

EVALUATION STRATEGY AND INDICATORS

BASELINE SURVEY	
Timeframe: Quarter 1	Source: Tech kiosk owner
Indicators: <ul style="list-style-type: none"> • Current sales, profit, savings • Number of employees • Operating expenses of existing warung • Capital assets and liabilities • Knowledge of technologies before introduction to Kopernik 	
USER FEEDBACK COLLECTED ON THE TECHNOLOGIES	
Timeframe: end of quarter 2, 3 and 4	Source: Tech users
Indicators: <ul style="list-style-type: none"> • Monthly SMS survey of tech users 	
IMPACT ASSESSMENT REPORT – End line Survey	
Timeframe: Quarter 4	Source: Tech kiosk owners
Indicators: <ul style="list-style-type: none"> • Increase in income, profit, savings • New jobs created • Changes to operating expenses • Capital assets and liabilities • Improvements in livelihoods due to increase in income • Increase in knowledge due to Kopernik training 	
IMPACT ASSESSMENT REPORT – Tech user survey of the changes associated with acquiring technology	
Timeframe: Quarter 4	Source: Tech users
TECH USER BASICS <ul style="list-style-type: none"> • Gender • Occupation • Number of household members • Household income • Access to substitutes: electricity grid, similar technologies 	TECH USAGE <ul style="list-style-type: none"> • Level of satisfaction with technology • Frequency of use - new and old technology • Reasons for still employing old practices
TECH RELATED – COOKSTOVE <ul style="list-style-type: none"> • Reduced expenditure on cooking fuel • Reduced exposure to smoke from open fire • Change in cooking activities • Decrease time spent on procuring fuel or cooking 	TECH RELATED – WATER FILTER <ul style="list-style-type: none"> • Reduced expenditure on cooking fuel for not having to boil water anymore • Reduced expenditure on bottled water • Increase in water consumption • Health improvements
TECH RELATED – SOLAR LAMP <ul style="list-style-type: none"> • Reduced expenditure on kerosene or other forms of lighting • Reduced exposure to smoke from kerosene lamps • Increased mobile phone usage • Increased duration of night-time activities 	

- | | |
|---|--|
| • Increased income related to night-time activities | |
|---|--|

The logo for KOPERNIK features a stylized orange double arrow icon on the left, followed by the word "KOPERNIK" in large, bold, black uppercase letters. Below "KOPERNIK" is the tagline "SERVING THE LAST MILE" in orange uppercase letters.

KOPERNIK
SERVING THE LAST MILE

WEBSITE kopernik.info **TWITTER** [@thekopernik](https://twitter.com/thekopernik) **FACEBOOK** facebook.com/thekopernik



Technology Kiosks For The Last Mile Report on Milestone 2



Due Date: 31 October 2014

WEBSITE kopernik.info **TWITTER** [@thekopernik](https://twitter.com/thekopernik) **FACEBOOK** facebook.com/thekopernik

DEVELOPMENT OBJECTIVE

Award No: AID-OAA-F-14-00024

Sponsoring US AID Office: USAID/DIV

Author: Melissa Preston

Provide scalability nationwide with 50 Tech Kiosks and state-of-the-art operational systems and processes necessary to operate them efficiently. Anticipated results are:

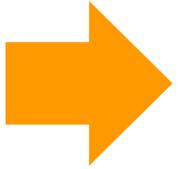
- 50 Tech Kiosks in East Nusa Tenggara are supported and provided with the tools they need to succeed
- Bulk purchasing and distribution system in place, including regional warehousing hubs
- Educational catalogue, awareness raising materials and program in place
- Standardised training and branding for Tech Kiosks in place
- State-of-the-art operational processes in place including a mobile-based platform for tracking sales, an inventory management system, payment processing, financial management, after sales service, and monitoring and evaluation

MILESTONE 2

A report indicating completion of the activities including streamlined operational processes:

- Selection of participating small businesses, individuals and other local groups.
- Baseline survey completed.
- Development of improved processes, including bulk purchasing, distribution, sales tracking and payment.
- Development of training plan for tech kiosk owners and Kopernik team.

CONTENTS



1. **Selection of participating small businesses and individuals**
2. Baseline Survey completed
3. Development of improved processes, including bulk purchasing, distribution, sales tracking and payment
4. Development of training plan for tech kiosk owners and Kopernik team
5. Annexes
 - Media and communications activities
 - Baseline survey questionnaire

WHAT IS A TECH KIOSK?

Kopernik has established a network of Tech Kiosks to provide a sustainable and scalable supply chain to get simple, life-improving technologies to the last mile.



Tech Kiosks operate within already established, independently owned and operated small stores which account for 85 percent of Indonesia's retail market (McKinsey Quarterly).

Individual entrepreneurs who do not own a store can also join the program. Some have chosen to establish a new store; others are selling technologies in addition to conducting other income generating activities.

SELECTION OF PARTICIPATING SMALL BUSINESSES AND INDIVIDUALS

Kopernik has selected the islands of Sumba, Flores and West Timor in Eastern Indonesia (NTT) to recruit Tech Kiosks.



Sumba Flores West Timor

SELECTION OF PARTICIPATING SMALL BUSINESSES AND INDIVIDUALS

50 participants have been recruited in 8 locations in NTT – 3 locations in West Timor, 3 locations in Flores and 2 locations in Sumba.



TECH KIOSK RANDY, KUPANG – IBU MATELDA AND HER SON ERIC



TECH KIOSK OWNERS KEFAMENANU



TECH KIOSK ANNA, SOE – BAPAK AND IBU THOBIAS MANAS



TECH KIOSK OWNERS WAINGAPU



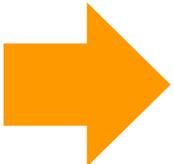
TECH KIOSK SAHABAT, KUPANG – KHRIST AND JHONNY



TECH KIOSK OWNERS RUTENG



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BASELINE SURVEY COMPLETED

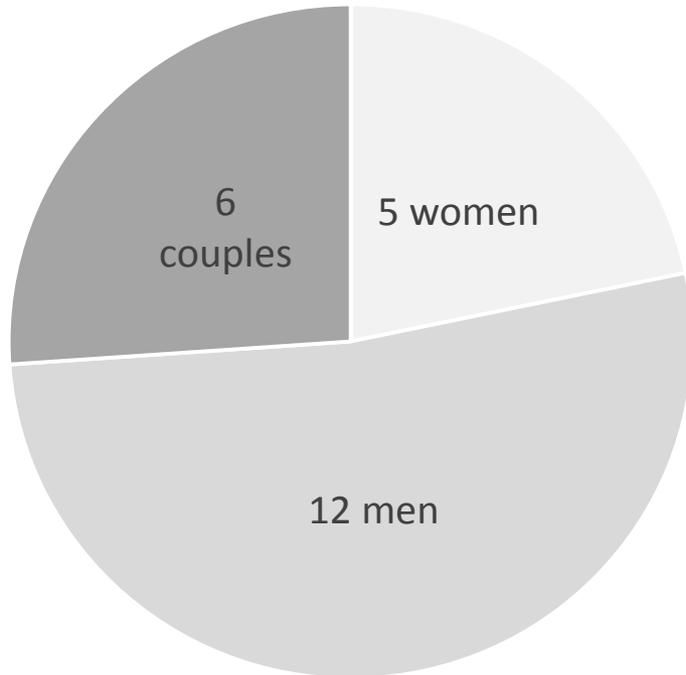
The baseline survey was conducted in a one-on-one face-to-face interview format and took approximately 45 minutes per interview to complete.

23 participants were surveyed in Kupang and So'e. Eight participants are existing store owners while 15 have established new businesses.

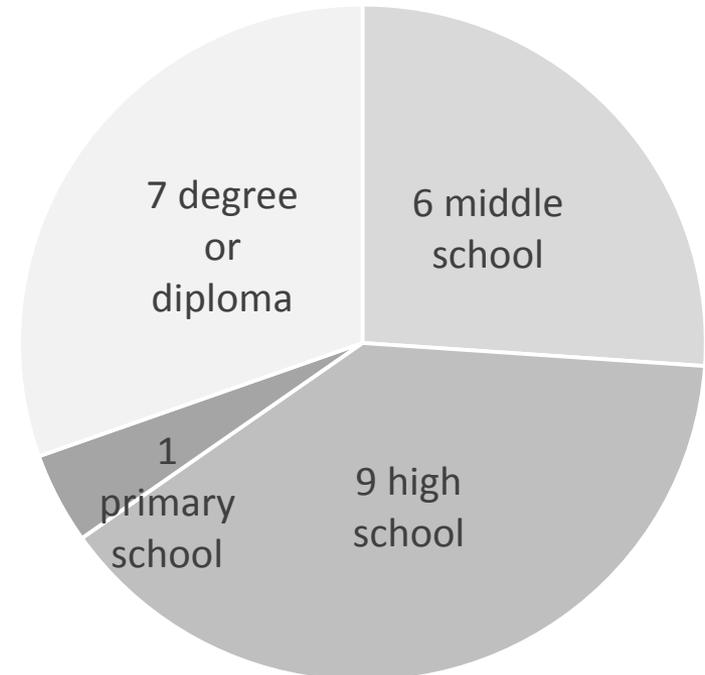
BASELINE SURVEY SUMMARY: TECH KIOSK DEMOGRAPHICS

Three Tech Kiosks are operated by single women, 13 by single men and 7 by a couple. Most are educated to high school or degree level.

Operated by



Education level



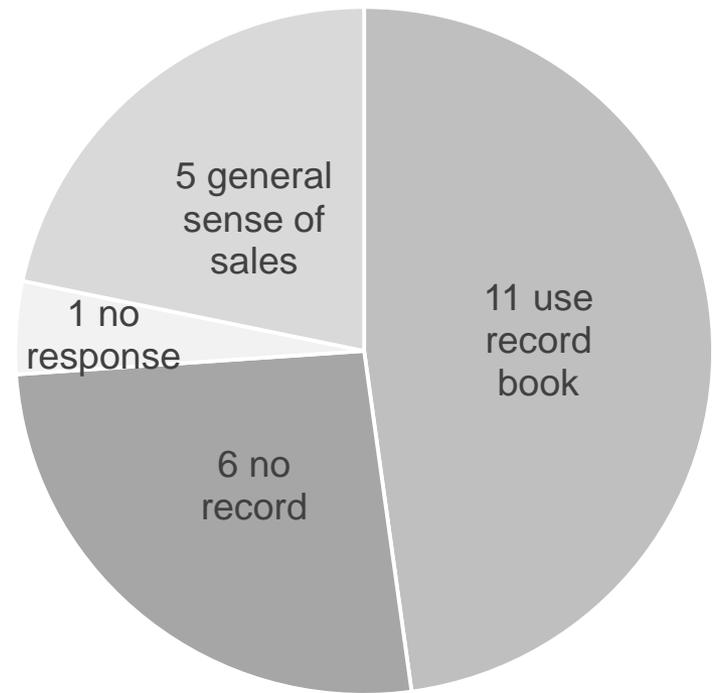
BASELINE SURVEY SUMMARY: TECH KIOSK DEMOGRAPHICS

Word of mouth is the most popular marketing strategy for existing businesses. Half the respondents record their sales in a record keeping book while six keep no records at all.

Marketing strategies



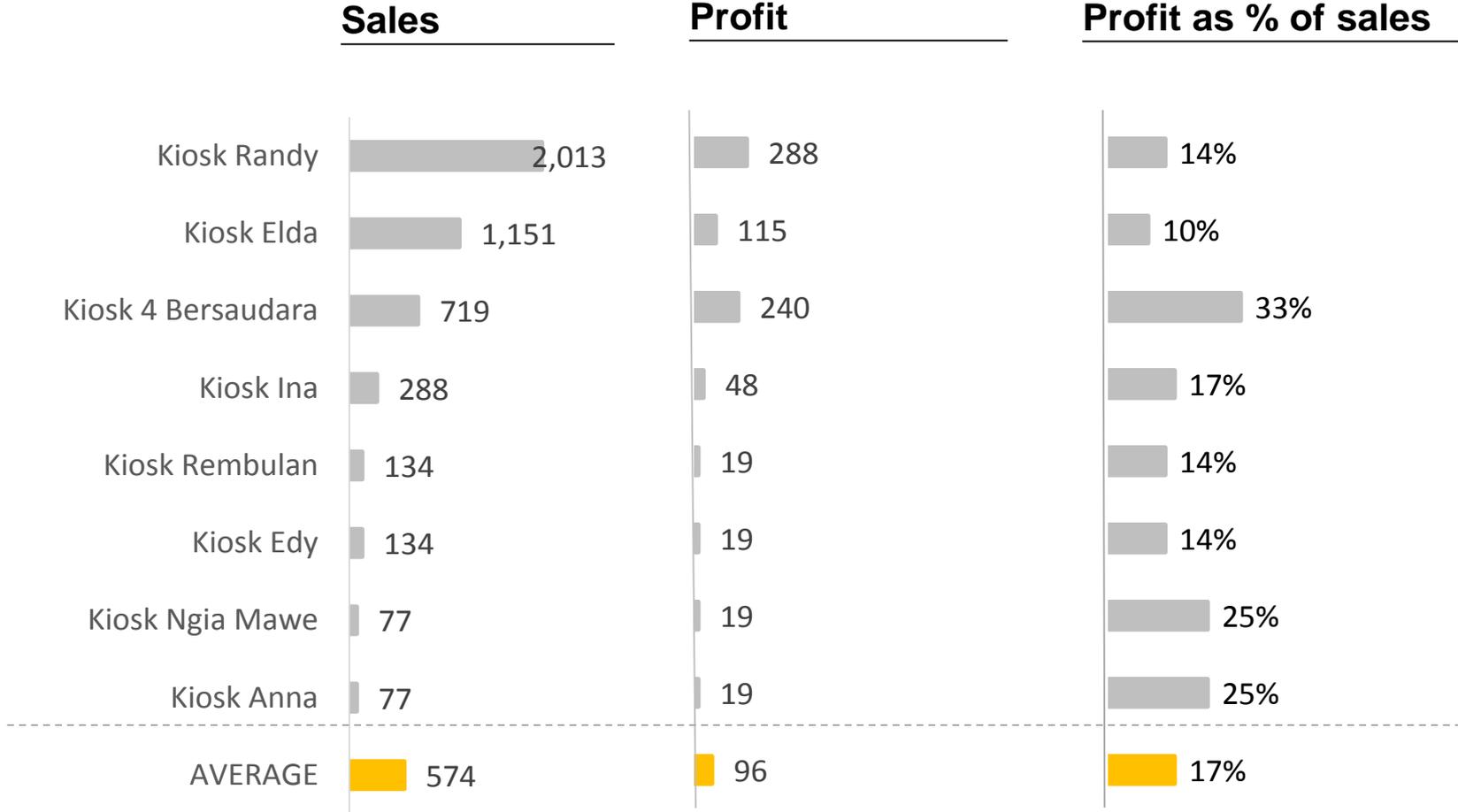
Record keeping



Note: respondents could provide more than one method

BASELINE SURVEY SUMMARY: EXISTING BUSINESS FINANCIAL DATA

Figures are monthly sales and profits in US Dollars based on information provided by respondents.

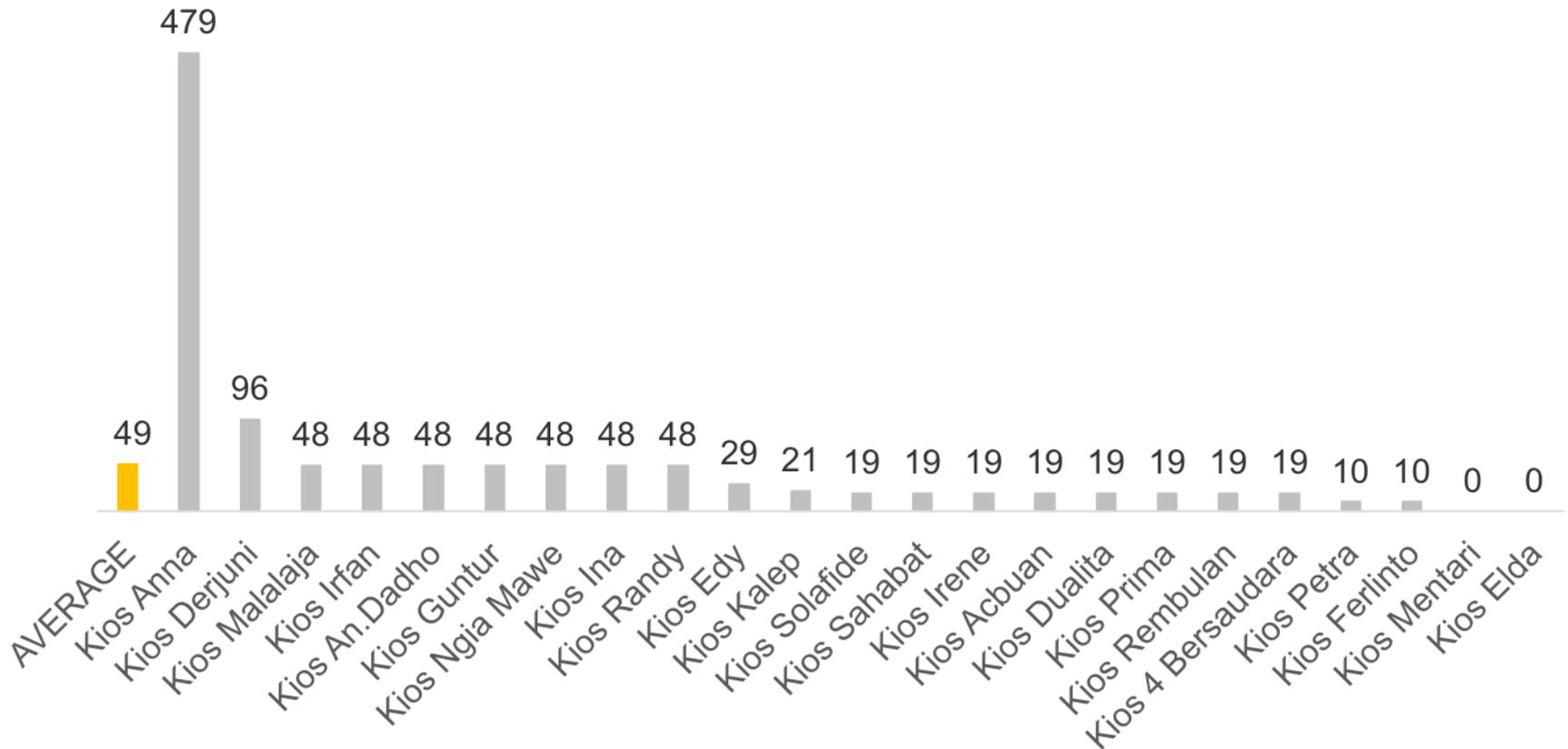


* Kiosk Randy sells beer at her warung, which accounts for the significantly higher sales figure

BASELINE SURVEY SUMMARY: SAVINGS DATA

Figures monthly savings in US Dollars as advised by participants.

