also give more options to kids in her area, empowering them through mobile technology.

CHALLENGES ATMAGO SOLVES

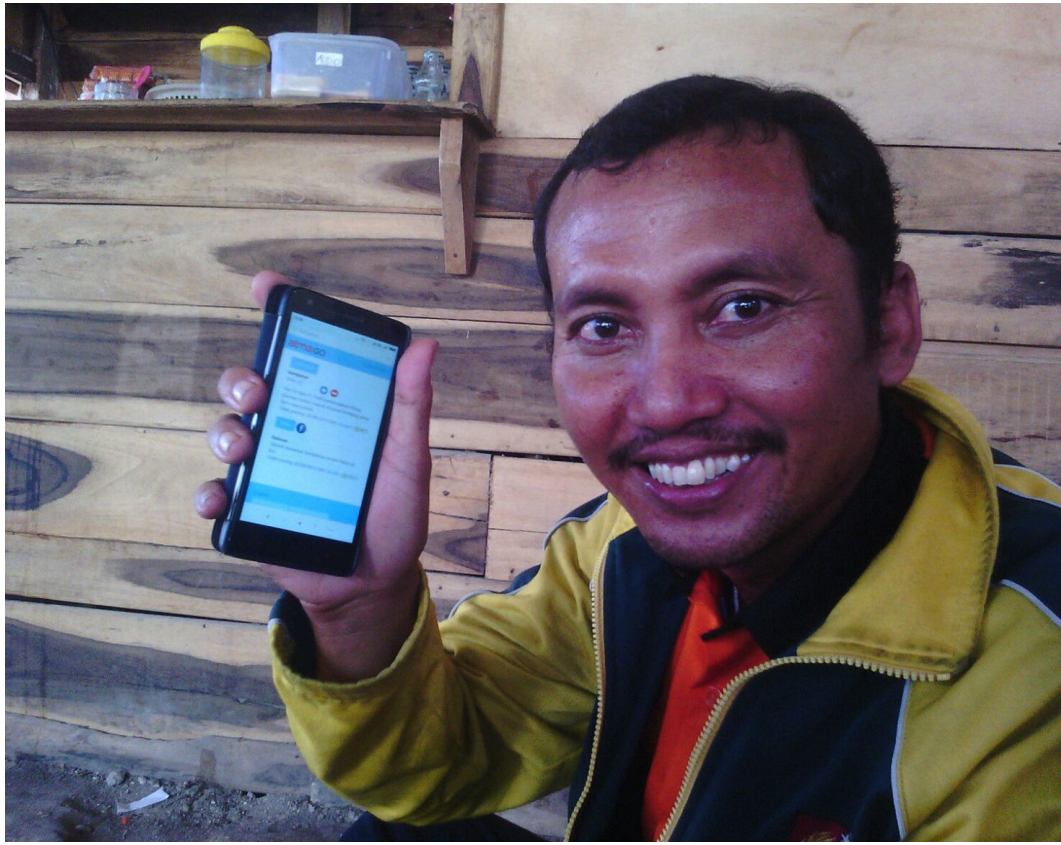
Communities around the world, but especially in the developing world, face a growing risk from natural and human-caused disasters. Poor people are on the front lines of extreme weather events and resource scarcity. Over the past two decades, natural disasters have claimed 1.3 million lives and caused $2 trillion in economic losses. Disasters lower women's life expectancy more than men's, according to data from 141 countries affected by disasters between 1981 and 2002. Women, boys and girls are 14 times more likely than men to die during a disaster (Source: UNDP). Emergency warning systems are proven to save lives and protect property – but studies have shown that these systems rarely reach vulnerable communities. Atma Connect works to solve these challenges with its product, AtmaGo.

SECRETS OF OUR SUCCESS

AtmaGo's success is centered around its uniqueness in the mobile for social development ecosystem – it is local, user-generated content focused on people helping people. AtmaGo 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. People are more likely to survive disasters in communities with early warning systems they trust and good social connections, where people work with their neighbors toward shared well-being. Users rely on and trust the information on AtmaGo, knowing that it comes from their own community.

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 (local app) 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 on AtmaGo.