Individual savings

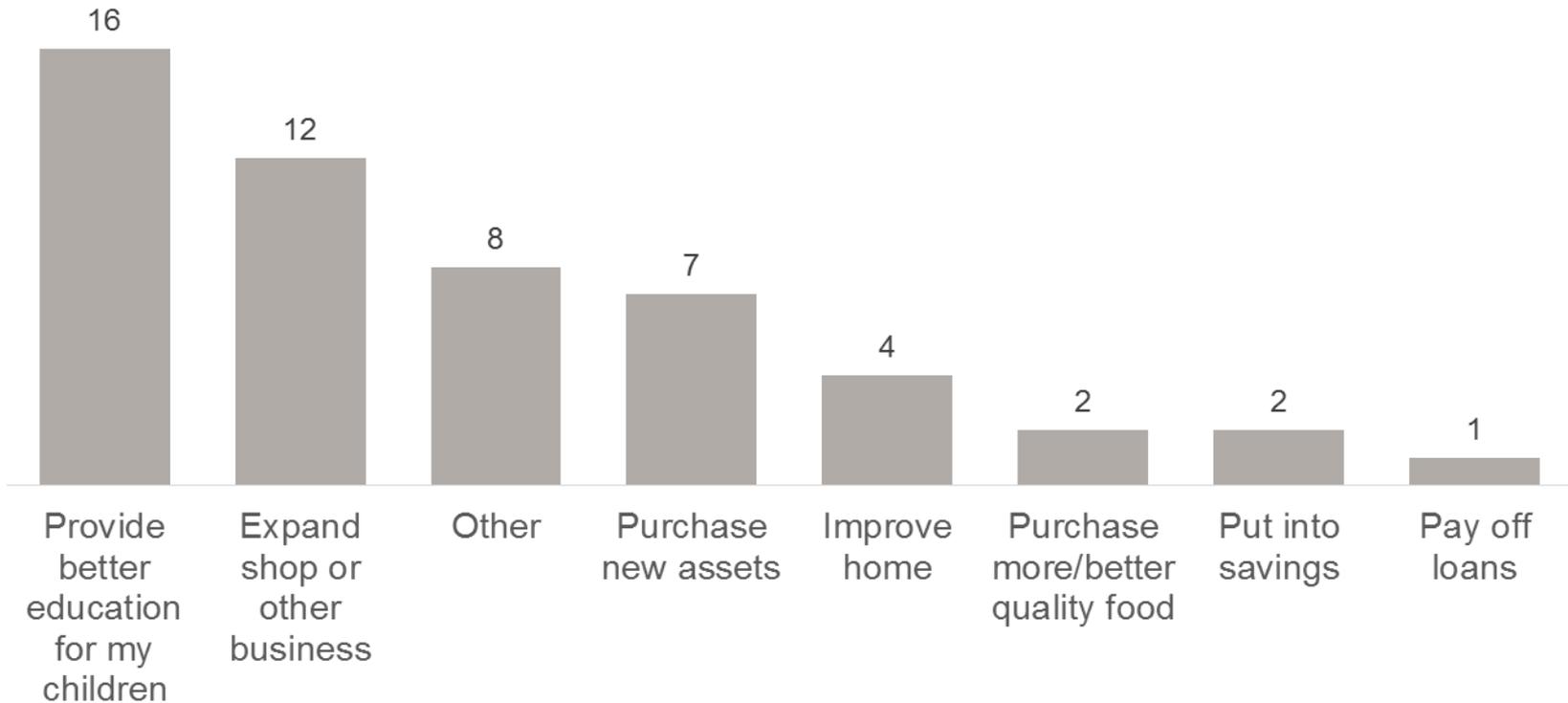


* Kiosk Anna gains most of the income from running a chicken farm hence savings are much higher than others

BASELINE SURVEY SUMMARY: PERSONAL ASPIRATIONS

An overwhelming majority of respondents reported that they intend to use the profits derived from Tech Kiosk operations to further their children's education as well as improving their own business

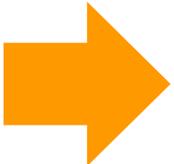
Personal aspirations



BASELINE SURVEY NAGEKEO



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DEVELOPMENT OF IMPROVED PROCESSES, INCLUDING BULK PURCHASING, DISTRIBUTION, SALES TRACKING AND PAYMENT

The following slides detail processes for:

- Recruitment
- Initial set up of Tech Kiosks
- Marketing tools provided at set up
- Sales tracking, payment and restocking
- Bulk purchasing, distribution and warehousing
- Monitoring and evaluation
- Performance management of Tech Kiosks



RECRUITMENT

Already Developed:

- Location Identification.
- Socialisation meeting of the program to potential partners and their members.
- Tech Fair to introduce technologies to the above.
- Application by Tech Kiosks (vendor profiling) is submitted followed by screening, interview and geographical mapping.
- MoU signed with Tech Kiosks on partnership terms including: duration of partnership, price, margin and payment method.
- Tech Kiosks are required to purchase at least one technology in order to join the program.

In Progress:

- Catapult Design is working on an outreach program and materials to attract and recruit new tech kiosks.
- Kopernik is reviewing current vendor profiling and making improvements to the recruitment process to ensure participants have a good standing within the community.

Target:

- The new outreach program and improved recruitment processes will be used to recruit Tech Kiosks in other areas of NTT in 2015.

INITIAL SET UP

Already Developed:

- Marketing tools including product cards, price lists, banners, receipt books and financial tracking forms.
- Training is provided on:
 - Your responsibilities as a Tech Kiosk
 - How to sell technologies and record sales, inventory and payments
 - Health and cost benefits of technologies
 - After sales service and warranty system

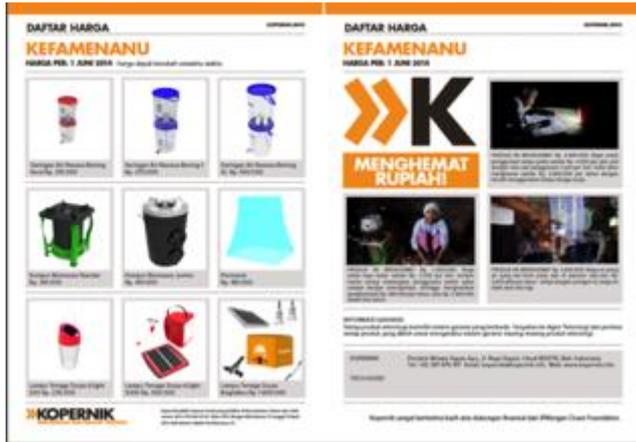
In Progress:

- Catapult Design is reviewing and making improvements to marketing tools.

Target:

- Improved marketing tools and financial processes will be provided to Tech Kiosks in January/February 2015.

MARKETING TOOLS PROVIDED AT SET UP



Price list + cost and health benefit



Sales receipt and lay away form



Carry Bag



Product card



Hat



Banner



Name card



T-shirt

SALES TRACKING, PAYMENTS AND RESTOCKING

Already Developed:

- Tech Kiosks report to an Area Coordinator (selected from the Tech Kiosks owners in each location).
- Area Coordinators are trained to receive payments and restock Tech Kiosks.
- Head Office process data received from Area Coordinators into QuickBooks and SOS Inventory software to manage reconciliation of accounts receivable and inventory.

In Progress:

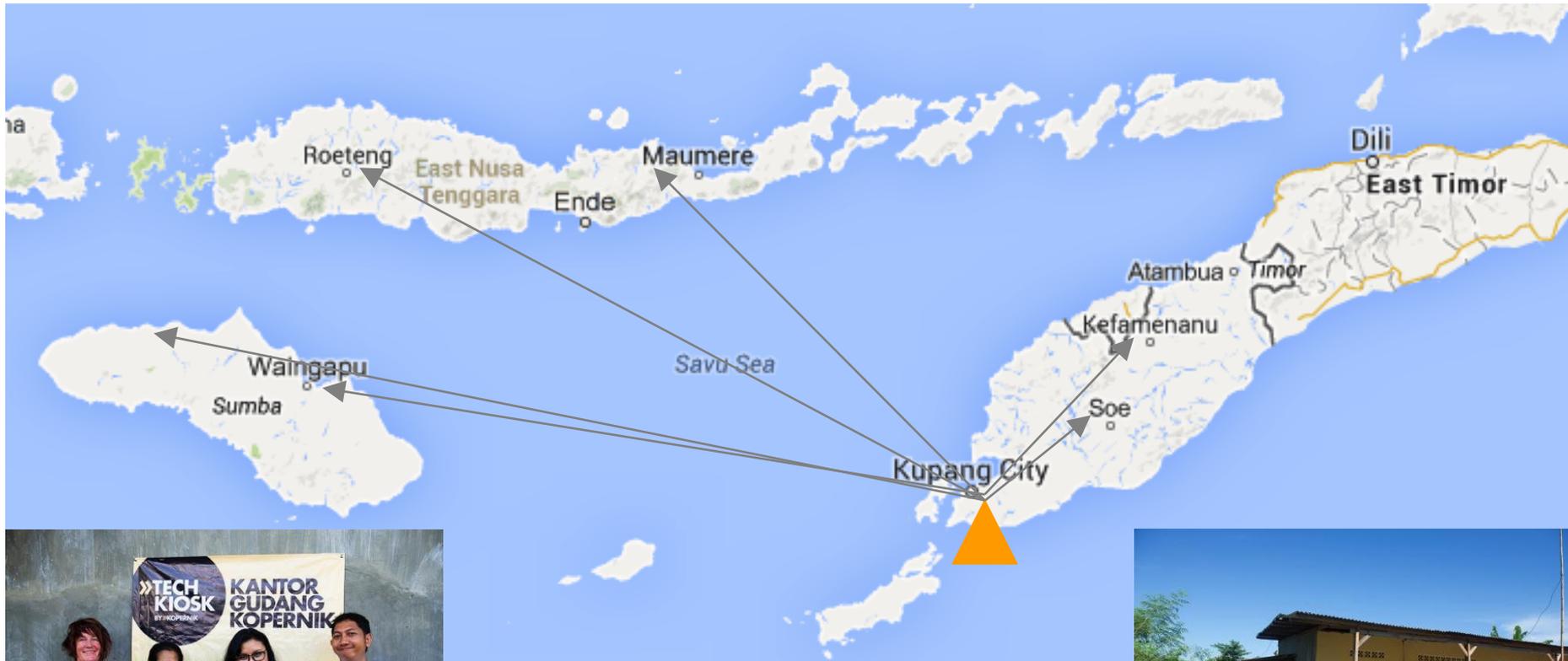
- Catapult Design is researching and testing an appropriate and user friendly system for sales tracking, customer data collection and payment reporting to improve accounting practices.
- The new tool will support accurate data collection for Kopernik's existing financial and inventory management software.
- Kopernik is developing a database to improve customer data collection.

Target:

- Tech Kiosks will be trained in improved processes in January/February 2015.

DISTRIBUTION

Kopernik established a central warehouse in Kupang, West Timor as a bulk distribution point for NTT. Shipping is multi-modal depending on the remoteness of location: boat, small truck, motorbike. Area Coordinators request inventory from the Kupang warehouse.



Kopernik staff - Melissa Preston, Teresa Carvalho, Monica Christy and Danang Surowilopo



BULK PURCHASING

Already Developed:

- Relationships have been established with suppliers of required technologies.
- Bulk purchasing discounts have been established with one supplier.
- A procurement flow and procurement request form has been developed to facilitate purchasing.
- Orders are placed with suppliers for consolidation and shipment to project locations.

In Progress:

- Relocation of the warehouse to a more central location in Kupang to be better accessed by delivery trucks and more convenient for local Tech Kiosks to visit.
- Recruitment of a full-time Finance and Logistics Officer based in Kupang.
- A modeling exercise to ascertain the most effective form of shipping comparing small regular shipments vs. larger shipments and storage costs on location.

Target:

- The Finance and Logistics Officer will be recruited and trained by end December.
- The warehouse will be moved by March 2015.
- The modeling exercise will be completed by March 2015.

PERFORMANCE MANAGEMENT

Already Developed:

A system to identify poor-performing Tech Kiosks and development of termination process:

- Tech Kiosk consignment value limit is determined at Rp3-5M based on profiling.
- Tech kiosk submits sales details to Area Coordinator.
- Tech Kiosk makes payments and restocks based on sales.

At six months:

- Top performers receive rewards and are offered incentives.
- Poor performers are interviewed, given refresher sales and business skills training.
A probation period of 3 months is set.
- Sales > target: continued monitoring for the next 2 months.
- Sales < target: Delinquent → Kiosk Closure Procedure.

In Progress:

- Develop an incentive/reward program for top performing Tech Kiosks.
- Implement the termination process for poor performing Tech Kiosks.

Target:

- The incentive program will be introduced during the sales and marketing training in March/April 2015.
- The termination process will be implemented after sales and marketing training in March/April 2015.

MONITORING AND EVALUATION

Already Developed:

- Baseline and follow up surveys of Tech Kiosks and tech users.

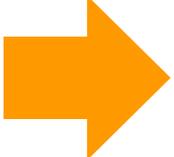
In Progress:

- Improvement of the 'data collection value chain'.
- Development of SMS system and tech user database to collect user feedback on technologies purchased.

Target:

- An SMS system will be developed to collect user feedback by the end of January 2015.

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TRAINING PLAN OVERVIEW

Kopernik have developed a module based training package for Tech Kiosks

Product Knowledge	Financial Management	Public Speaking & Communication	Sales & Marketing Strategy	Entrepreneurship
<ul style="list-style-type: none">• Use and maintain technologies• Cost and health benefits• Technology pricing and profits for Tech Kiosks• Technology issues and warranty system	<ul style="list-style-type: none">•Kopernik forms and how to fill them out•Record sales, payments and stock•Manage your money and make a cash flow sheet	<ul style="list-style-type: none">•How to speak in front of people: do's and don'ts•Confidence building•Public speaking practice	<ul style="list-style-type: none">•Identify potential customers; pitch and promote products•Run a tech fair to promote and sell technologies	<ul style="list-style-type: none">•Entrepreneur characteristics and motivation•Business plan creation•Explore ways of increasing sales, reducing costs and improving productivity, leading to better profitability.

TRAINING SCHEDULE – FINANCIAL MANAGEMENT

Kopernik will train tech kiosk in improved financial management processes in early 2015

MONTH		NOV			DEC					JAN				FEB			
WEEK		2	3	4	1	2	3	4	5	1	2	3	4	1	2	3	4
ACTIVITY	LEAD																
Develop improved sales tracking and payment reporting tool	Catapult Design																
Develop training materials on improved financial management and reporting processes	Training Developer																
Confirm training dates with NTT Tech Kiosks	Tech Kiosk Officer																
Deliver training in West Timor	Tech Kiosk Officer																
Deliver training in Flores	Tech Kiosk Officer																
Deliver training in Sumba	Tech Kiosk Officer																

TRAINING SCHEDULE - SALES AND MARKETING

Kopernik will train tech kiosk in sales and marketing in March/April 2015

MONTH		JAN				FEB				MAR				APR			
WEEK		1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
ACTIVITY	LEAD																
Develop marketing strategies	Social Marketing Officer	█	█	█	█	█	█										
Develop training materials on sales and marketing strategy	Training Developer					█	█	█	█	█	█						
Confirm training dates with NTT Tech Kiosks	Tech Kiosk Officer							█									
Deliver training in West Timor	Tech Kiosk Officer											█	█				
Deliver training in Flores	Tech Kiosk Officer													█	█		
Deliver training in Sumba	Tech Kiosk Officer														█	█	

TECH KIOSK OWNERS SO'E SET UP TRAINING



TECH KIOSK KUPANG TRAINING

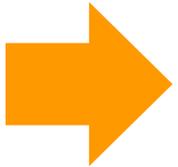


TECH KIOSK OWNERS KUPANG TECHNOLOGY BENEFITS TRAINING



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ANNEX 1: MEDIA AND COMMUNICATIONS ACTIVITIES

Kopernik produced a three minute video introducing the Tech Kiosk network established by Tools for Growth in East Nusa Tenggara, Indonesia.

<https://drive.google.com/file/d/0B2fbOhDqczyuWHd4RkRXNkpERUE/view?usp=sharing>



ANNEX 1: MEDIA AND COMMUNICATIONS ACTIVITIES

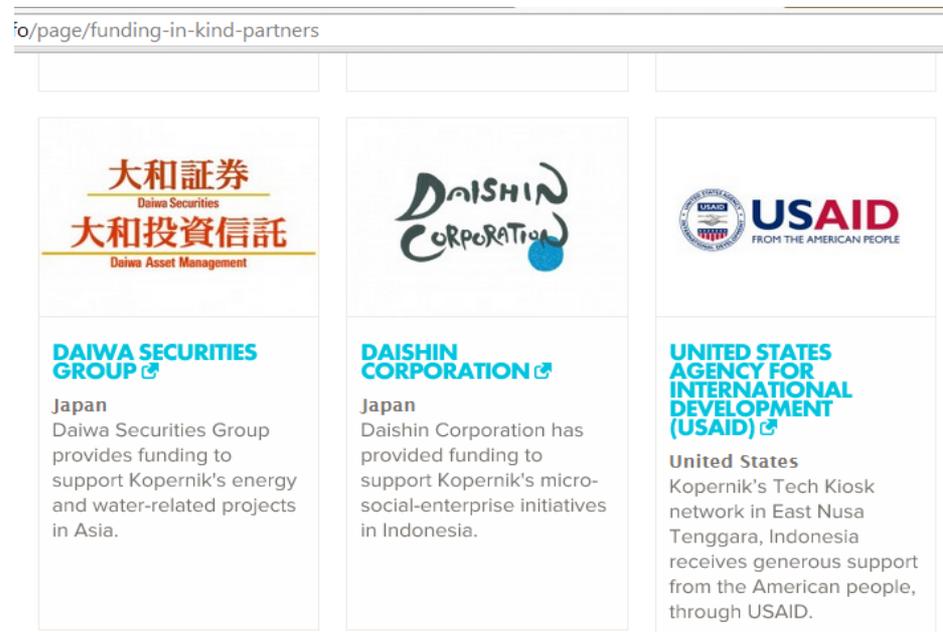
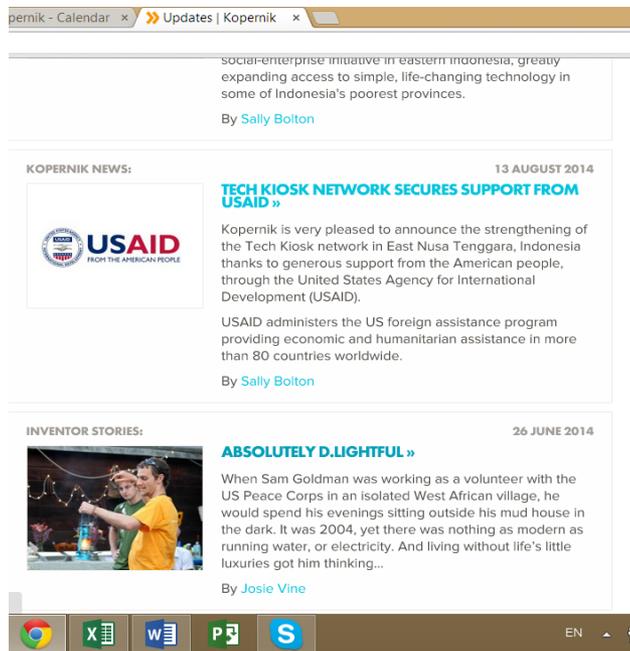
KOPERNIK WEBSITE

- USAID is featured as a major funding partner on Kopernik's website

<http://kopernik.info/page/funding-in-kind-partners>

- We announced USAID support on our website in English and in Indonesian on 13 August 2014, and shared through our newsletter and Twitter account

<http://kopernik.info/update/tech-kiosk-network-secures-support-from-usaid>





Bapak and Ibu Thobias Manas, Kiosk Anna in Kupang

Photography by Willow Paule

SURVEY TECH KIOSK – LENGKAPI PERTANYAAN DIBAWAH INI

No.	Pertanyaan	Jawaban
INFORMASI PEMILIK		
1.	Nama Lengkap	
2.	Jenis Kelamin	1. Pria 2. Wanita
3.	Alamat	
4.	Nomor Telepon	1. Rumah: 2. Ponsel:
5.	Apakah Bapak/ Ibu bisa membaca dan menulis?	Membaca? 1. Ya 2. Tidak Menulis? 1. Ya 2. Tidak
5.a	Bahasa apa yang Bapak/ Ibu bisa tulis/ bicara? (lingkari untuk kemampuan membaca/ menulis)	1. Bahasa Indonesia (bicara /tulisi) 2. Bahasa Inggris (bicara /tulisi) 3. Bahasa daerah (bicara/ tulisi): _____ 4. Lainnya (bicara /tulisi): _____
6.	Apakah Bapak/ Ibu bagian dari kelompok masyarakat?	1. Tidak mempunyai afiliasi apa-apa 2. Kelompok kesehatan 3. Kelompok simpan-pinjam 4. Kooperasi petani 5. Kooperasi pedagang/ pengrajin

		6. Kelompok gereja/ agama 7. Kelompok politik/ ormas 8. Kelompok wanita 9. RT/ RW/ kelompok masyarakat pemerintah 10. Kelompok pemuda 11. Lainnya:
**7.	Apakah pendidikan terakhir Bapak/ Ibu?	1. SD (Kelas 1-6) 2. SMP (SMP 1-3) 3. SMA (SMA 1-3) 4. S-1 5. S-2 6. Akademi/ Diploma (D2/D3) 7. Lainnya:
**7.a.	Kenapa Bapak/ Ibu tidak melanjutkannya?	
**8.	Apakah Bapak/ Ibu pernah mengikuti sekolah/pendidikan kejuruan?	1. Sekolah bisnis 2. Sekolah mesin 3. Sekolah kecantikan 4. Sekolah tata-boga (memasak/kue) 5. Lainnya:
9.	Apakah status perkawinan Bapak/ Ibu?	1. Lajang 2. Nikah 3. Cerai 4. Janda/ Duda
10.	Apakah Bapak/ Ibu kepala keluarga?	1. Ya 2. Tidak
11.	Berapa banyak orang yang menjadi tanggungan Anda? Dan umur berapa saja? (Suami/ istri tidak dihitung sebagai tanggungan)	1. Tak Ada 2. Suami/ Istri 3. Anak (BERAPA dan TULIS umur) 3.1 Balita (0-5) 3.2 Anak kecil (6-11) 3.3 Remaja (11-17) 3.4 Dewasa(17+) 4. Keluarga besar/ Relasi (BERAPA dan TULIS umur) 3.1 Balita (0-5) 3.2 Anak kecil (6-11)

		3.3 Remaja (11-17) 3.4 Dewasa (17+)
*12.	Barang apa sajakah yang Bapak/ Ibu miliki?	1. Perabot dapur kecil 2. Kulkas 3. TV 4. Mobil 5. Motor 6. Telepon/ Ponsel 7. Komputer 8. Laptop 9. Smartphone / tablet 10. Lainnya:
**13.	Bapak/ Ibu lahir dan besar dimana?	
**14.	Mengapa pindah ke sini?	
**15.	Apa pekerjaan Bapak/Ibu Anda, ketika semasa anda kecil?	1. Petani 2. Nelayan 3. Wirausaha 4. Supir 5. Penjual makanan 6. Pendeta 7. Pegawai negri (PNS) 8. Pegawai swasta 9. Lainnya:
**16.	Apakah cita-cita Bapak/Ibu dulu waktu kecil?	1. Wirausaha 2. Pendeta 3. Pegawai negri (PNS) 4. Pegawai swasta 5. Lainnya:
**17.	Apakah pekerjaan pertama Bapak/Ibu, dan pada umur berapa?	1. Petani 2. Nelayan 3. Wirausaha 4. Supir 5. Penjual makanan 6. Pemilik warung 7. Lainnya:

		Dan, pada umur berapa?
INFORMASI WARUNG – HANYA ISI APABILA ANDA MEMPUNYAI WARUNG KALAU TIDAK PUNYA WARUNG, LANGSUNG KE PERTANYAAN 26		
**18.	Mengapa Bapak/ Ibu memutuskan untuk membuka warung?	<ol style="list-style-type: none"> 1. Memenuhi kebutuhan pokok – makan, pakaian, tempat tinggal 2. Masa depan yang lebih baik 3. Memberikan pendidikan yang lebih baik untuk anak-anak 4. Membeli/ memperbaiki/ memperbagus rumah 5. Lainnya:
19.	Sudah berapa lama punya warung ini?	<ol style="list-style-type: none"> 1. 0-1 tahun 2. 1-3 tahun 3. 4-6 tahun 4. 7-9 tahun 5. > 10 tahun
20.	Barang apa sajakah yang Bapak/ Ibu jual?	<ol style="list-style-type: none"> 1. Makanan & minuman (kopi, teh, dll) 2. Jajanan (keripik, soda, jus botolan, dll) 3. Sembako 4. Pulsa 5. Rokok 6. LPG 7. Minyak tanah 8. Shampo, sabun, sabun cuci, dll 9. Lainnya:
20.a.	Tiga barang yang paling laku dari itu semua?	<ol style="list-style-type: none"> 1. 2. 3.
21.	Apakah warung Bapak/Ibu sebelumnya menjual produk teknologi lain?	<ol style="list-style-type: none"> 1. Tidak 2. Perabot dapur (yang lebih besar dan mahal) 3. CD/ DVD/ MP3 player 4. TV 5. Smartphones / phones 6. Lainnya:
*22.	Berapa banyak pegawai yang Anda punya?	<ol style="list-style-type: none"> 1. Saya bekerja sendiri 2. Suami/ anak/ keluarga lain ikut membantu 3. Saya menggaji pegawai <p>Berapa orang dan apa pekerjaan mereka?</p>

*23.	Berapa kira-kira pemasukan warung per (hari/ minggu) sebelum punya tech kiosk?	(Pilih salah satu tergantung responden) Per hari: Buka berapa hari dalam seminggu: Per minggu:
*23.a.	Apakah selalu begini 1-2 tahun terakhir?	
*24.	Dari pemasukan itu, berapakah kira-kira keuntungan bersihnya?	
*24.a	Apakah ada biaya-biaya warung lainnya selain untuk membeli stok barang?	
*25.	Warung Bapak/ Ibu ini seberapa besar dibanding warung-warung lain sekitar?	1. Besar 2. Sama saja 3. Kecil
INFORMASI TECH KIOSK		
**26.	Dengan punya tech kiosk ini ada harapan-harapan yang ingin terpenuhi	1. Membeli makanan lebih banyak/ baik 2. Memberikan pendidikan yang lebih baik untuk anak-anak 3. Membeli/ memperbaiki/ memperbagus rumah 4. Memperbesar warung (bangunan & stok) 5. Membeli aset-aset baru: 6. Meningkatkan kemakmuran masyarakat sekitar dengan teknologi Tech Kiosk

		<p>7. Melunasi hutang</p> <p>8. Menabung untuk:</p> <p>9. Masa depan yang lebih baik</p> <p>10. Lainnya:</p>
*27.	Apakah menurut Bapak/ Ibu proses rekrutmen untuk tech kiosk kemarin memuaskan?	<p>1. Ya</p> <p>2. Tidak</p>
28.	Apakah Bapak/ Ibu merasa telah menerima pelatihan yang cukup untuk semua teknologi yang akan Bapak/ Ibu jual – bagaimana mereka kerja, garansi, dll?	<p>1. Ya</p> <p>3. Tidak</p>
29.	Apakah Bapak/ Ibu merasa telah menerima pelatihan yang cukup untuk memulai tech kiosk ini?	<p>1. Ya</p> <p>2. Tidak</p>
30.	Kalau tidak, pelatihan apa lagi yang Bapak/ Ibu merasa membutuhkan?	
31.	Apakah Bapak/ Ibu tahu harus menghubungi siapa kalau ada pertanyaan?	<p>1. Ya</p> <p>2. Tidak</p>
INFORMASI KEUANGAN WARUNG – HANYA ISI APABILA ANDA MEMPUNYAI WARUNG KALAU TIDAK PUNYA WARUNG, LANGSUNG KE PERTANYAAN 36		
*32.	Berapa kira-kira pemasukan warung per (hari/ minggu) sebelum punya tech kiosk?	<p>(Pilih salah satu tergantung responden)</p> <p>Per hari: Buka berapa hari dalam seminggu:</p> <p>Per minggu:</p>
*32.a.	Apakah selalu begini 1-2 tahun terakhir?	
*33.	Dari pemasukan itu, berapakah kira-kira keuntungan bersihnya?	

*33.a.	(Tak perlu ditanyakan: Biaya stok barang adalah:)	
*34.	Apakah ada biaya-biaya warung lainnya selain untuk membeli stok barang?	
*35.	Warung Bapak/ Ibu ini seberapa besar dibanding warung-warung lain sekitar?	<ol style="list-style-type: none"> 4. Besar 5. Sama saja 6. Kecil
INFORMASI KEUANGAN		
36.	<ol style="list-style-type: none"> a. Apakah ada pemasukan lainnya untuk keluarga selain dari warung ini? b. Berapakah keuntungan bersih dari aktivitas-aktivitas lain ini? 	<ol style="list-style-type: none"> a. b.
37.	Berapa banyak produk teknologi Kopernik yang Bapak/ Ibu yakin bisa jual dalam sebulan?	<ol style="list-style-type: none"> 1. 1-5 2. 6 - 10 3. 11 - 15 4. 15 - 20 5. 20+
38.	<p>Teknologi mana yang rasanya akan paling laku?</p> <p>(Tandai 3 yang rasanya AKAN paling laku)</p>	<ol style="list-style-type: none"> 1. Solar Lights 2. Water Filters 3. Cookstoves 4. Mosquito Nets 5. Brightbox
*39.	Apakah Bapak/ Ibu memperkirakan akan mengeluarkan atau sudahkah Bapak/ Ibu mengeluarkan biaya tambahan dari biasanya sejak menjual teknologi kami?	<ol style="list-style-type: none"> 1. Sewa mobil/ truk untuk mengambil barang 2. Sewa orang untuk mengangkat/ mengatur barang 3. Pulsa untuk menghubungi calon pembeli/ pelanggan 4. Membeli teknologi baru 5. (telepon, komputer, dll) 6. Membeli materi marketing (spanduk, brosur, dll) 7. Waktu- mengorbankan aktivitas produktif lain (<i>opportunity costs</i>)? 8. Lainnya:
*40.	Apakah Bapak/ Ibu mempunyai tabungan?	<ol style="list-style-type: none"> 1. Nama Bank:

		<ol style="list-style-type: none"> 2. Kooperasi: 3. Arisan/ kelompok simpan-pinjam 4. Lainnya:
*40.a.	Kalau YA untuk #40:	<ol style="list-style-type: none"> 1. Tabungan rutin 2. ATM 3. Transfer 4. Pinjaman 5. Lainnya:
*41.	Darimana dapat modal untuk membuka warung atau usaha-usaha lain?	<ol style="list-style-type: none"> 1. Nama bank: 2. Kooperasi 3. Arisan/ kelompok simpan-pinjam 4. Hutang keluarga/ teman 5. Lainnya:
*41.a.	<p>a.Kalau hutang, berapa bunganya? Sudah lunas?</p> <p>b.Kalau belum, kapan rencananya melunasi?</p>	<p>a.</p> <p>b.</p>
*42.	Dengan pendapatan sekarang, berapakah uang yang bisa ditabung PER BULAN?	
*42.a.	Kalau YA untuk #42: Bagaimana Bapak/ Ibu menyisihkan uang untuk ditabung setiap minggu/ bulannya?	
*42.b.	Kalau YA untuk #42: Tabungannya rencana ingin dipakai untuk apa?	<ol style="list-style-type: none"> 1. Membeli makanan lebih banyak/ baik 2. Memberikan pendidikan yang lebih baik untuk anak-anak 3. Membeli/ memperbaiki/ memperbagus rumah 4. Memperbesar warung (bangunan & stok) 5. Membeli aset-aset baru: _____ 6. Meningkatkan kemakmuran hidup masyarakat sekitar dengan produk-produk tech kiosk 7. Melunasi hutang 8. Hari tua 9. Lainnya:

*43.	Apakah Bapak/ Ibu sekarang sering pinjam uang untuk kebutuhan sehari-hari warung?	<ol style="list-style-type: none"> 1. Ya Dari siapa? Berapa bunganya? 2. Tidak
*44.	Bagaimanakah Bapak/ Ibu sekarang ini mencatat penjualan barang Bapak/ Ibu?	<ol style="list-style-type: none"> 1. Tidak catat 2. Tidak catat; tapi tahu apa yang keluar/ masuk 3. Saya melakukan pembukuan (bukan yang dari Kopernik) 4. Ada orang lain yang mencatat/ membukukannya 5. Lainnya:
*45.	Siapa yang mengajari Bapak/ Ibu tentang mengatur keuangan warung, termasuk pembukuan?	<ol style="list-style-type: none"> 1. Belajar sendiri 2. Dari orang tua/ anggota keluarga lain 3. Dari teman 4. Dari organisasi lain: 5. Lainnya:
*46.	Pelatihan-pelatihan keuangan apa saja yang rasanaya akan berguna untuk keberhasilan tech kiosk?	<ol style="list-style-type: none"> 1. Pembukuan 2. Penetapan harga/ opsi pembelian (cicilan/tunai) 3. Analisa biaya 4. Pengolahan keuangan modal 5. Pembudgetan 6. Lainnya:
*47.	Apakah sudah mengerti semua proses pelaporan dan pembayaran yang Kopernik telah tetapkan?	<ol style="list-style-type: none"> 1. Ya 2. Tidak
*47.a.	Apakah ini semua baik-baik saja? Ada masalah?	
48.	Apakah barang-barang sekarang dijual dengan sistem cicilan?	<ol style="list-style-type: none"> 1. Ya 2. Tidak
*48.a	Kalau YA untuk #48: Kenapa?	
*48.b	Kalau YA untuk #48: Apakah kriteria Bapak/ Ibu untuk siapa yang bisa diberikan cicilan?	

*48.c	<p>Cicilan yang dikasih: Paling banyak berapa kali? Paling sedikit?</p> <p>Paling lama berapa bulan? Paling cepat</p>	<p><u>Kali cicilan</u> Min: Maks:</p> <p><u>Lama cicilan</u> Min: Maks:</p>
48.d	Ada minimum uang muka? (Rp/ %)	
*48.e	<p>Kalau cicilan, biasa dimahalin tidak harganya?</p> <p>Kalau YA, dimahalin seberapa (Rp/ %)?</p>	<p>1. Ya 2. Tidak</p> <p>Berapa?</p>
PENJUALAN DAN PEMASARAN		
*49	Bagaimanakah Bapak/ Ibu memasarkan barang-barang yang dijual (bukan barang Kopernik)?	<ol style="list-style-type: none"> 1. Mulut-ke-mulut – pasif 2. Mulut-ke-mulut – aktif (meminta pelanggan untuk memberi tahu orang lain) 3. Pengumuman di kelompok masyarakat 4. Pengumuman di keramaian selain di kelompok masyarakat 5. Brosur 6. Spanduk 7. Diskon (pengumuman/ iklan) 8. SMS 9. Lainnya:
*49.a.	Yang mana yang paling efektif?	<ol style="list-style-type: none"> 1. Mulut-ke-mulut – pasif 2. Mulut-ke-mulut – aktif (meminta pelanggan untuk memberi tahu orang lain) 3. Pengumuman di kelompok masyarakat 4. Pengumuman di keramaian selain di kelompok masyarakat 5. Brosur 6. Spanduk 7. Diskon (pengumuman/ iklan) 8. SMS 9. Lainnya:

*49.b.	Berapa banyak waktu dan uang yang dikeluarkan untuk pemasaran?	
*50.	Apakah Bapak/ Ibu memikirkan untuk menjual di grup-grup masyarakat dimana Bapak/ Ibu menjadi anggota? (Catatan: Mungkin kalau ada acara-acara khusus, bisa diambil kesempatan)	1. Ya 2. Tidak, mengapa?
*51.	Selain dari warung ini, apakah punya pengalaman dalam pemasaran dari aktifitas-aktifitas lain?	1. Ya: 2. Tidak
*52.	Pelatihan-pelatihan penjualan/ pemasaran apa yang rasanya akan berguna?	1. Tips pemasaran dan promosi 2. Mengatur keuangan 3. Cara melayani complain 4. Lainnya: _____
MOBILE PHONE / TECHNOLOGY USE ***		
53.	Apakah punya ponsel? Tipe apa?	1. Smartphone 2. Ponsel biasa
53.a	Kalau TIDAK untuk # 53, kenapa?	1. Tak perlu 2. Terlalu mahal 3. Terlalu susah/ malas untuk belajar 4. Lainnya:
53.b.	Pakai nomor apa?	1. Telkomsel 2. XL 3. Indosat 4. Three ('3') 5. Axis 6. Smartfren 7. Esia 8. Lainnya:
53.c.	Seberapa kencang dan stabil jaringannya di sini?	1. Sangat bagus 2. Bagus 3. Cukup 4. Kurang 5. Sangat jelek

54.	Apakah ponsel dipakai bersama dengan orang lain?	<ol style="list-style-type: none"> 1. Ya 2. Tidak
54.a	Kalau YA untuk #54: Siapa?	
54.b	Kalau YA untuk #54: Siapa yang lebih banyak memegang ponselnya?	<ol style="list-style-type: none"> 1. Kebanyakan dengan saya 2. Kebanyakan dengan dia/ mereka
55.	Berapa sering ponsel dipakai untuk menelepon?	<ol style="list-style-type: none"> 1. Sering 2. Kadang-kadang 3. Jarang
56.	Berapa sering ponsel dipakai untuk SMS?	<ol style="list-style-type: none"> 1. Sering 2. Kadang-kadang 3. Jarang
57.	Bagaimana biasanya mengisi pulsa dan berapa lama perjalanan kesana?	<ol style="list-style-type: none"> 1. Isi di warung sendiri 2. Isi ke warung lain 3. Dari ponsel saya 4. Dari komputer 5. Lainnya:
58.	Berapa biaya untuk isi pulsa? (Contoh: Untuk Rp. 50,000, bayar Rp. 51,000?)	
59.	Apakah ponsel juga dipakai untuk internet-an?	<ol style="list-style-type: none"> 1. Ya 2. Tidak
59.a.	Kalau YA untuk #59: Seberapa kencang dan stabil jaringan internet dari ponsel Anda? (Note: Kencang sangatlah relatif)	<ol style="list-style-type: none"> 1. Sangat bagus (tak pernah ada hambatan) 2. Lumayan (kadang-kadang tak tersambung) 3. Cukup (sering tak tersambung) 4. Kurang (sangat jarang bisa tersambung) 5. Sangat jelek
60.	Apa cara lainnya untuk mengakses internet?	<ol style="list-style-type: none"> 1. Hanya pakai ponsel 2. Komputer (sendiri/ orang lain punya) 3. Laptop (sendiri/ orang lain punya) 4. Tablet (sendiri/ orang lain punya) 5. Warnet 6. Lainnya:
60.a.		