RESPONSIVE TO USER NEEDS

Atma Connect has conducted 500 user surveys and regularly conducts user feedback studies through interviews, focus groups and online channels. Feedback improves product value, delivery and user satisfaction. By being consistently responsive to user needs, we have created a product that provides users with tremendous value.

We measure our outcomes by the number of posts on flooding, traffic, fires, and basic needs on AtmaGo and how they impact users. We track the number of solutions posted to these topics, votes up, and views. Atma Connect uses Google Analytics and MixPanel to assess user acquisition, measuring daily unique users, page views per user, bounce rate, and weekly user growth rate.

302,000 users reached

IMPACT AND **TESTIMONIALS**

Atma Connect's award-winning app, AtmaGo, has reached over **300,000** users in Indonesia. More than **632,616** user actions have been taken, including peer-to-peer information exchanges such as posts, replies and votes on issues like 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 GLOBALLY

Increase User Base

Atma Connect launched an Android App (with funding from Cisco Foundation and IDEO.org) in 2016, and grew to over 300,000 users.

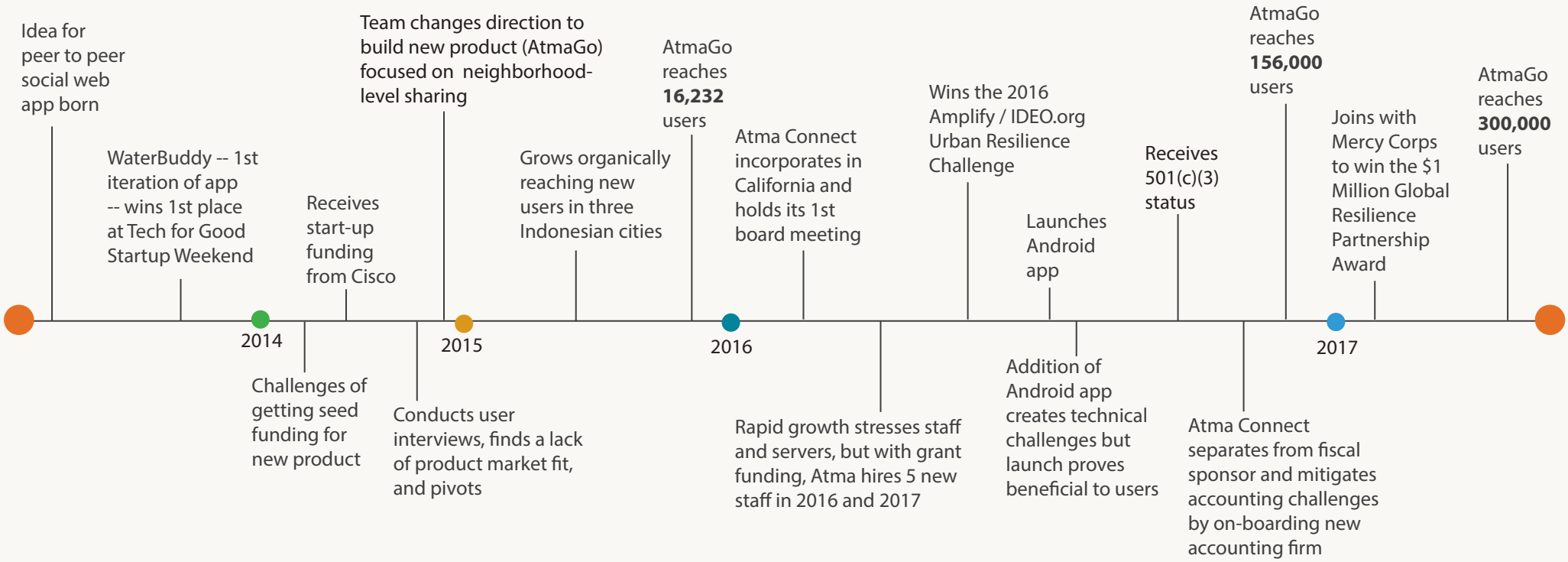
Piloting New Systems

In 2017, we are piloting the integration of a community-based Emergency Warning System in new cities of Indonesia prone to extreme flooding. The pilot will target thousands of new users who will receive a warning message similar to an Amber alert in the United States. We 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

In 2018-2019, we intend to scale in cities across Asia and Africa to reach 500,000-1,000,000 users. In partnership with the International Committee of the Red Cross, Mercy Corps, Ford Foundation, United Nations Office for the Coordination of Humanitarian Affairs and other stakeholders, we will leverage existing community-level programs and relationships and grow to new cities globally.