	Kalau YA untuk #60: Pakai nomor/ perusahaan apa?	<ol style="list-style-type: none"> 1. Telkom Speedy 2. Telkomsel 3. XL 4. Indosat 5. Three ('3') 6. Axis 7. Smartfren 8. Esia 9. Lainnya:
60.b.	Kalau YA untuk #60: Seberapa kencang dan stabil jaringan internet nya?	<ol style="list-style-type: none"> 1. Sangat bagus (tak pernah ada hambatan) 2. Lumayan (kadang-kadang tak tersambung) 3. Cukup (sering tak tersambung) 4. Kurang (sangat jarang bisa tersambung) 5. Sangat jelek
61.	Seberapa nyamakah Bapak/ Ibu dengan menggunakan SMS dari HP Bapak/ Ibu?	<ol style="list-style-type: none"> 1. Sangat nyaman (sangat suka SMS-an) 2. Nyaman (sudah tidak perlu memikir lagi) 3. Bisa saja (tak suka tapi bisa) 4. Kurang nyaman (kadang-kadang minta bantuan) 5. Sangat tal nyaman (selalu dibantu orang lain)
62.	Seberapa nyamakah Bapak/ Ibu dengan menggunakan internet dari HP Bapak/ Ibu?	<ol style="list-style-type: none"> 1. Sangat nyaman (sangat suka internet-an) 2. Nyaman (sudah tidak perlu memikir lagi) 3. Bisa saja (tak suka tapi bisa) 4. Kurang nyaman (kadang-kadang minta bantuan) 5. Sangat tal nyaman (selalu dibantu orang lain)
63.	Apakah Bapak/ Ibu (akan) memakai teknologi lain untuk menjalani bisnis warung/ tech kiosk?	<ol style="list-style-type: none"> 1. Komputer 2. Tablet 3. Smartphone 4. Lainnya: <p>Untuk apa?</p>
64.	Bagaimana Bapak/ Ibu belajar menggunakan teknologi-teknologi ini, termasuk ponsel?	<ol style="list-style-type: none"> 1. Baca buku petunjuk 2. Dari suami/ anak/ teman/ kelompok masyarakat 3. Dari video 4. Dari internet 5. Lainnya:
65.	Apakah ada pelatihan-pelatihan untuk menggunakan ponsel atau teknologi-teknologi ini	

	yang Anda rasa akan berguna untuk bisnis tech kiosk anda?	
SOCIAL IMPACT		
*66.	Seberapa setujukah Bapak/ Ibu dengan pernyataan ini: "Saya percaya bahwa mempunyai tech kiosk akan menambah ketrampilan dagang saya"	<ol style="list-style-type: none"> 1. Sangat setuju 2. Setuju 3. Tak yakin 4. Tak setuju 5. Sangat tak setuju
*67.	"Saya percaya bahwa status saya di masyarakat akan meningkat/ tak berubah/ menurun dengan mempunyai tech kiosk ini"	<ol style="list-style-type: none"> 1. Meningkatkan 2. Tak berubah 3. Menurun
*68	" Saya percaya bahwa dengan menjual teknologi-teknologi tepatguna Kopernik saya akan meningkatkan kemakmuran hidup masyarakat sekitar sini?"	<ol style="list-style-type: none"> 1. Sangat setuju 2. Setuju 3. Tak yakin 4. Tak setuju 5. Sangat tak setuju
69.	Apakah Bapak/ Ibu mempunyai ide teknologi yang rasanya akan sangat membantu kehidupan masyarakat disini?	
70.	Keluhan-keluhan/ pertanyaan-pertanyaan lain?	

*** Donor reporting**

**** Kiva profiling**

***** Mobile money**

SURVEY TECH KIOSK – COMPLETE QUESTIONS BELOW

No.	Question	Answer
INFORMASI PEMILIK		
1.	Full Name	
2.	Sex	1. Male 2. Female
3.	Address	
4.	Telephone Number	1. Home: 2. mobile:
5.	Can you read and write?	Read? 1. Yes 2. No Write? 1. Yes 2. No
5.a	What languages can you read/write? (circle ability to read/write)	1. Indonesian (read/write) 2. English (read/write) 3. Local dialect (read/write): _____ 4. Other languages (read/write): _____
6.	What community groups do you belong to?	1. Not have any affiliation 2 Health Group Health 3 Savings and loan 4. Farmers' cooperative 5. Trader / craftsman cooperative 6 church group / religion 7 political groups / organizations

		8 women's group 9 RT / RW / government community groups 10 youth groups 11. Other :
**7.	What education level do you have?	1 Elementary (Grades 1-6) 2 SMP (Junior 1-3) 3 SMA (SMA 1-3) 4 S - 1 5. S - 2 6. Academy / Diploma (D2 / D3) 7 Other :
**7.a.	Why did you not continue?	
**8.	Have you completed vocational training?	1 School of business 2 School of engine 3 School of Beauty 4. Culinary school (cooking / baking) 5 Other :
9.	What is your marital status?	1 Single 2 Marriage 3 Divorce 4 Widow / Widower
10.	Are you the head of the household?	1. Yes 2. No
11.	How many dependents do you have? And their age? (Husband / wife does not count as dependents)	1 None 2 Husband / Wife 3 Children (and how old) 3.1 Toddler (0-5) 3.2 Small children (6-11) 3.3 Adolescents (11-17) 3.4 Adult (17 +) 4 Large Family / Relationships (how and write age) 3.1 Toddler (0-5) 3.2 Small children (6-11) 3.3 Adolescents (11-17) 3.4 Adult (17 +)
*12.	What assets do you have?	1 small kitchen furniture 2 Fridge 3 TV 4 Cars

		<ul style="list-style-type: none"> 5. Motor 6 Phone / Mobile 7 Computer 8 Laptops 9 Smartphone / tablet 10 Other :
**13.	Where were you brought up? (Where were your parents born)?	
**14.	Why did you move here?	
**15.	What did your parents do when you were young?	<ul style="list-style-type: none"> 1 Farmers 2 Fishermen 3 Entrepreneurial 4 Driver 5. Food sellers 6. Pastor 7 Employees country (PNS) 8 Employees of private 9 Other :
**16.	What did you want to be when you grew up?	<ul style="list-style-type: none"> 1 Entrepreneurial 2 Pastor 3 Employees country (PNS) 4 Private employees 5 Other :
**17.	What was your first job and at what age?	<ul style="list-style-type: none"> 1 Farmers 2 Fishermen 3 Entrepreneurial 4 Driver 5. Sellers food 6 stall owner 7 Other : <p>And , at what age ?</p>
SHOP INFORMATION - ONLY IF YOU HAVE AN EXISTING SHOP. IF DO NOT HAVE A SHOP , GO TO QUESTION 26		
**18.	Why did you decide to open a shop?	<ul style="list-style-type: none"> 1 Meeting the basic needs - food, clothing , shelter 2. a better future 3 Provide better education for the children 4. Buying or renovate a home 5 Other :
19.	How long have you been in this business?	<ul style="list-style-type: none"> 1. 0-1 years 2. 1-3 years

		<ul style="list-style-type: none"> 3. 4-6 years 4. 7-9 years 5. > 10 years
20.	What goods do you sell?	<ul style="list-style-type: none"> 1 Food and beverages (coffee, tea, etc.) 2 snacks (chips, soda, bottled juices, etc.) 3 Grocery 4 Phone credit 5. Cigarettes 6. LPG 7 Kerosene 8. Shampoo, soap, laundry soap, etc. 9 Other :
20.a.	What are your top three selling items?	<ul style="list-style-type: none"> 1. 2. 3.
21.	Have you sold technologies up until now?	<ul style="list-style-type: none"> 1. No 2. furnishings kitchen (which is larger and more costly) 3 CD / DVD / MP3 player 4. TV 5. Smartphones / phones 6 Other :
*22.	How many employees do you have?	<ul style="list-style-type: none"> 1 I work alone 2. husband / child / other family helped 3 I am paying employees <p>How many people and what they do?</p>
*23.	What is your current income?	<p>(Choose one depending respondents)</p> <p>Per day :</p> <p>Open how many days a week :</p> <p>Per week :</p>
*23.a.	Is it always like this the last 1-2 years?	
*24.	Of the income, what is your approximate profit?	
*24.a	Are there any additional inventory costs such as transport?	

*25.	How big is your shop compared to others around you?	Large Small Same
INFORMASI TECH KIOSK		
**26.	What are the benefits to you of setting up a Tech Kiosk?	1. Buying more food / good 2. Provide better education for the children 3. Buying / fix / beautify homes 4. Enlarge shop (building & stock) 5. Buying new assets : 6. Increasing prosperity of customers who buy technologies 7. Pay off debt 8. Saving for : 9. a better future 10. Other :
*27.	Do you think the recruitment process is satisfactory?	1. Yes 2. No
28.	Have you received adequate training for all technologies you will sell - how they work , warranty , etc ?	1. Yes 3. No
29.	Have you received enough training to start selling technologies?	1. Yes 2. No
30.	If not, what other training do you need?	
FINANCIAL INFORMATION		
36.	a. Is there other income for the family apart from your existing shop? b. What is the net income of these other activities?	a. b.
37.	How many Kopernik technologies do you think you can sell per month?	1. 1-5 2. 6 - 10 3. 11 - 15 4. 15 - 20 5. 20+

38.	Which technology do you think will be most in demand ? (Mark the top three)	<ol style="list-style-type: none"> 1. Solar Lights 2. Water Filters 3. Cookstoves 4. Mosquito Nets 5. Brightbox
*39.	Do you anticipated additional expenses in selling technologies?	<ol style="list-style-type: none"> 1. Rent a car / truck to collect technologies from Kopernik warehouse 2. Hire additional staff to load/unload techs 3. Toll to contact prospective buyers / customers 4. Buy a new technology (phone, computer, etc.) 5. Purchase of marketing materials (banners, brochures, etc.) 6. Time sacrificing other productive activities (opportunity costs)? 7. Other :
*40.	Do you have savings?	<ol style="list-style-type: none"> 1. Name of Bank : 2. Cooperation : 3. arisan / savings groups 4. Other :
*40.a.	If YES to # 40 :	<ol style="list-style-type: none"> 1 Savings routine 2 ATMs 3 Transfer 4 Loans 5 Other :
*41.	Did you require capital to start your business? Where is it from?	<ol style="list-style-type: none"> 1 Name of bank : 2 Cooperation 3 arisan / savings groups 4 Debt family / friends 5 Other :
*41.a.	<ol style="list-style-type: none"> a. If you have a loan, how much interest? b. When do you expect to pay this off? 	<ol style="list-style-type: none"> a. b.
*42.	Based on your current income, how much money can be SAVED per month?	
*42.a.	If YES to # 42 : How do you save money?	

*42.b.	If YES to # 42 : What will you use savings for?	1 Buying more food / good 2 Provide better education for the children 3 Buying / fix / beautify homes 4. Enlarge stalls (building & stock) 5. Buying new assets : _____ 6 Increasing prosperity of life around the technology products 7 Pay off debt 8 day old 9 Other :
*43.	Do you often borrow money for your daily needs?	Yes From who ? How much interest ? No
*44.	How do you currently record your shop sales?	1. I do not record 2 Not recorded but I have a sense of what comes in/goes out 3 I do bookkeeping 4 There are other people who record / account for 5 Other :
*45.	Who taught you bookkeeping ?	1 Educate yourself 2 From the parents / other family members 3 From a friend 4 From other organizations : 5 Other :
*46.	What kind of financial training would be useful for the success of your new tech kiosk business?	1 Bookkeeping 2 Pricing / option purchase (installment / cash) 3 Analysis of costs 4 Processing of financial capital 5. Budgeting 6 Other :
*47.	Do you understand the reporting and payment processes described by Kopernik?	1. Yes 2. No
*47.a.	Is the reporting and repayment process clear? Do you have any questions?	
48.	Do you currently sell items on instalment?	1. YES 2. No
*48.a	If YES to # 48 : Why ?	

*48.b	If YES to # 48 : What are the criteria for your customers who pay you on instalment?	
*48.c	<p>Instalments are given : At most how many times? Least?</p> <p>Maximum of how many months? Minimum?</p>	<p>installments min : max :</p> <p>long installments min : max :</p>
48.d	What is the minimum deposit? (%)	
*48.e	<p>If paid on instalment, do you charge the same price or extra?</p> <p>If YES , how much extra (%) ?</p>	<p>1. Yes 2. No How much ?</p>
SALES AND MARKETING		
*49	What marketing channels do you currently use (before selling technologies)	<ol style="list-style-type: none"> 1. Word of mouth - passive 2. Word of mouth - active (asking customers to tell others) 3. Announcement in community groups 4. Brochure 5. Banner 6. Hour (announcement / advertisement) 7. SMS 8. Other :
*49.a.	Which ones are most effective?	<ol style="list-style-type: none"> 1. Word of mouth - passive 2. Word of mouth - active (asking customers to tell others) 3. Announcement in community groups 4. Brochure 5. Banner 6. Hour (announcement / advertisement) 7. SMS 8. Other :

*49.b.	How much time and money spent on marketing?	
*50.	Will you market the technologies to the community groups you belong to? (Note : Maybe if there are special events , can take a chance)	1. Yes 2. No, why not?
*51.	Do you have any other marketing or sales experience?	1. Yes – details: 2. No
*52.	What sales / marketing training would be useful for you?	1 Tips on marketing and promotion 2 Instalment plans and repayments 3 Complaints handling 4 Other : _____
MOBILE PHONE / TECHNOLOGY USE ***		
53.	Do have a cell phone? What type?	1. Smartphone 2 Usual mobile
53.a	If NO to # 53, why?	1 No need to 2 Too expensive 3 Too hard / lazy to learn 4 Other :
53.b.	What provider?	1. Telkomsel 2. XL 3. Indosat 4. Three ('3') 5. Axis 6. Smartfren 7. Esia 8. Lainnya:
53.c.	How fast and stable is the network here?	1 Very good 2 Good 3 Enough 4 Poor 5. Very poor
54.	Is your mobile phone shared with others ?	1. Yes 2. No
54.a		

	If YES to # 54 : Who has it most	1 Most with me 2 Most with him / them
55.	How often is the phone used to make calls?	1 Often 2 Sometimes 3 Rarely
56.	How often do you send SMS?	1 Often 2 Sometimes 3 Rarely
57.	How to you top up your credit? How long does it take to get to the top up destination?	1 From my own shop 2 From a neighbouring shop 3 From my phone 4 From the computer 5 Other : Length of time to destination:
58.	What is the fee for topping up your credit? (Example : For Rp . 50,000 credit , paid Rp . 51,000 ?)	
59.	Is also used for mobile phone's internet ?	1. Yes 2. No
59.a.	If YES to # 59 : How fast and stable is the internet connection of your mobile phone ?	1 Very good (never no barriers) 2 bad (sometimes not connected) 3 Fair (often not connected) 4 Less (very rarely can be connected) 5. Very poor
60.	How do you access the internet?	1 Only use mobile phones 2 Computers (own / other people have) 3 Laptops (own / other people have) 4 Tablets (own / other people have) 5 Other :
60.a.	If yes to #60, what provider?	1. Telkom Speedy 2. Telkomsel 3. XL 4. Indosat 5. Three ('3') 6. Axis 7. Smartfren 8. Esia 9. Lainnya:
60.b.	If YES to # 60 : How fast and stable is the network?	1 Very good (never no barriers) 2 bad (sometimes not connected)

		3 Fair (often not connected) 4 Less (very rarely can be connected) 5. very poor
61.	How comfortable are you sending SMS?	1 Very comfortable (very like SMS's) 2 Comfortable (have no need to speculate anymore) 3 OK (not like but could) 4 Less comfortable (sometimes asking for help) 5. Extremely comfortable (always helped others)
62.	How comfortable are you using the internet?	1 Very comfortable (very like the Internet - an) 2 Convenient (have no need to speculate anymore) 3 OK (not like but could) 4 Less comfortable (sometimes asking for help) 5. Extremely comfortable (always helped others)
63.	Do you see a need to add another technology for business through the tech kiosk?	1 Computer 2 Tablet 3 Smartphone 4 Other : For what?
64.	How did you learn to use these technologies , including mobile phone ?	1 Read the user guide 2 From the husband / child / friend / community groups 3 From the video 4 From the Internet 5 Other :
65.	Is there any training for using cell phones or technology that you feel will be useful for your new tech kiosk business?	
SOCIAL IMPACT		
*66.	How do you agree with this statement : " I believe that having a tech kiosk will improve my business skills "	1 Strongly agree 2 Agree 3 Not sure 4 Not agree
*67.	" I believe that my status in society will increase / no change / decrease with tech kiosk business "	1 Increase 2 Not changed 3 Decline
*68	"I believe that by selling of Kopernik technologies Kopernik I will increase the prosperity of the people living around here "	1 Strongly agree 2 Agree 3 Not sure

		4 Not agree
69.	Does you believe that Kopernik technology will greatly help the lives of the people here ?	
70.	Any other questions or complaints from the process of recruitment so far?	

*** Donor reporting**

**** Kiva profiling**

***** Mobile money**

* Donor reporting requirements

** Kiva profile requirements

*** Mobile money research



WEBSITE kopernik.info **TWITTER** [@thekopernik](https://twitter.com/thekopernik) **FACEBOOK** facebook.com/thekopernik



Technology Kiosks For The Last Mile Report on Milestone 3



Due Date: 31 January 2015

WEBSITE kopernik.info **TWITTER** [@thekopernik](https://twitter.com/thekopernik) **FACEBOOK** facebook.com/thekopernik

ANTICIPATED PROGRAM RESULTS

Award No: AID-OAA-F-14-00024

Sponsoring US AID Office: USAID/DIV

Provide scalability nationwide with 50 Tech Kiosks and state-of-the-art operational systems and processes necessary to operate them efficiently. Anticipated results are:

- 50 Tech Kiosks in East Nusa Tenggara are supported and provided with the tools they need to succeed
- Bulk purchasing and distribution system in place, including regional warehousing hubs
- Educational catalogue, awareness raising materials and program in place
- Standardised training and branding for Tech Kiosks in place
- State-of-the-art operational processes in place including a mobile-based platform for tracking sales, an inventory management system, payment processing, financial management, after sales service, and monitoring and evaluation

MILESTONE 3

A report indicating completion of the activities including :

- Number of Tech Kiosks established (50)
- Marketing materials and approaches developed
 - Review and improvement of existing tools
 - Social Marketing Campaign
 - Business Development Strategy
- Training conducted on product knowledge, finance and marketing
- Number and type of technologies distributed (2,000 units)
- User feedback collected on the technologies distributed

Annexes

- Additional Funds Leveraged
- Summary of progress to date on operational process improvement

CONTENTS

1. Number of Tech Kiosks established
2. Marketing materials and approaches developed
 - 2.1 Review and improvement of existing tools
 - 2.2 Social marketing campaign
 - 2.3 Business development strategy
3. Training conducted on product knowledge, finance and marketing
4. Number and type of technologies distributed
5. User feedback collected on the technologies distributed

Annex:

Additional funding leveraged

Summary of progress to date on operational process improvement

1. NUMBER OF TECH KIOSKS ESTABLISHED

Kopernik has established Tech Kiosks on the islands of Sumba, Flores and West Timor in Eastern Indonesia (NTT).



Sumba Flores West Timor

1. NUMBER OF TECH KIOSKS ESTABLISHED

50 Tech Kiosks have been recruited in 8 locations in NTT – 3 locations in West Timor, 3 locations in Flores and 2 locations in Sumba.



2. MARKETING MATERIALS AND APPROACHES DEVELOPED

A uniform, shop banner and technology information cards are provided to each Tech Kiosk on initial set up



2. MARKETING MATERIALS AND APPROACHES DEVELOPED

Price lists, receipts and installment forms are also provided on initial set up



Sales receipt

Price list + cost and health benefit

Lay away form

2.1 REVIEW AND IMPROVE EXISTING SALES & MARKETING TOOLS

- Noel Wilson of Catapult Designs was in Indonesia in Nov/Dec and developed a new sales tracking tool and improved marketing materials.
- The new sales tracking tool includes:
 - Optimised receipt forms
 - Consolidated sales management forms
 - Price list and margin calculator
 - Payment recording
 - Stock ordering and delivery confirmation
 - Customer and reseller record
 - Product returns tracking
 - Installment payment sales record
 - Tech Kiosk stamp
 - Improved A5 flyers/posters
 - Improved Kopernik staff visit form
 - Hanging bags to store forms and improve visit efficiency
- The new system is being rolled out to Tech Kiosks in March once accompanying training materials have been developed

2.1 REVIEW AND IMPROVE EXISTING SALES & MARKETING TOOLS

KWITANSI NO. www.kopernik.info - kopernik@kopernik.info - Kopernik adalah Yayasan Sosial yang terdaftar di Kementerian Hukum dan HAM nomor: AHRJ-5704/AH.01.04. Tahun 2012 dengan Akta Nomor 27 tanggal 18 April 2012 oleh Notaris I Made Prisa Dharsana, SH

»KOPERNIK

INFORMASI GARANSI: Melengkapi dan Simpan Kwitansi Untuk Kebutuhan Garansi!

NAMA LENGCAP PELANGGAN **JENIS KELAMIN** L P **NOMOR TELEPON** **ALAMAT**

JL. RT/RW DS./BR. DESA/KEL. KEC. KOTA/KAB.

INFORMASI PRODUK: **PRODUK** **NOMOR SERI**

INFORMASI HARGA: **HARGA PER UNIT** Rp. **JUMLAH** x = **TOTAL HARGA** Rp.

Rp. x = Rp. Rp. x = Rp.

TANGGAL: **STEMPEL TA/TK:** **NAMA PENJUAL & TELEPON:** **TOTAL HARGA PESANAN:** Rp. **TANDA TANGAN PELANGGAN:**

Receipt form

A5 poster



Data management forms



2.2 SOCIAL MARKETING CAMPAIGN

- A Social Marketing Consultant has been recruited and has started to develop a campaign to create demand for Kopernik's range of clean energy.
- The campaign will be tested in two locations beginning in mid-March.



2.3 BUSINESS DEVELOPMENT STRATEGY

- Kopernik has recruited two Business Development staff to work with Tech Kiosks in order to:
 - Conduct needs assessments of each Tech Kiosk
 - Develop business plans with each Tech Kiosk
 - Mentor Tech Kiosks and advise them on areas for improvement, such as financial management, record keeping, marketing, and how to increase sales
 - Monitor the progress of each Tech Kiosk, identify further training and business development needs
 - Develop and agree on sales and growth targets with each Tech Kiosk
 - Work with Tech Kiosks to identify new markets and potential new customers



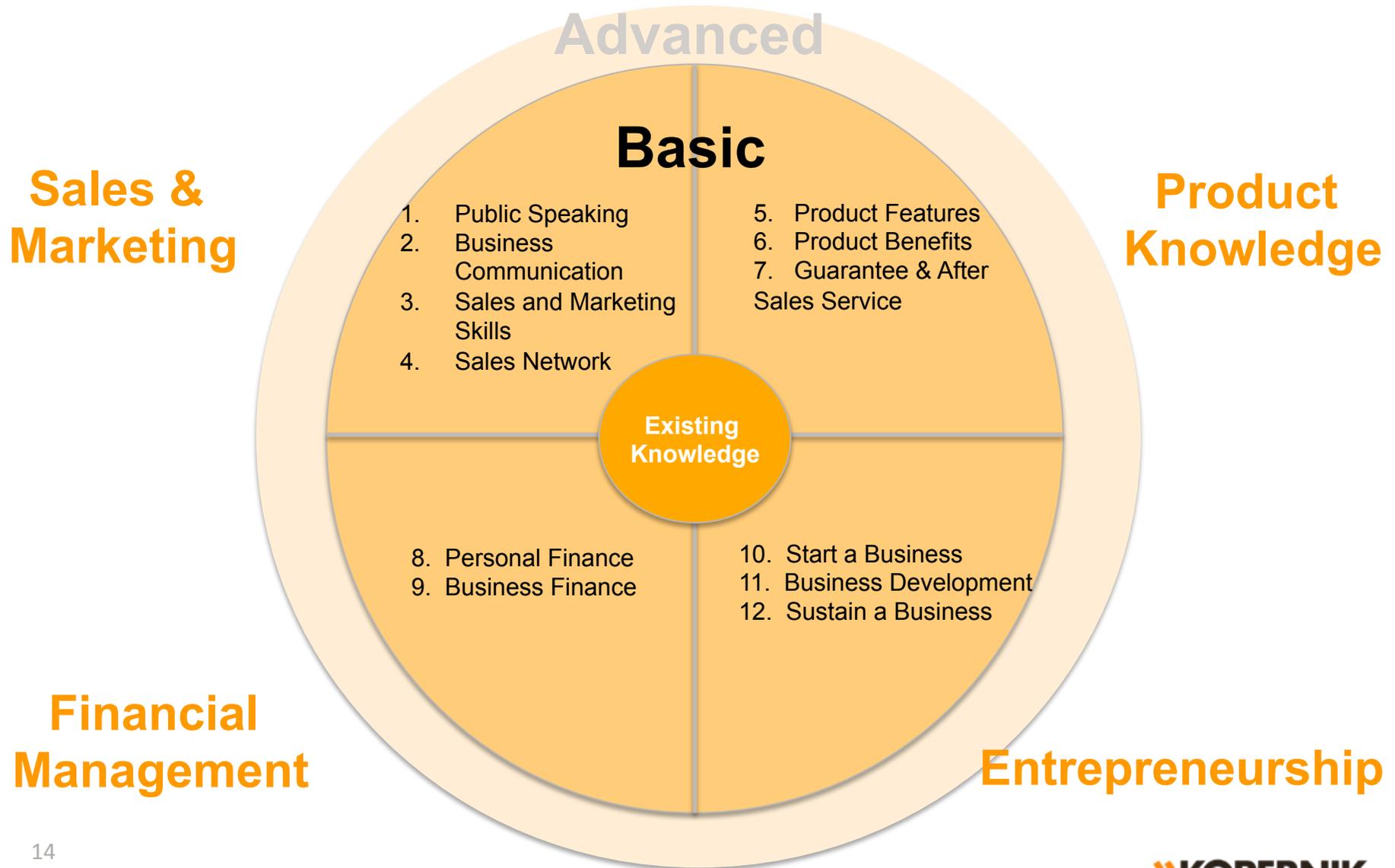
3. TRAINING

- Kopernik is enhancing the Tech Kiosk training package.
- Training is broken down into four spheres of learning: Product Knowledge, Sales and Marketing, Financial Management and Entrepreneurship.
- Kopernik will roll out these improved modules to Tech Kiosks from late February along with the improved system and processes outlined in 2.1.



3. TRAINING COMPETENCIES

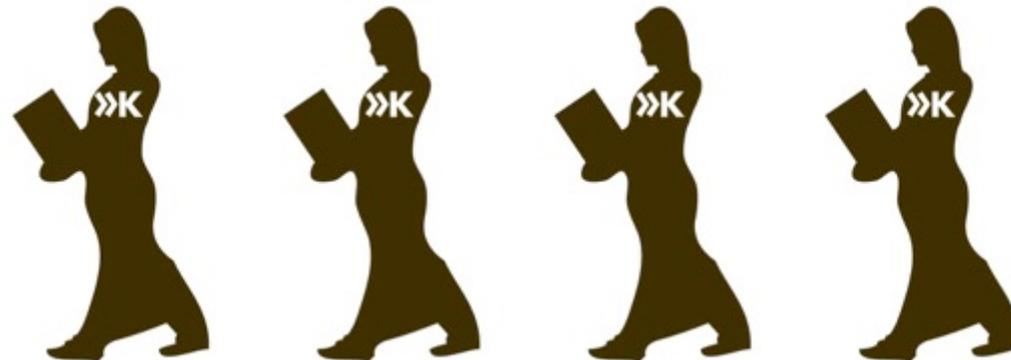
Basic training is provided through four modules and 12 competencies



3. TRAINING CONDUCTED TO DATE

Tech Kiosks have received the following training:

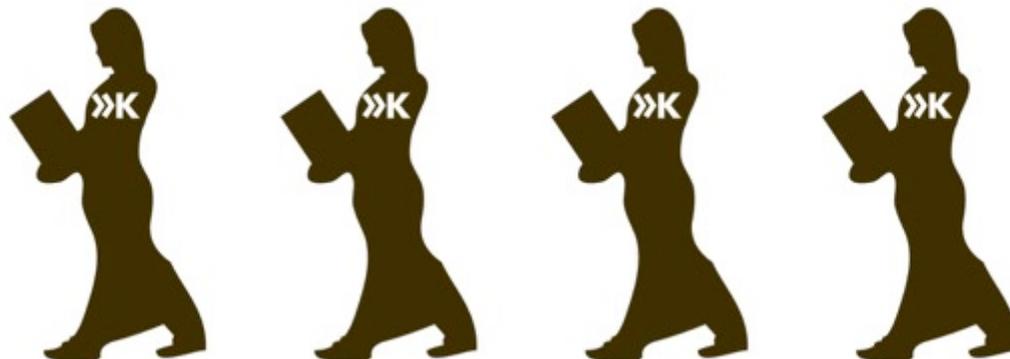
MODULE	TOPIC	DELIVERED	SCHEDULED
Product Knowledge	Product Features	X	
Product Knowledge	Product Benefits	X	
Product Knowledge	Guarantee and After Sales Service	X	
Sales and Marketing	Sales and Marketing Skills	X	
Entrepreneurship	Start a business	X	



3. TRAINING SCHEDULED

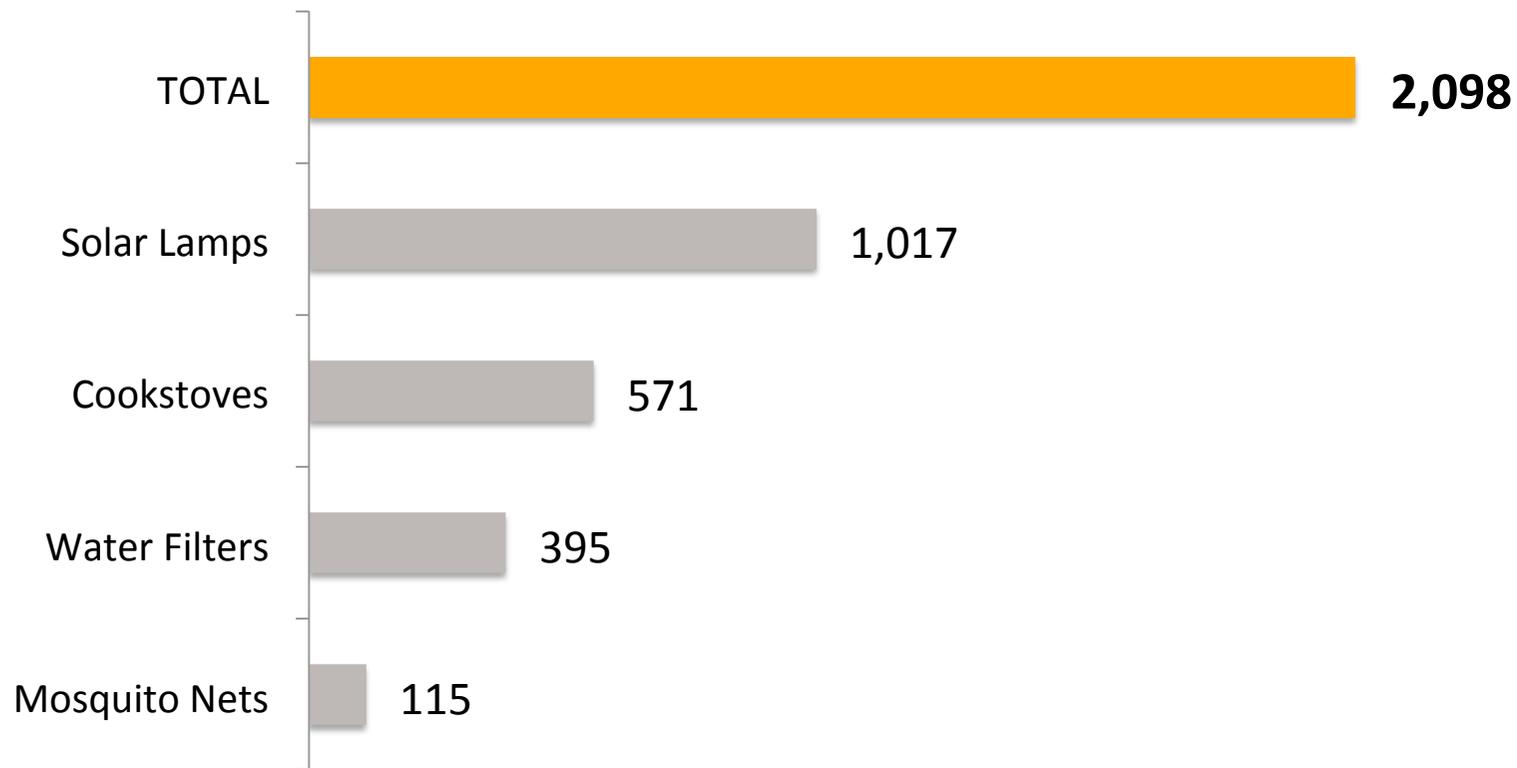
Kopernik will roll out training in improved processes and other basic training modules from late February 2015

MODULE	COMPENTANCY	DELIVERED	SCHEDULED
Financial Management	Improved Processes and Compliance		Feb/March
Financial Management	Personal Finance		Feb/March
Financial Management	Business Finance		Feb/March
Sales and Marketing	Public Speaking		Feb/March
Sales and Marketing	Marketing Skills		Feb/March
Sales and Marketing	Sales Network		Feb/March
Entrepreneurship	Business Development		Feb/March



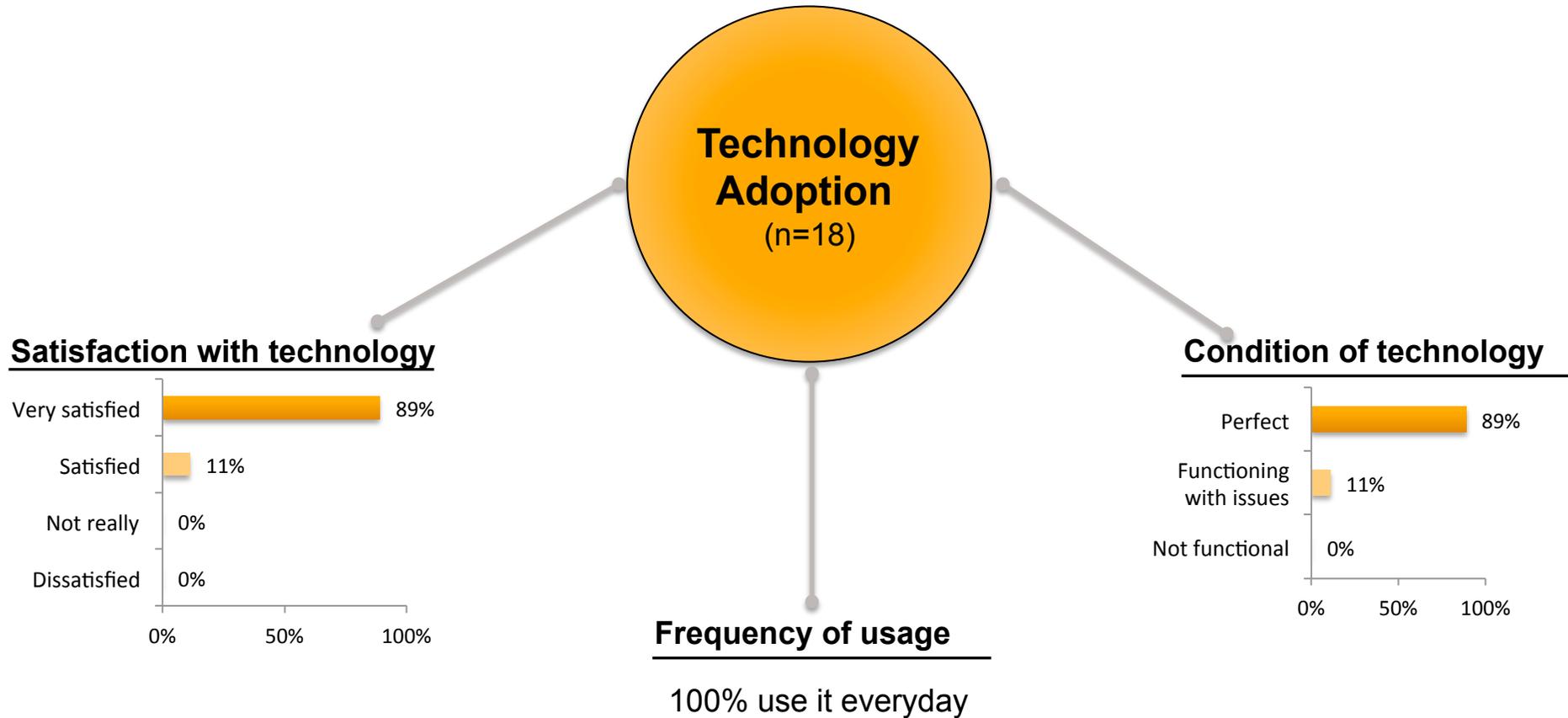
4. NUMBER AND TYPE OF TECHNOLOGIES DISTRIBUTED TO DATE

Kopernik has distributed 2,098 units of technology valued at USD 53,019 to the Tech Kiosks, of which almost 80%, valued at USD 45,038, have been sold.



5. USER FEEDBACK ON TECHNOLOGIES

- First SMS survey was completed at the end of December, with a 25% response rate.
- The second SMS survey will be sent on 31 January.



ANNEX: ADDITIONAL FUNDING LEVERAGED

Thanks to support from USAID, Kopernik has leveraged additional funding for the program

USD 100,000	USD 100,000	AUD 320,000	EURO 500,000
2013 - 2014	2014 - 2015	2014 - 2016	2014 - 2017

J.P.Morgan



MINISTRY FOR FOREIGN AFFAIRS OF FINLAND



ANNEX: SUMMARY OF PROGRESS TO DATE ON IMPROVEMENT OF OPERATIONAL PROCESSES

	TARGET	COMPLETED
Initial Set Up:	<ul style="list-style-type: none"> Review and improvements to existing marketing tools 	X
Sales Tracking:	<ul style="list-style-type: none"> Research and test an appropriate and user friendly system for sales tracking, customer data collection and payment reporting to improve accounting practices Develop a database to improve customer data collection 	X
Bulk Purchasing:	<ul style="list-style-type: none"> Relocation of the warehouse to a more central location in Kupang to be better accessed by delivery trucks and more convenient for local Tech Kiosks to visit Recruitment of a full-time Finance and Logistics Officer based in Kupang 	X
Monitoring and Evaluation:	<ul style="list-style-type: none"> Development of SMS system and tech user database to collect user feedback on technologies purchased 	X
Recruitment:	<ul style="list-style-type: none"> Review of current vendor profiling and improvements to recruitment process to ensure participants have a good standing within the community 	X

ANNEX: SUMMARY OF PROGRESS TO DATE ON IMPROVEMENT OF OPERATIONAL PROCESSES

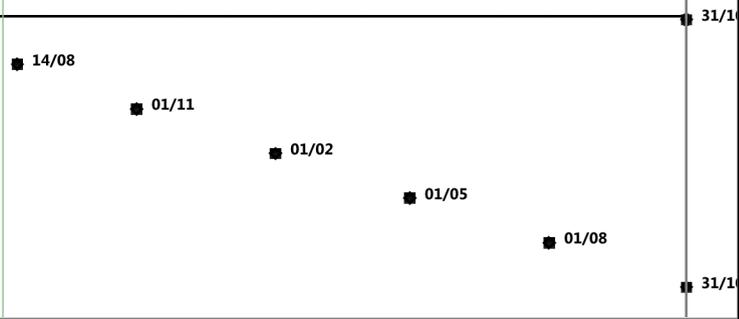
PROCESS		TARGET
Sales Tracking:	Roll out the new tool to support accurate data collection for Kopernik’s existing financial and inventory management software	March
Bulk Purchasing:	Ascertain the most effective form of shipping comparing small regular shipments vs. larger shipments and storage costs on location	March
Performance Management:	Implement the termination process for poor performing Tech Kiosks	March
Training:	Training in improved financial management processes and sales and marketing	March
Performance Management:	Develop an incentive/reward program for top performing Tech Kiosks	April
Recruitment:	A new outreach program and improved recruitment processes will be used to recruit Tech Kiosks in other areas of NTT	May
Monitoring & Evaluation:	Improvement of the ‘data collection value chain’.	Ongoing