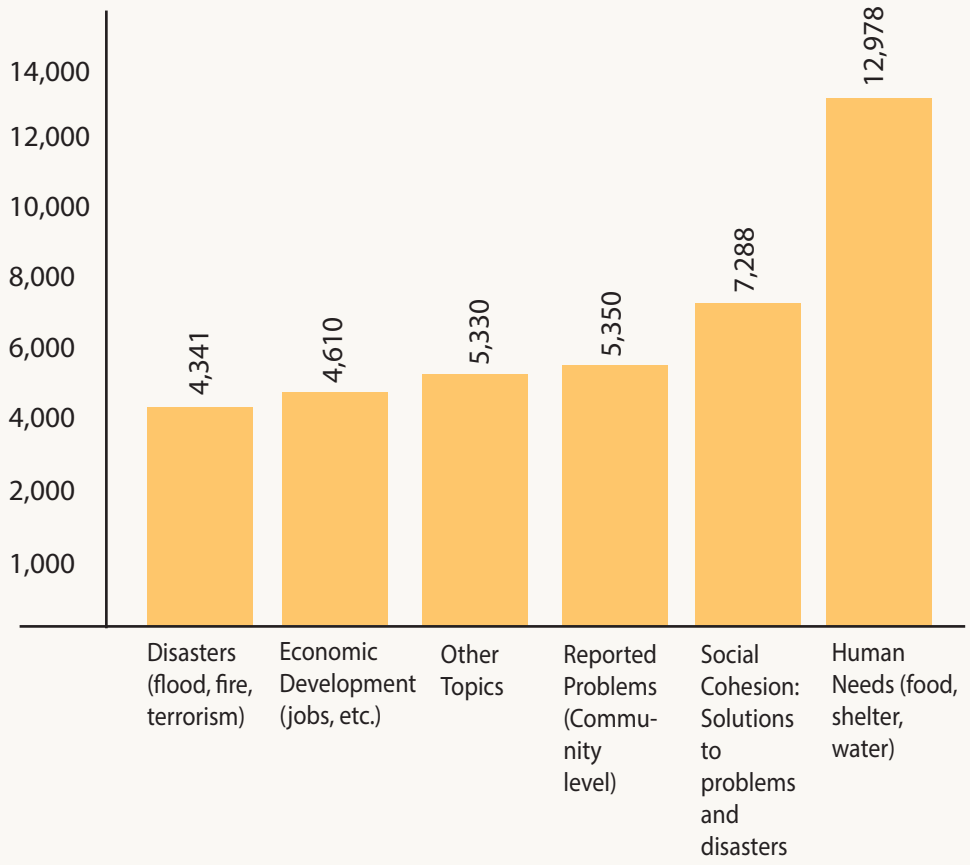
ATMA CONNECT ACCOMPLISHMENTS SINCE 2013



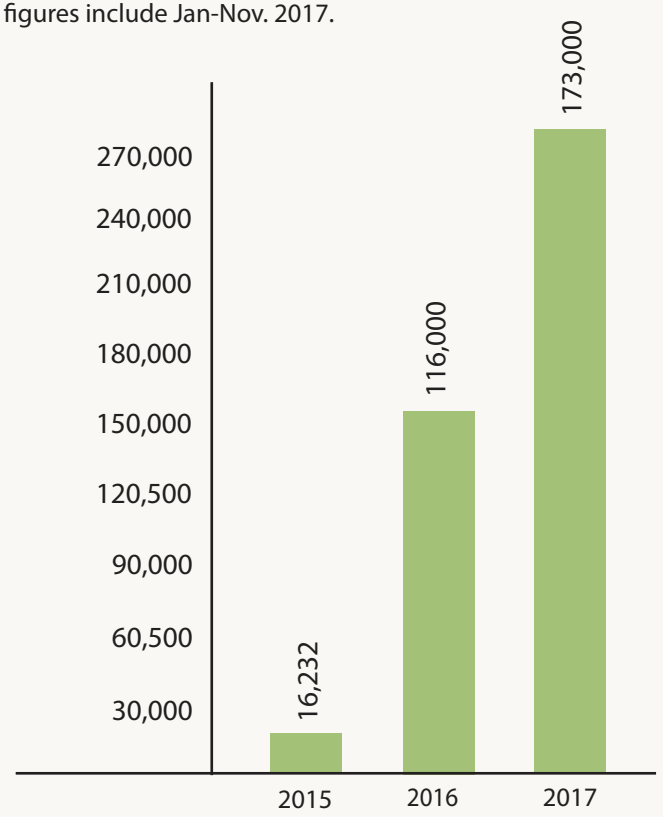
ATMA CONNECT CHALLENGES AND SOLUTIONS SINCE 2013