EVALUATION STRATEGY AND INDICATORS

BASELINE SURVEY	
Timeframe: Quarter 1	Source: Tech kiosk owner
Indicators: <ul style="list-style-type: none"> • Current sales, profit, savings • Number of employees • Operating expenses of existing warung • Capital assets and liabilities 	
USER FEEDBACK COLLECTED ON THE TECHNOLOGIES	
Timeframe: end of quarter 2, 3 and 4	Source: Tech users
Indicators: <ul style="list-style-type: none"> • Monthly SMS survey of tech users 	
IMPACT ASSESSMENT REPORT – End line Survey	
Timeframe: Quarter 4	Source: Tech kiosk owners
Indicators: <ul style="list-style-type: none"> • Increase in income, profit, savings • New jobs created • Changes to operating expenses • Capital assets and liabilities • Improvements in livelihoods due to increase in income 	
IMPACT ASSESSMENT REPORT – Tech user survey of the changes associated with acquiring technology	
Timeframe: Quarter 4	Source: Tech users
TECH USER BASICS <ul style="list-style-type: none"> • Gender • Occupation • Number of household members • Household income • Access to substitutes: electricity grid, similar technologies 	TECH USAGE <ul style="list-style-type: none"> • Level of satisfaction with technology • Frequency of use - new and old technology • Reasons for still employing old practices
TECH RELATED – COOKSTOVE <ul style="list-style-type: none"> • Reduced expenditure on cooking fuel • Reduced exposure to smoke from open fire • Change in cooking activities • Decrease time spent on procuring fuel or cooking 	TECH RELATED – WATER FILTER <ul style="list-style-type: none"> • Reduced expenditure on cooking fuel for not having to boil water anymore • Reduced expenditure on bottled water • Increase in water consumption • Health improvements
TECH RELATED – SOLAR LAMP <ul style="list-style-type: none"> • Reduced expenditure on kerosene or other forms of lighting • Reduced exposure to smoke from kerosene lamps • Increased mobile phone usage • Increased duration of night-time activities • Increased income related to night-time activities 	

ID	Task Name	Start	Finish	Resource Names	July	August	September	October	November	December	January	February	March	April	May	June	July	August	September	October	November	December
1	USAID "Technology kiosks for the last mile"	01/08/14	31/07/15																			
2	Objective 1: 50 Tech Kiosks in NTT are supported and provided with the tools they need to succeed	01/08/14	31/07/15																			
3	(Q1) Map participating warungs and individuals	01/08/14	20/08/14	TK Advisor																		
4	(Q1-Q2) Recruit, set up and train 50 tech kiosks in product knowledge, finance and after sales service	20/08/14	30/01/15	Area Coordinator;TK Officer																		
5	(Q1) Branding Strategy	11/08/14	31/07/15																			
6	(Q1) Develop Communications Plan	11/08/14	15/08/14	Comms Officer																		
7	(Q1-Q4) Roll out of communications plan	18/08/14	31/07/15	Comms Officer																		
8	Objective 2: Bulk purchasing and distribution system in place, including regional warehousing hubs	11/08/14	30/01/15																			
9	(Q1) Full review of the key operational processes - inventory, logistics, financial	11/08/14	31/10/14	Logistics Officer;TK Advisor;Finance Fellow																		
10	(Q1) Improve financial processes	15/09/14	30/10/14	Finance Fellow;TK Advisor;Area Coordinator																		
11	(Q2) Improve distribution system including regional warehousing	03/11/14	30/01/15	Logistics Officer;TK Advisor;TK Officer;Area Coordinator																		
12	Objective 4: Standardised training and branding for tech kiosks in place	15/09/14	30/01/15																			
13	(Q1) Develop training plan for tech kiosk owners and Area Supervisors	22/09/14	26/09/14	TK Officer;TK Advisor																		
14	(Q1) Improve operations/compliance processes for tech kiosk owners	15/09/14	30/10/14	TK Advisor;TK Officer																		
15	(Q1) Develop mobile tracking of sales	01/10/14	31/10/14	M&E Officer;TK Advisor;TK Officer																		
16	(Q1) Improve area supervisors roles in operations and compliance	01/10/14	31/10/14	TK Advisor;TK Officer																		
17	(Q2) Develop training materials on updated processes for tech kiosks and area supervisors	03/11/14	28/11/14	Training Developer																		
18	(Q2) Train tech kiosks in improved compliance processes	01/12/14	30/01/15	Trainers																		
19	(Q2) Train area supervisors in new operation and compliance in Kopernik's system	01/12/14	30/01/15	Trainers																		
20	Objective 3: Educational catalogue, awareness raising materials and program in place	05/01/15	31/07/15																			
21	(Q2) Review communications between tech kiosks and Kopernik	05/01/15	30/01/15	Catapult Design;TK Advisor;Area Coordinator;TK Officer																		
22	(Q2) Review and improve existing educational catalogue	05/01/15	30/01/15	Catapult Design;TK Advisor;TK Officer																		
23	(Q2) Develop training in awareness raising and communications with Kopernik	02/02/15	27/02/15	Training Developer;TK Advisor;TK Officer																		
24	(Q3) Train tech kiosks in awareness raising and improved communications	02/03/15	28/04/15	Trainers																		
25	(Q3-Q4) Tech Kiosk owners run awareness raising programs	01/04/15	31/07/15	Tech Kiosk Owners																		
26	(Q2) Develop incentive plans and promotional activities	05/01/15	30/01/15	Catapult Design;TK Advisor;TK Officer																		
27	(Q3-Q4) Roll out incentive plans and promotional activities	02/02/15	31/07/15	Comms Officer;TK Officer;Trainers																		
28	Objective 5: 6,000 technologies distributed	03/11/14	31/07/15																			
29	(Q2) No and type of technologies distributed (2,000 by end Jan15)	03/11/14	30/01/15	Tech Kiosk Owners																		
30	(Q3) No and type of technologies distributed (4,000 by end Apr15)	02/02/15	30/04/15	Tech Kiosk Owners																		
31	(Q4) No and type of technologies distributed (6,000 by end Jul15)	01/05/15	31/07/15	Tech Kiosk Owners																		
32	Objective 6: Monitoring and Evaluation	08/08/14	31/07/15																			
33	(Q1) Baseline survey of tech kiosks	08/08/14	31/10/14	TK Officer;M&E Officer																		
34	(Q2) User feedback collected on the technologies distributed by end Q2	01/11/14	30/01/15																			
35	SMS Surveys: Monthly	01/11/14	23/01/15	M&E Officer																		
36	Tech-user survey report	26/01/15	30/01/15	M&E Officer																		
37	(Q3) User feedback collected on the technologies distributed by end Q3	01/02/15	30/04/15																			
38	SMS Surveys: Monthly	01/02/15	24/04/15	M&E Officer																		
39	Tech-user survey report	27/04/15	30/04/15	M&E Officer																		
40	(Q4) User feedback collected on the technologies distributed by end Q4	01/05/15	31/07/15																			
41	SMS Surveys: Monthly	01/05/15	17/07/15	M&E Officer																		
42	Tech-user survey report	27/07/15	31/07/15	M&E Officer																		
43	(Q4) Impact assessment report	01/07/15	31/07/15																			
44	Retrospective baseline survey of the changes associated with acquiring technology.	01/07/15	31/07/15	M&E Officer																		
45	Follow up survey with Tech Kiosk owners	01/07/15	31/07/15	M&E Officer																		

ID	Task Name	Start	Finish	Resource Names	July	August	September	October	November	December	January	February	March	April	May	June	July	August	September	October	November	December
46	Lessons learned, implementation challenges, process improvements, stakeholder feedback.	01/07/15	31/07/15	TK Advisor																		
47	REPORTING	01/08/14	31/10/15																			
48	Milestone Report #1	01/08/14	14/08/14	TK Advisor																		
49	Milestone Report #2	04/08/14	01/11/14	TK Advisor																		
50	Milestone Report #3	01/11/14	01/02/15	TK Advisor																		
51	Milestone Report #4	01/02/15	01/05/15	TK Advisor																		
52	Milestone Report #5	01/05/15	01/08/15	TK Advisor																		
53	Milestone Report #6 - Final report	01/08/15	31/10/15	TK Advisor																		





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TECHNOLOGY KIOSKS FOR THE LAST MILE

Report on Milestone 4



May 2015

ANTICIPATED PROGRAM RESULTS

Award No: AID-OAA-F-14-00024

Sponsoring US AID Office: USAID/DIV

Provide scalability nationwide with 50 Tech Kiosks and state-of-the-art operational systems and processes necessary to operate them efficiently. Anticipated results are:

- 50 Tech Kiosks in East Nusa Tenggara are supported and provided with the tools they need to succeed
- Bulk purchasing and distribution system in place, including regional warehousing hubs
- Educational catalogue, awareness raising materials and program in place
- Standardised training and branding for Tech Kiosks in place
- State-of-the-art operational processes in place including a mobile-based platform for tracking sales, an inventory management system, payment processing, financial management, after sales service, and monitoring and evaluation

MILESTONE 4 DELIVERABLES

A report indicating completion of the activities including related processes :

- Number and type of technologies distributed (4,000 units)
- User feedback collected on the technologies distributed

CONTENTS

- 1. Program update and overview of changes**
 2. Progress to date
 3. User feedback collected on the technologies distributed
 4. Communications
 5. In-person presentation to DIV on progress
- Annex: Update on process improvement

PROGRAM UPDATE AND OVERVIEW OF CHANGES

- Kopernik has been able to leverage the funding received from USAID DIV (USD 100K) & JPMorgan (USD 100K) and mobilize an additional USD 825K from other donors to scale the 'Technology Kiosks for the Last Mile' program.
- The new combined program has been renamed to 'Wonder Women Eastern Indonesia' and includes micro-entrepreneurs who own small stores as well as those who don't have an existing store but make sales door-to-door or at community events.
- The objectives and targets of the USAID DIV funded 'Technology Kiosks for the Last Mile' initiative do not change. It has simply become part of a larger program.
- The shift in focus reflects the reality that the vast majority of micro-entrepreneurs we work with are women or married couples where the woman plays the lead role in the running of the business, and that there is great interest from women who want to sell technologies through this program but don't have an existing store.
- The few Tech Kiosks owned and operated by men will continue to be supported as part of the program.
- Wonder Women Eastern Indonesia is a 3-year program, and will operate in 10 provinces of Eastern Indonesia. The program will distribute 56,000 units of clean energy technologies through a network of 500 women micro-entrepreneurs.
- Wonder Women Eastern Indonesia has a total budget of USD 2.5 million, with approximately half of this amount still to be mobilized.

WHY 'WONDER WOMEN'?

- In Indonesian we call our women micro-entrepreneurs '*Ibu Inspirasi*', which means 'inspirational women and mothers'. That's a bit of a mouthful when we translate it, so in English we call them Wonder Women.
- Our Wonder Women are superheroes in their villages: making life-changing technology available to their friends, relatives and neighbors. Technology that saves families time and money, improves health and safety, eases pressure on the environment, and opens up new economic opportunities.
- The Wonder Women are also inspiring others through what they achieve - earning money to support their families, gaining new business skills, and gaining confidence in their ability to succeed as entrepreneurs.

CONTENTS

1. Program update and overview of changes
 - 2. Progress to date**
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NUMBER OF TECH KIOSKS/WONDER WOMEN RECRUITED

Kopernik has recruited Tech Kiosks/Wonder Women on the islands of Sumba, Flores, West Timor and Lombok in Eastern Indonesia.



**Lombok Sumba Flores West
Timor**

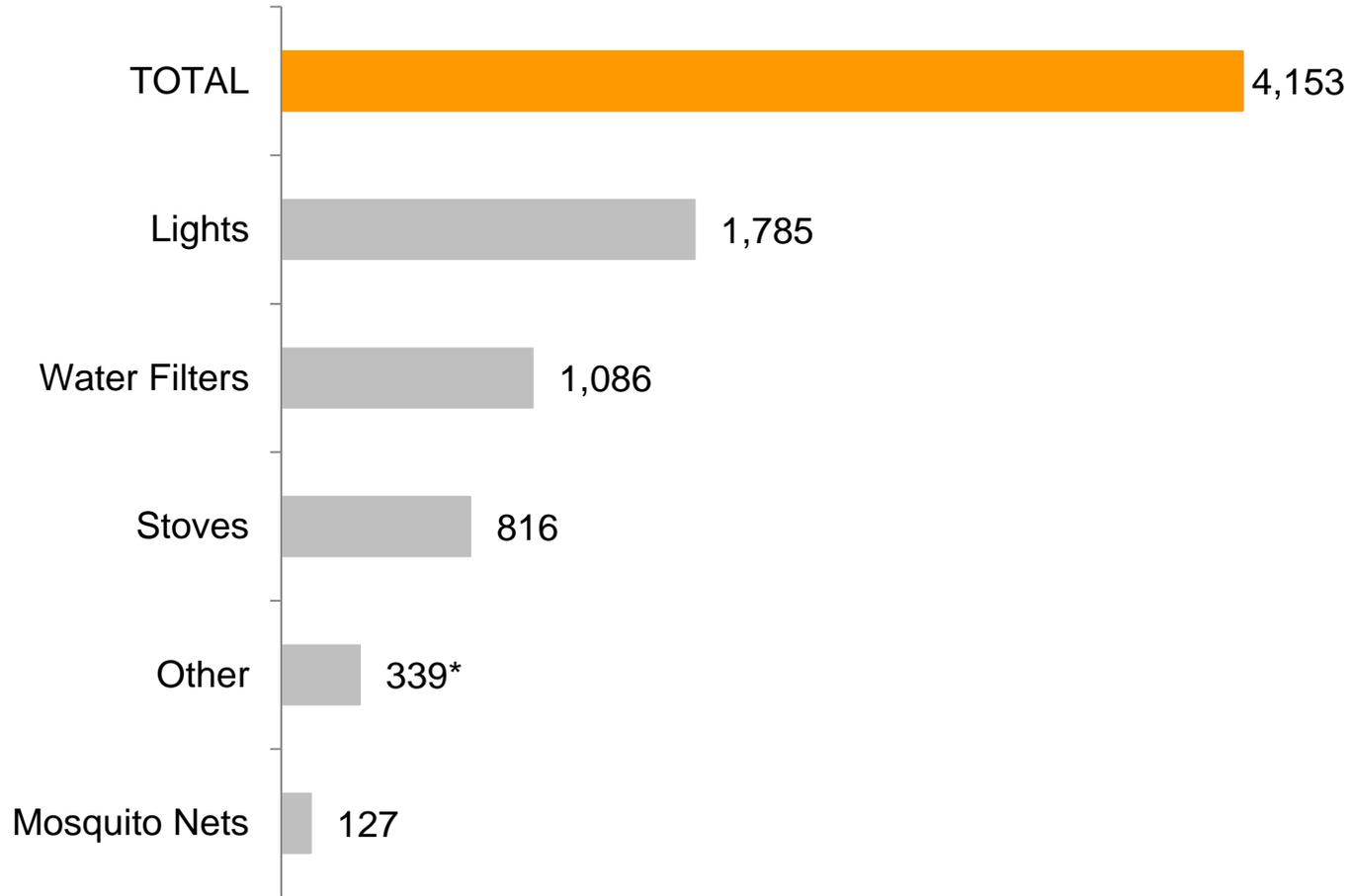
NUMBER OF TECH KIOSKS/WONDER WOMEN RECRUITED

A total of 155 Wonder Women (and a few Men) have been recruited in eleven locations – 3 in West Timor, 5 in Flores, 2 in Sumba and 1 location in Lombok.



NUMBER AND TYPE OF TECHNOLOGIES DISTRIBUTED TO DATE

Kopernik has distributed 4,153 units of technology valued at USD 100,625 to the Wonder Women and Men, of which 70%, valued at USD 70,761 have been sold.



* Replacement filters and additional bulbs for solar home systems

FOCUS ON DEMAND CREATION

- To date, Kopernik has focused on recruitment of Wonder Women as it is easier and more cost effective to conduct training in larger groups. With 155 Wonder Women now recruited, we are shifting the focus to demand creation and sales.
- We have developed a suite of social marketing materials to create demand for the technologies and are rolling out the campaign from late April. We have also identified and are targeting key community influencers and opinion leaders.
- Our research shows that Tech Fairs (face to face product demonstrations) are the most effective means of generating sales for our Wonder Women. Starting in May, there will be a significant increase in the number of Tech Fairs conducted.
- The high price of the technologies has been a persistent barrier to technology adoption. We have recently managed to negotiate a great deal on an entry level light which will come in at around USD 10 retail which we are confident will increase sales.

TECH FAIRS ARE VERY EFFECTIVE IN GENERATING SALES

Objectives	<ul style="list-style-type: none">• Introduce Kopernik products to a target market• Confirm market's technology preferences as initially identified in need assessments
Organizers	<ul style="list-style-type: none">• Kopernik field staff and Wonder Women
Duration	<ul style="list-style-type: none">• 1.5-2 hours
Attendees	<ul style="list-style-type: none">• 15-100 people
Incentives	<ul style="list-style-type: none">• Complimentary drinks & snacks• Opportunities to socialize with neighbors• Fun activities



SOCIAL MARKETING MATERIALS CURRENTLY BEING ROLLED OUT

Objectives	<ul style="list-style-type: none"> • Raise brand awareness
Organisers	<ul style="list-style-type: none"> • Kopernik staff
Roll-Out	<ul style="list-style-type: none"> • Late April

**Saringan Air :
Jernih, sehat,
segar,
lindungi
keluarga!**

- Menggunakan teknologi Belanda
- Menghilangkan kuman

GARANSI 1 TAHUN

Tanpa listrik. Dijamin lebih hemat
Sehat untuk keluarga
menghilangkan kuman + bakteri
yang menyebabkan diare & penyakit

**SOLUSI PINTAR
UNTUK HEMAT!
KOPERNIK**

Saringan Air 1 Tersedia dalam 3 ukuran Saringan Air Kecil, Saringan Air 1, Saringan Air XL

**Riang sepanjang malam
dengan lampu tenaga surya D20**

Dijemur di matahari saja!

**SOLUSI PINTAR
UNTUK HEMAT!
KOPERNIK**

- ✓ Dijemur 8 jam, menyala sampai 20 jam
- ✓ Bisa mengecash hp, tablet & speaker kecil

GARANSI 1 TAHUN

**MAU BELI SEKARANG ?
KONTAK AGEN KOPERNIK :**

**MAU BELI LAMPU SEKARANG ?
KONTAK AGEN KOPERNIK :**

WE ARE ENGAGING KEY INFLUENCERS

Objectives

- Raise brand awareness
- Lend credibility to the technologies
- Identify 'early adopters'



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USER FEEDBACK ON TECHNOLOGIES

In 2014 Kopernik conducted research on various impact tracker technologies and developed an [Impact Tracker Technology Catalogue](#).

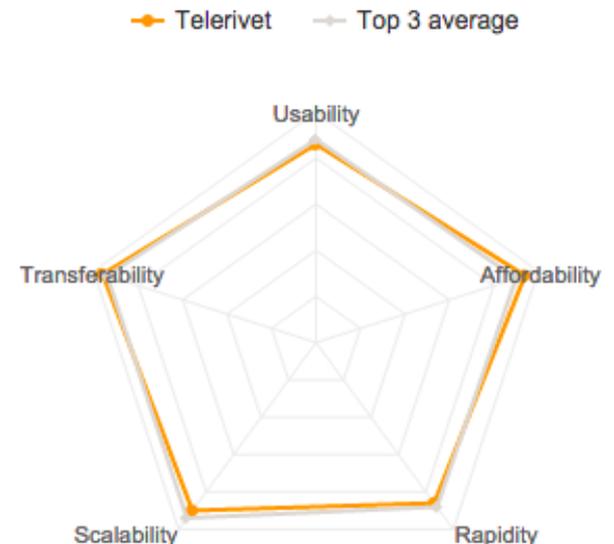
Kopernik is using one of the technologies identified during that research: [Telerivet](#) for SMS surveys of Tech Users.