USER POSTS & TRAFFIC SINCE LAUNCH

Number of posts per topic since 2015. In some cases a topic can be found in multiple categories.



Number of new users per year. For 2017, figures include Jan-Nov. 2017.



TEAM MEMBERS

UNITED STATES

Ari Turrentine, Program and Operations Manager
Barbara Finnin, Chief Financial Advisor
Meena Palaniappan, Founder and CEO
Minh Chau Nguyen, Global Strategic Advisor
Nicholas Cain, Deputy Director
Silke Knebel, VP, Development and External Relations

INDONESIA AND INDIA

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

BOARD OF DIRECTORS

Adrienne Bloch, Senior Fossil Fuels Attorney, Earthjustice
Kushith Amerasinghe, Computer Scientist / Futurist, Adobe Systems
Lisa Diaz Nash, Board Member, We Players
Meena Palaniappan, Founder and CEO, Atma Connect
Sergio Paluch, Founder, Montparnas
Jennifer Maymon (Emeritus), Founder and Managing Partner, Kijamii Capital

FUNDERS & STRATEGIC PARTNERS

INDIVIDUALS

Adrienne Bloch
Danny Teng
Linda Segervall
Lisa Diaz and Michael Nash
Monica and Anand Mehta
Rachel Sheinbein and Joe Greenstein
Tyroan Hardy
Zain Syed Ahmed

FOUNDATIONS AND ORGANIZATIONS

Cisco Foundation
Global Resilience Partnership
IDEO.org
Mercy Corps
Shugar Magic Foundation
Silicon Valley Community Foundation

PRO BONO PARTNERSHIPS

Adobe Systems
Venablena Website Design
Wilson Sonsini Goodrich & Rosati

2015-2017 ANNUAL REPORT FINANCES

SUPPORT AND REVENUE	2016 INCOME STATEMENT	2017 BUDGET
Foundation Grants	$156,416	$725,000
Individual Contributions	$16,407	$16,000
Pro Bono Services	$47,526	$30,000
Earned Revenue	$0	$6,500
Total Support and Revenue	**$220,349**	**$775,500**
FUNCTIONAL EXPENSES		
Personnel Expenses	$38,857	$171,173
Product & Growth Team	$126,169	$256,800
Outreach & Marketing	$3,564	$24,000
Product Hosting & SAAS	$6,890	$16,800
Professional Fees	$64,883	$107,840
Travel, Meetings, Workshops	$7,718	$35,350
Operations	$5,648	$11,439
Facilities and Equipment	$168	$2,400
Total Functional Expenses	**$253,897**	**$625,802**
Net Income, end of year	**$(33,548)**	**$151,698**

ASSETS	2016
Current Assets	
Fiscal Sponsor Bank Account	$122,198
Atma Connect Bank Account	$63,518
Grants Receivable	$51,965
Total Current Assets	**$237,678**
Total Assets	**$237,678**
LIABILITIES AND NET ASSETS	
Current Liabilities	
Accounts Payable	$6,440
Credit Cards	$5,104
Total Current Liabilities	$11,545
Total Liabilities	**$11,545**
Unrestricted Net Assets	$122,195
Net Income	$103,938
Total Net Assets	**$226,133**
Total Liabilities and Net Assets	**$237,678**

- The 2016 Statement of Activities and 2016 Balance Sheet include both, our time with our Fiscal Sponsor and when we became an independent 501(c)(3). We are excited to say that as of October 2017, we have received 92% of our projected income for 2017, which is a 3.5x growth rate.
- 2016 % Allocations: **77%** Program; **18%** General & Administration; **5%** Fundraising.