TELERIVET SMS COMMUNICATION PLATFORMS



TELERIVET INC. 
San Francisco, US

Telerivet is a comprehensive mobile messaging platform that is easy to set-up and deploy in any country with ordinary equipment and basic internet connectivity. Its cloud-based management system routes messages to and from any mobile number, as well as through virtual numbers and short codes. A wide variety of SMS services can be set up easily with no programmer's help including a custom automated service from if/then conditions and basic user actions.



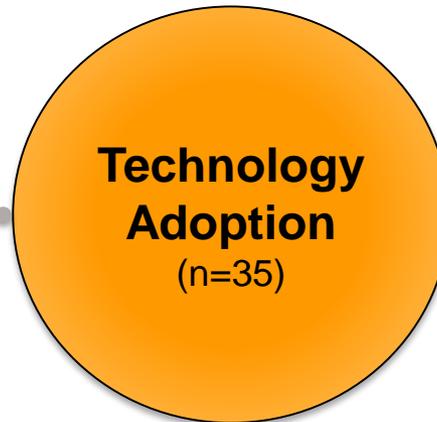
USER FEEDBACK ON TECHNOLOGIES

Questions for the Tech User survey:

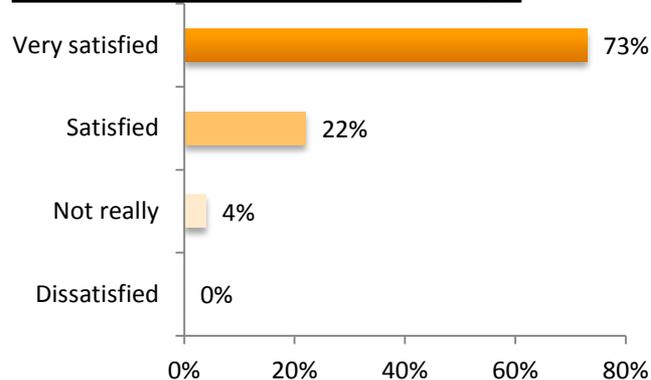
QUESTION	RESPONSE OPTIONS
How satisfied are you with the technology?	Type 1 for Very satisfied, 2 for satisfied, 3 for not really satisfied, 4 for dissatisfied
[If 3 or 4]: What needs to be improved for this technology?	Choices of product aspects for each technology E.g. For d.lights – Type 1 for brightness, 2 for battery capacity, 3 for strength, 4 for practicality, 5 for colour and shape
Do you use the technology everyday?	Type Yes or No
If not everyday, how often do you use it?	Type 1 for at least 3x per week, 2 for at least 2x per week, 3 for at least 1x per week, 4 for at most 3x per month
What is the condition of your technology?	Type 1 for perfect condition, 2 for functioning with issues, 3 for not functioning
[If 2 or 3]: Please let me know what the issues are	Type problem detail

USER FEEDBACK ON TECHNOLOGIES

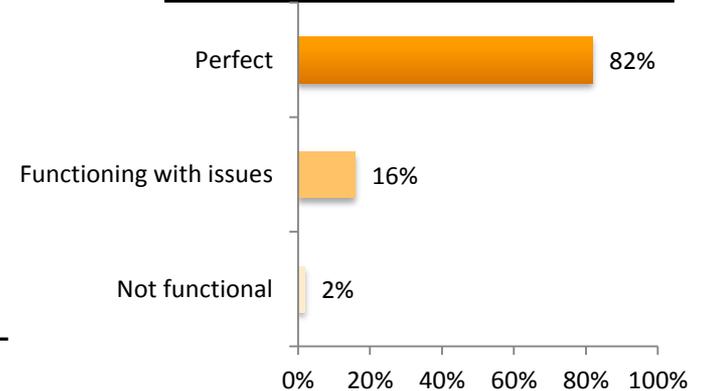
- Four SMS surveys were sent to 68 tech users with an average response rate of 20% for each survey.
- The M&E team is revamping the SMS surveys for the month of May to improve response rates.



Satisfaction with technology



Condition of technology



Frequency of usage

86% use it everyday

* Respondents who report problems with their technologies are contacted directly by Kopernik staff to help address their issues.

USER FEEDBACK ON TECHNOLOGIES

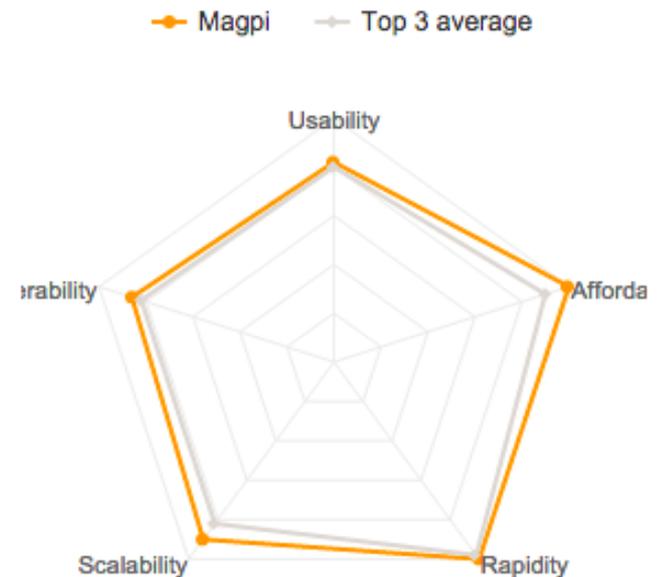
- Additional user feedback has been collected through in-person surveys.
- Surveys are completed using [Magpi](#) – another tool featured in the Impact Tracker Technology catalogue

MAGPI DIGITAL DATA COLLECTION APPS



DATADYNE 
Washington DC, US

Magpi had been widely known as EpiSurveyor. It is a 'freemium' data collection application with rich functionalities to address field data collection needs. The application is very easy to use, anyone with basic computer skills can simply sign up for an account and start building questionnaires and collecting data. The newly launched Magpi 2.0 offers more advanced features such as the Text to Speech functionality, subform integrations, automatic device synchronization, as well as scheduled broadcast messages. The application works on iPhone, Android, Blackberry and Symbian phones, and data collection with SMS and web-based entry can be integrated.



USER FEEDBACK ON TECHNOLOGIES

End users are happy with their purchases!

Over 90% of technology users* surveyed reported high satisfaction with the product, use it regularly, have recommended it to their friends and relatives and plan to replace it past its lifespan.



Nazava water filters
(n=9)

Water quality	★ ★ ★ ★	3.8
Water taste	★ ★ ★ ★	3.8
Durability	★ ★ ★ ★	3.4
Ease of care	★ ★ ★ ★	3.4



d.light solar lanterns
(n=8)

Brightness	★ ★ ★ ★	3.4
Run time	★ ★ ★ ★	3.1
Durability	★ ★ ★ ★	3.4
Charging speed (cell phone)	★ ★ ★ ★	3.2



Biomass cook stoves
(n=9)

Smoke reduction	★ ★ ★ ★	3.1
Firewood saving	★ ★ ★ ★	3.2
Heat	★ ★ ★ ★	3.8
Durability	★ ★ ★ ★	3.6
Ease of use	★ ★ ★ ★	2.7

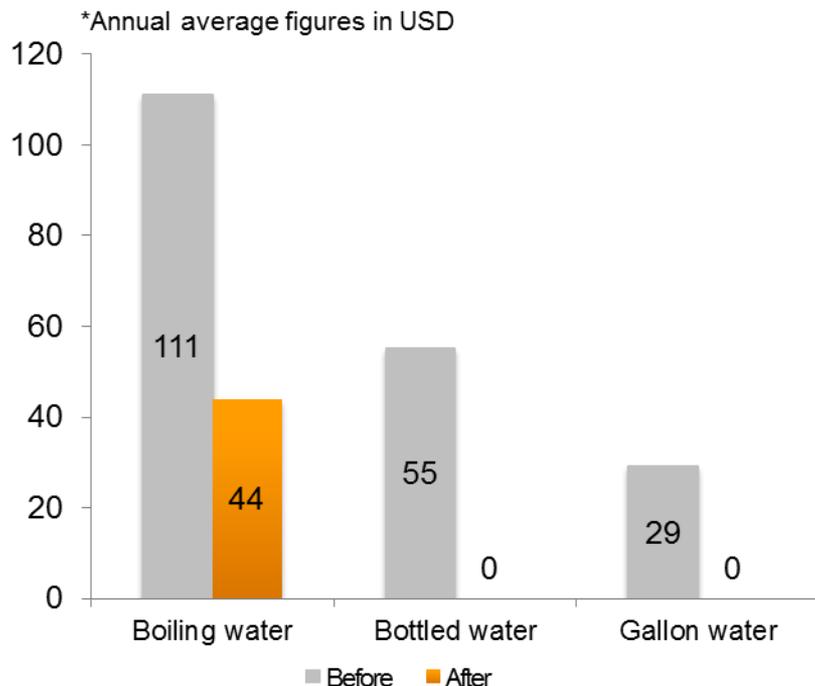
*A total of 33 technology users in 3 locations (Kupang, So'e and Nagakeo) were interviewed.

USER FEEDBACK ON TECHNOLOGIES

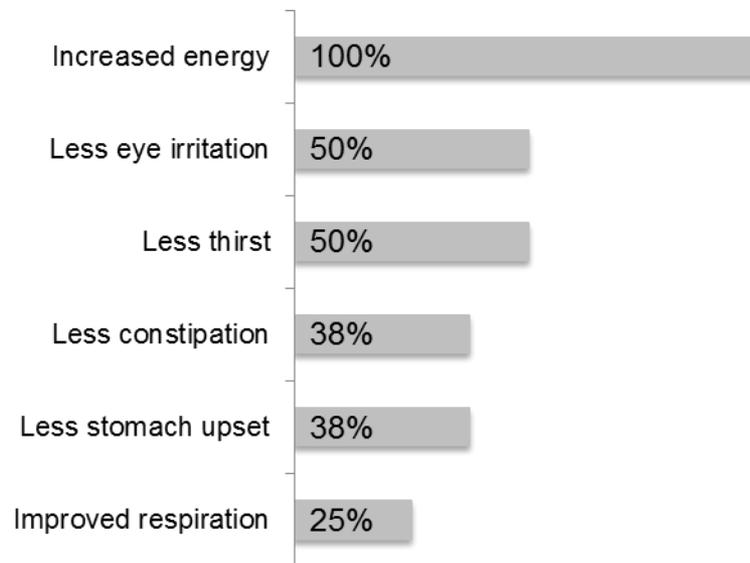
Nazava users spend less money and enjoy improved health

- 67% of Nazava users interviewed purchased the water filter to reduce their expenditures, improve their health and save time.
- Most users interviewed have completely left their old drinking practices, which include boiling water, buying (refillable) gallon water and bottled water, and even consuming untreated water.
- 80% of those interviewed reported increased water consumption than before due to better-tasting water, as well as cheaper and less time-consuming preparation.

Reduced expenditure on drinking water (n=9)



Improved health from increased water (n=9)

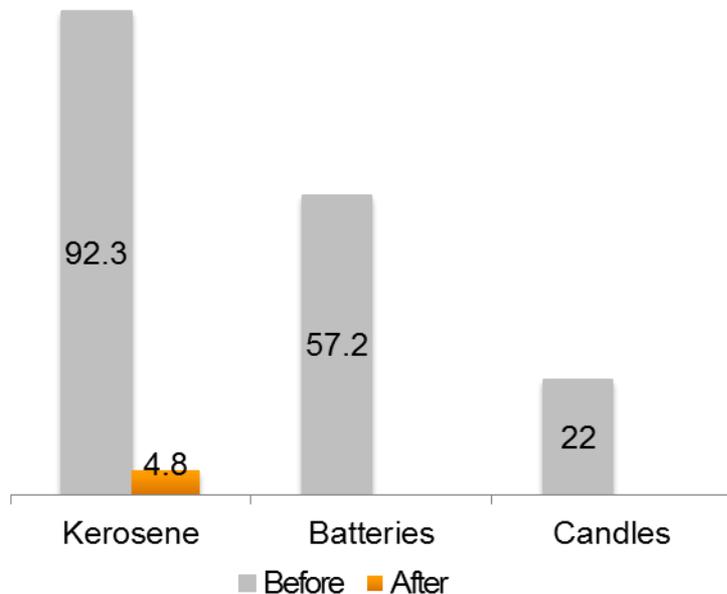


USER FEEDBACK ON TECHNOLOGIES

d.light users save money and spend their time more productively

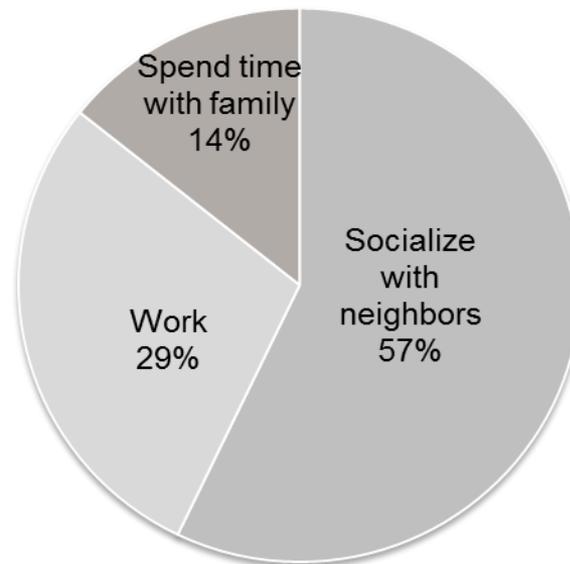
- 88% of users interviewed purchased the solar lantern for its practicality and portability, also in hope of spending less time on procuring fuel for their kerosene lamps.
- All but one of the users interviewed have stopped using their old lighting sources. One user still uses her kerosene lamp because one lamp is not enough to light her whole home.
- Half of users interviewed reported work productivity improvement, increased cell phone usage from never having it run out of battery, and a better studying experience for their children.
- 75% of users interviewed reported new nightly activities made possible by the solar lanterns.

Cheaper and cleaner lighting sources (n=8)



Annual average figures in USD

Increased productivity and wellbeing (n=8)

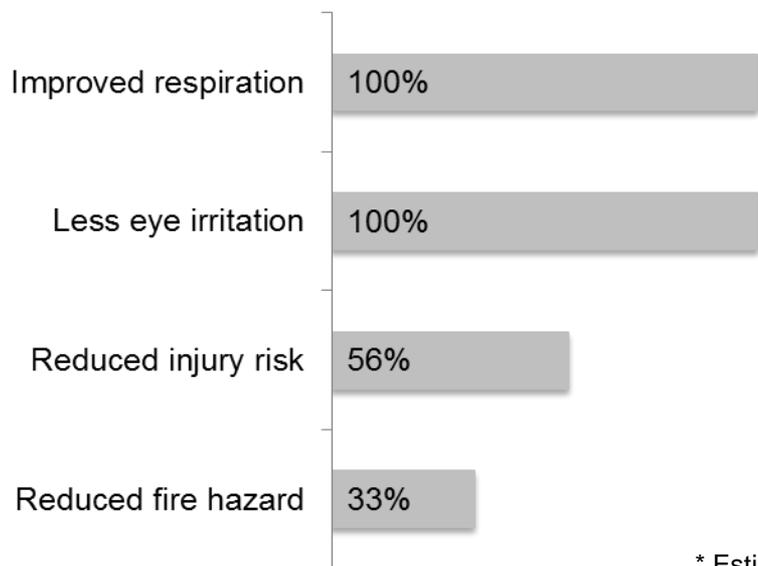


USER FEEDBACK ON TECHNOLOGIES

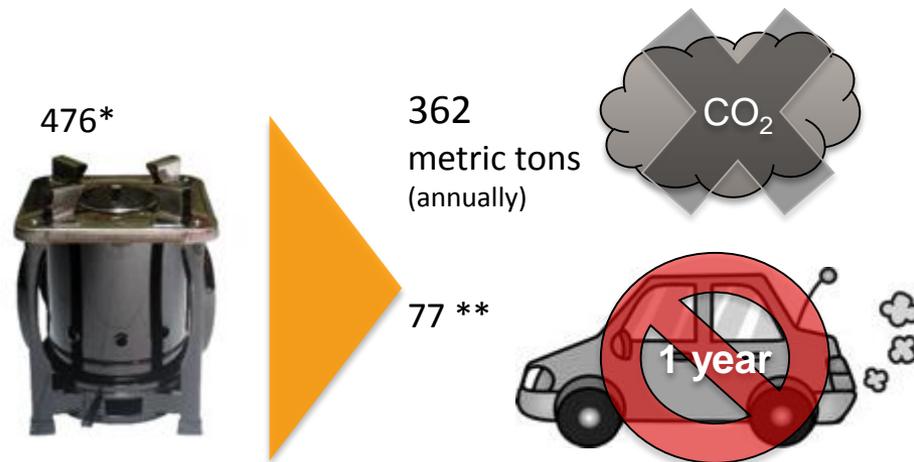
Biomass stove users benefit from reduced health risks and contribute to CO₂ reduction

- 75% of users interviewed purchased the technology to save money on cooking fuel and to lessen reliance on the often scarce kerosene.
- All users interviewed are still using their old cooking instruments as using the Kopernik stove alone does not meet all of their cooking needs.
- All users interviewed reported less exposure to harmful smoke when preparing meals, as well decreased injury risk and fire hazard associated with cooking over a open fire.
- A typical user who previously cooked with an open fire decreased her fuel consumption by 69%, compared to 53% for those who used kerosene.

Reduced health risk (n=9)



Less firewood and kerosene used (n=9)



* Estimated sales figure for the project period

**Equivalent to 77 cars off the road for one year. Estimate from EPA

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COMMUNICATIONS UPDATE

MEDIA & OUTREACH

[Cooking with Ban Ki-moon](#) | The Jakarta Post 3 February 2015

[Dreams do come true: from Adonara to Peru](#) | UN Women Empower Women blog 23 April 2015

[Kopernik brings low-cost tech to remote parts of Indonesia, improves livelihoods](#) | Tech in Asia 15 April 2015

Wonder Women Eastern Indonesia initiative introduction to Energy Access Practitioner Network, through [February monthly conference call](#)

[Wonder Women Indonesia: Expanding Energy Access, Boosting Income & Opportunities for Women](#) | World Access to Modern Energy Case Study April 2015

Boiling Point [journal article](#) prepared and submitted for publication in May

BLOGS & REPORTS

[Beware of Falling d.lights](#) 2 March 2015

[En route: from Bajawa to Ruteng](#) 1 April 2015

[Good-bye Excel hell, with a little help from a free coding community](#) 8 April 2015

Published [Kopernik 2014 Annual Report](#), featuring Wonder Women Eastern Indonesia achievements in 2014

EVENTS

UN Women Meeting on Upscaling Technologies for Rural Women to Increase Resilience and Agricultural Productivity | Bellagio, Italy 28 April - 1 May 2015

[UNCDF Conference: Women & Enterprises Driving Financial Inclusion & Investment Returns](#) | Phnom Penh, Cambodia 29-30 April 2015

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REQUEST FOR IN-PERSON PRESENTATION TO DIV ON PROGRESS

- Ewa Wojkowska and Toshi Nakamura (Co-Founders and COO/CEO of Kopernik) will be in Washington DC in June. Would it be possible to make a presentation on program progress and discuss future partnership?
- Proposed date is 19 June 2015. Please let us know whether this is feasible.