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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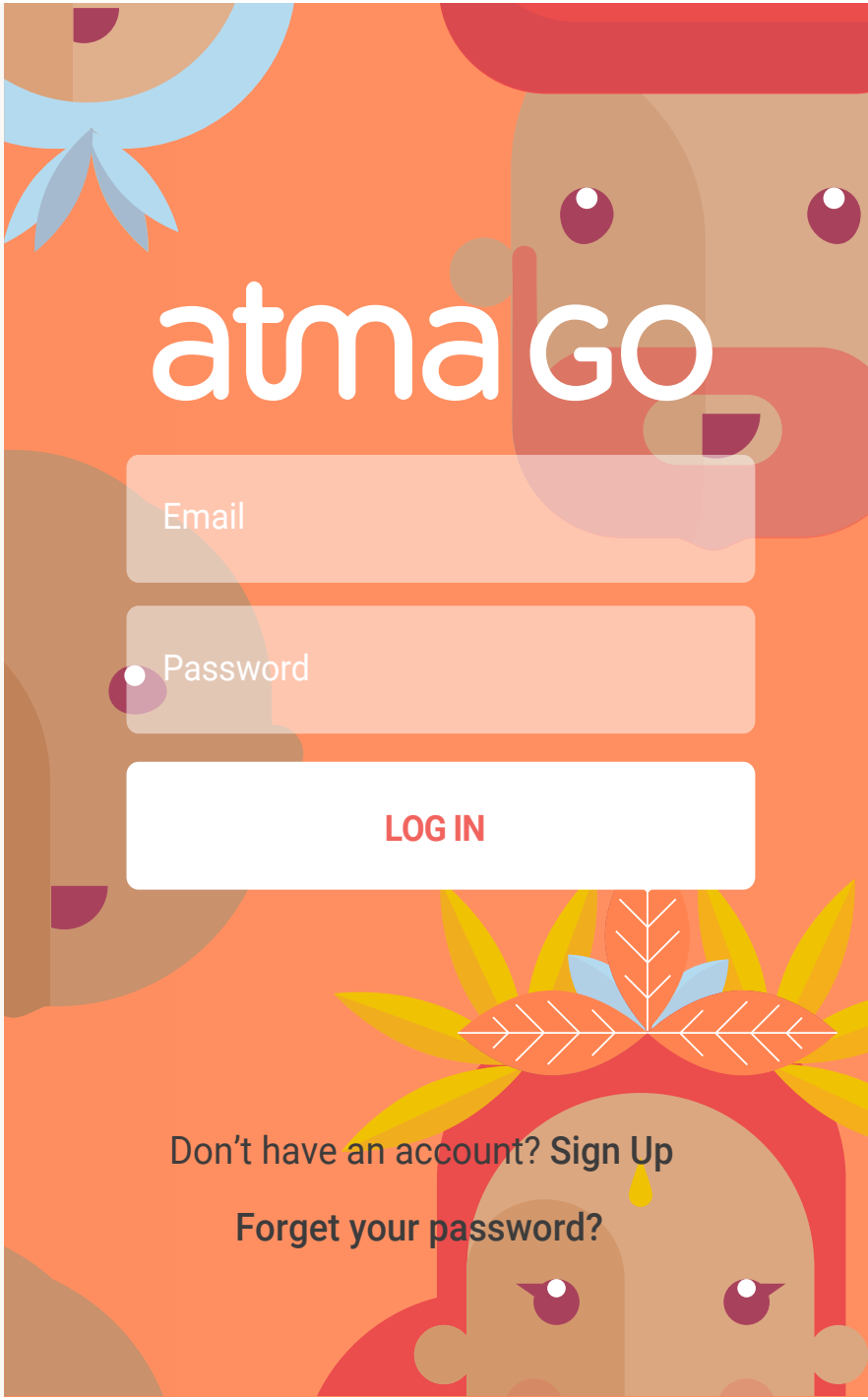
Photography: Alfan Rodhi and David Khoirul