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ANNEX: SUMMARY OF PROGRESS TO DATE ON IMPROVEMENT OF OPERATIONAL PROCESSES

	TARGET	COMPLETED
Initial Set Up:	<ul style="list-style-type: none"> Review and improvements to existing marketing tools 	X
Sales Tracking:	<ul style="list-style-type: none"> Research and test an appropriate and user friendly system for sales tracking, customer data collection and payment reporting to improve accounting practices Develop a database to improve customer data collection 	X
Bulk Purchasing:	<ul style="list-style-type: none"> Relocation of the warehouse to a more central location in Kupang to be better accessed by delivery trucks and more convenient for local Tech Kiosks to visit Recruitment of a full-time Finance and Logistics Officer based in Kupang 	X
Monitoring and Evaluation:	<ul style="list-style-type: none"> Development of SMS system and tech user database to collect user feedback on technologies purchased 	X
Recruitment:	<ul style="list-style-type: none"> Review of current vendor profiling and improvements to recruitment process to ensure participants have a good standing within the community 	X

ANNEX: SUMMARY OF PROGRESS TO DATE ON IMPROVEMENT OF OPERATIONAL PROCESSES

PROCESS		TARGET
Bulk Purchasing:	Ascertain the most effective form of shipping comparing small regular shipments vs. larger shipments and storage costs on location	Completed
Recruitment:	A new outreach program and improved recruitment processes will be used to recruit Wonder Women in other areas of Eastern Indonesia.	Completed
Sales Tracking:	Roll out the new tool to support accurate data collection for Kopernik's existing financial and inventory management software.	May
Performance Management:	Implement the termination process for poor performing Wonder Women.	May
Performance Management:	Develop an incentive/reward program for top performing Wonder Women. Roll out of Gold Star monitoring tool	May
Training:	Training in improved financial management processes and sales and marketing	Ongoing
Monitoring & Evaluation:	Improvement of the 'data collection value chain'.	Ongoing



WEBSITE kopernik.info **TWITTER** [@thekopernik](https://twitter.com/thekopernik) **FACEBOOK** facebook.com/thekopernik



TECHNOLOGY KIOSKS FOR THE LAST MILE

Report on Milestone 5



September 2015

WEBSITE kopernik.info **TWITTER** [@thekopernik](https://twitter.com/thekopernik) **FACEBOOK** facebook.com/thekopernik

ANTICIPATED PROGRAM RESULTS

Award No: AID-OAA-F-14-00024

Sponsoring US AID Office: USAID/DIV

Provide scalability nationwide with 50 Tech Kiosks and state-of-the-art operational systems and processes necessary to operate them efficiently. Anticipated results are:

- 50 Tech Kiosks in East Nusa Tenggara are supported and provided with the tools they need to succeed
- Bulk purchasing and distribution system in place, including regional warehousing hubs
- Educational catalogue, awareness raising materials and program in place
- Standardised training and branding for Tech Kiosks in place
- State-of-the-art operational processes in place including a mobile-based platform for tracking sales, an inventory management system, payment processing, financial management, after sales service, and monitoring and evaluation

MILESTONE 5 DELIVERABLES

A report indicating completion of the activities including related processes :

- Number and type of technologies distributed (6,000 units)
- User feedback collected on the technologies distributed
- Impact assessment report including lessons learned
- Process improvements, implementation challenges, stakeholder feedback

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 2. Tech User Impact Assessment

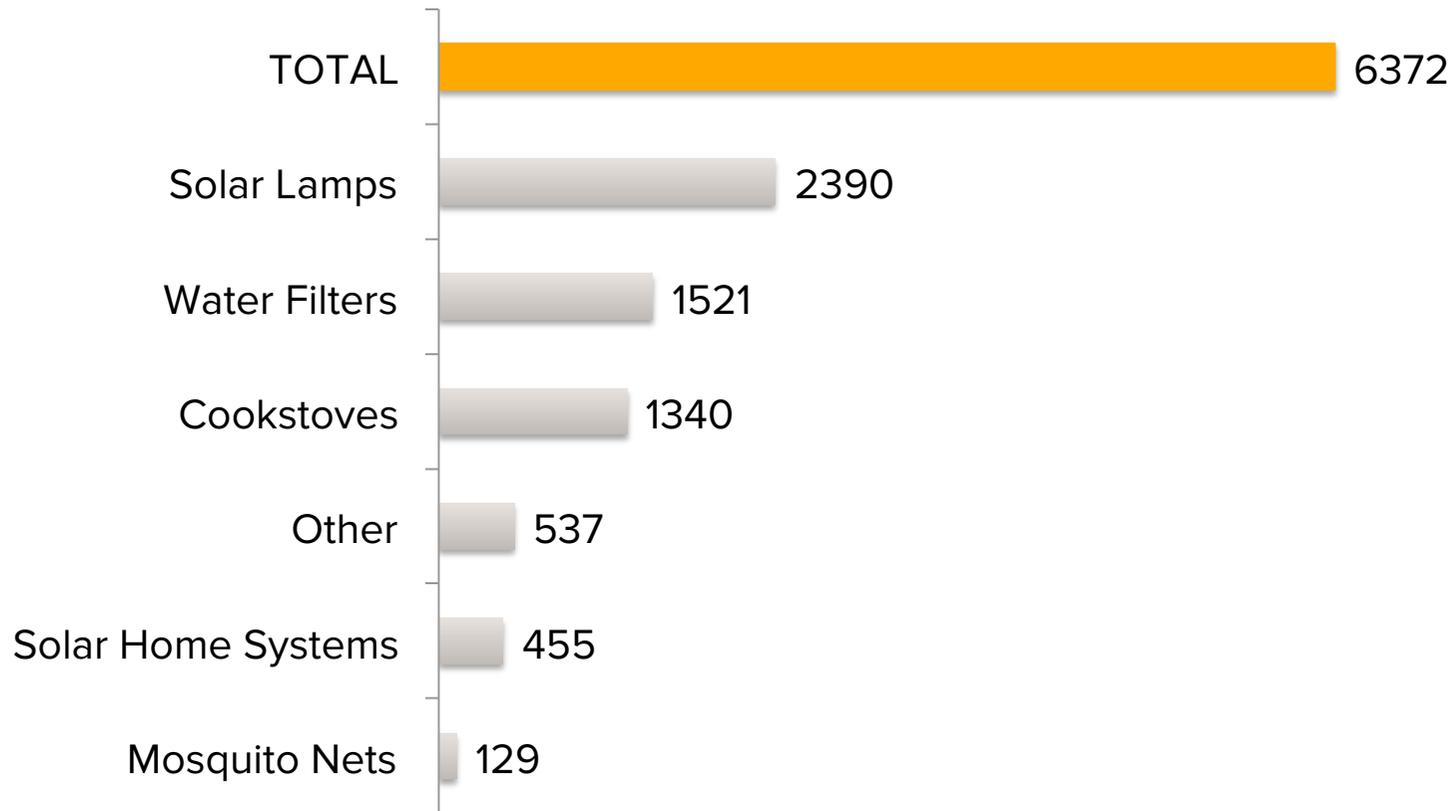
NUMBER OF TECH AGENTS/TECH KIOSKS RECRUITED

A total of 189 tech agents and tech kiosks have been recruited as at 31 July 2015



NUMBER AND TYPE OF TECHNOLOGIES DISTRIBUTED TO DATE

Kopernik has distributed 6,372 units of technology valued at USD 143,052, of which 68%, valued at USD 104,280 have been sold.



*Replacement filters and additional bulbs for solar home systems

* Exchange rate: IDR 14,245 to USD 1

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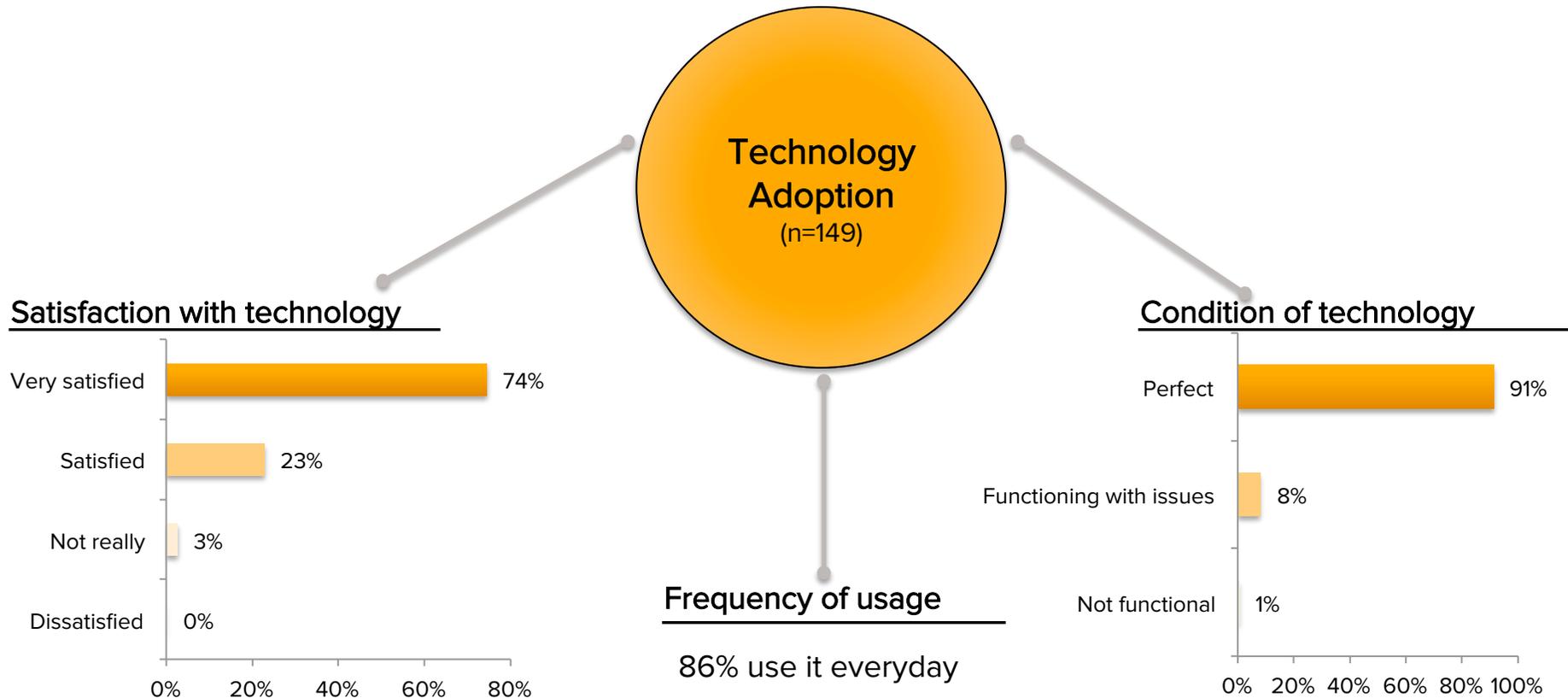
USER FEEDBACK ON TECHNOLOGIES

- Survey questions sent to tech users from January to July
- In July Kopernik added the tech user’s name to personalise the message

QUESTION	RESPONSE OPTIONS
How satisfied are you with the technology?	Type 1 for Very satisfied, 2 for satisfied, 3 for not really satisfied, 4 for dissatisfied
If 3 or 4, what needs to be improved for this technology?	Choices of product aspects for each technology E.g. For d.lights – Type 1 for brightness, 2 for battery capacity, 3 for strength, 4 for practicality, 5 for colour and shape
Do you use the technology everyday?	Type Yes or No
If not everyday, how often do you use it?	Type 1 for at least 3x per week, 2 for at least 2x per week, 3 for at least 1x per week, 4 for at most 3x per month
What is the condition of your technology?	Type 1 for perfect condition, 2 for working with problems, 3 for not working
If 2 or 3, please let me know what the issues are	Type problem detail

USER FEEDBACK ON TECHNOLOGIES

- The sample size grew from 62 in January to 298 in July
- A total of 149 responses were received over seven months. The average response was 25 tech users per month



* Respondents who report problems with their technologies are contacted directly by Kopernik staff to help address their issues.

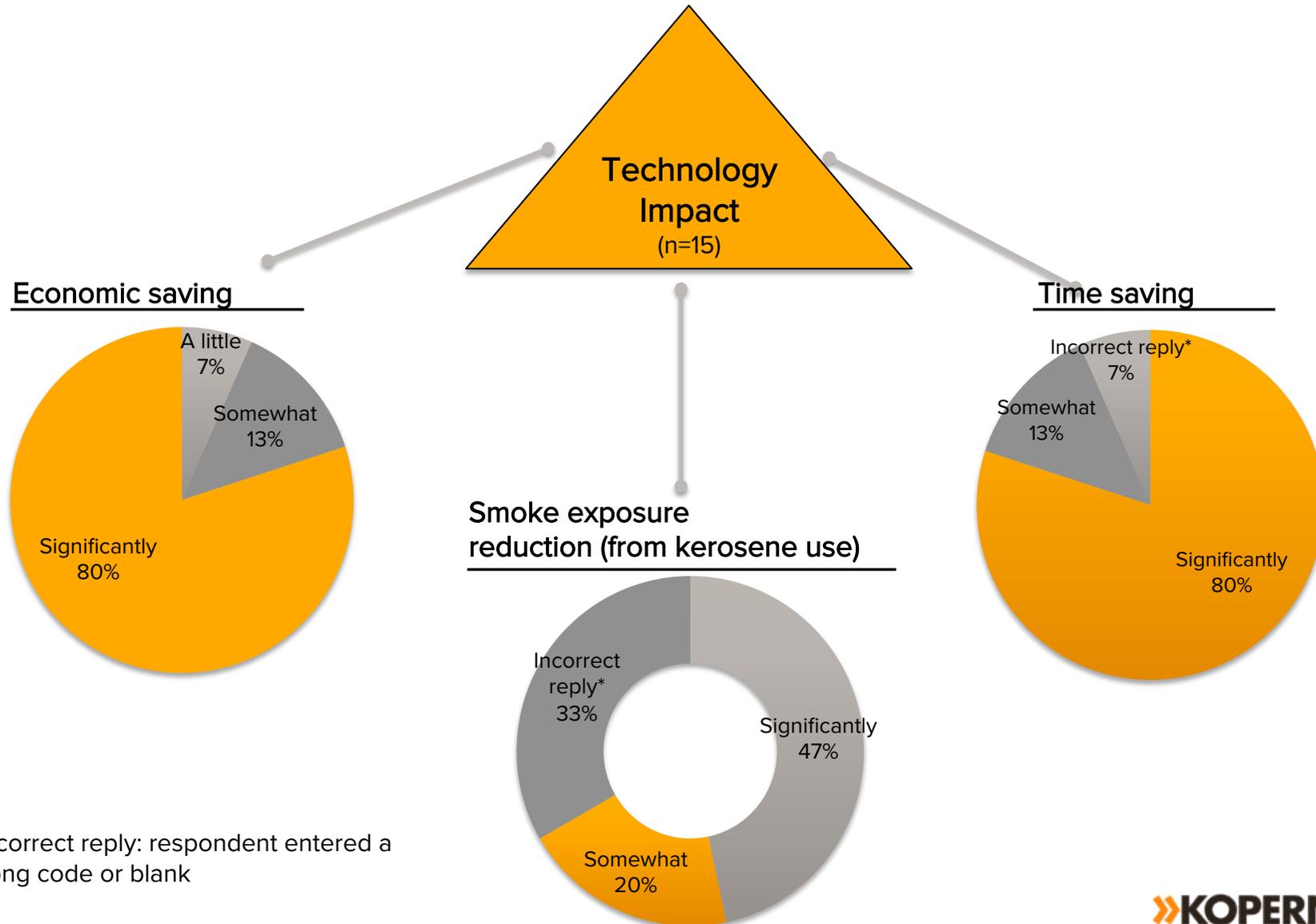
USER FEEDBACK ON TECHNOLOGIES

- From July, for those that responded to the first set of questions, a second survey was sent

SURVEY 2 QUESTIONS	RESPONSE OPTIONS
Do you perceive any cost saving since using (technology name)?	Type 1 for significantly, 2 for somewhat, 3 for a little, 4 for not at all
If your household previously used kerosene for lighting, (cooking, boiling water), do you think you and your family inhale less smoke since using (technology name)?	Type 1 for significantly, 2 for somewhat, 3 for a little, 4 for not at all
Do you perceive any time saving since using (technology name)?	Type 1 for significantly, 2 for somewhat, 3 for a little, 4 for not at all

TECHNOLOGY IMPACT

- One SMS survey asking for self-perceived impact of the technologies was sent to 49 tech users who submitted feedback. 15 tech users replied to the survey.



* Incorrect reply: respondent entered a wrong code or blank

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PROCESS IMPROVEMENTS

PROCESS	ACTIVITIES
Initial Set Up	<ul style="list-style-type: none"> Reviewed and improved existing marketing tools
Bulk Purchasing	<ul style="list-style-type: none"> Relocated warehouse to a more central location in Kupang, West Timor Recruited a full-time Logistics Officer based in Kupang Ascertained the most effective form of shipping comparing small regular shipments vs. larger shipments and storage costs on location
Recruitment	<ul style="list-style-type: none"> Improved recruitment process to ensure participants have a good standing within the community Developed new outreach program and improved recruitment processes to recruit tech kiosks/tech agents in other areas of Eastern Indonesia
Training	<ul style="list-style-type: none"> Clearly defined training foundations of business development and empowerment; and make ongoing improvements to training modules
Sales Tracking	<ul style="list-style-type: none"> Developed a database to improve customer data collection, sales tracking, and payment reporting to improve accounting practices
Performance Management	<ul style="list-style-type: none"> Developed improved process for tracking active, semi active and non active tech agents Developed an incentive/reward program for top performing tech agents
Monitoring & Evaluation	<ul style="list-style-type: none"> Improved the 'data collection value chain' Developed SMS system and tech user database to collect user feedback on technologies purchased
Demand Creation	<ul style="list-style-type: none"> Developed campaign ideas to build demand for Kopernik's range of clean energy technologies

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CHALLENGE: DEMAND CREATION

CHALLENGE	LESSONS LEARNED
<p>Widespread lack of awareness of the life-changing technologies available to end-users and how they apply to their lifestyle</p>	<ul style="list-style-type: none"> • A social marketing specialist developed campaign ideas to build demand for Kopernik’s range of clean energy technologies: <ul style="list-style-type: none"> • Technology posters: Results show that posters are more effective in rural areas as compared to urban areas as there is less brand competition. E.g. a village head intended to purchase 40 generators for his village. When he saw the solar home system poster he purchased 80 solar systems instead • Improved vinyl banners for tech agents to put on their houses or existing shops to help promote the technologies • Information session on renewable energy as part of a tech fair, to empower tech agents to become agents of change and experts on renewable energy within their communities • Kopernik team is trialling other promotions such as <ul style="list-style-type: none"> • SMS blasts in Kupang (urban) and East Flores (rural) using Indonesia's largest telecommunications provider’s database • Free trial of solar lamps and water filters so end users can see the benefits first hand before purchase • Tech fairs on daily ferry trips between islands with a captive audience

CHALLENGE: TECHNOLOGY COMPETITION

CHALLENGE	LESSONS LEARNED
<p>Solar competition</p> <p>d.light S2B</p> 	<ul style="list-style-type: none"> • Certain communities participate in government run solar programs. The government plans to install electricity in more off-grid areas. In the meantime they install ‘energy as a service’ solar home systems. However the program is not run effectively, has many challenges and people are happy to change to Kopernik’s more reliable solar home system • Lower quality solar imports from China are available. Kopernik is working on establishing a strong brand emphasising quality and product guarantee • Kopernik have introduced an entry-level solar lamp (S2B) to retail at USD 10. (Sales are starting in September due to shipping delays) • In the meantime, Kopernik negotiated a discounted price on 500 units S20. The price was reduced from USD 23 to USD 10 and sales increased six-fold during its promotion. Kopernik is confident the new entry level lamp will increase sales considerably
<p>Stove competition</p> <p>Hock</p>   <p>Kopernik</p>	<ul style="list-style-type: none"> • The main competition for Kopernik’s stove is the kerosene Hock stove. The average Hock stove price is USD 22 and users report that the kerosene stove lasts 10 – 15 years. Kopernik’s biomass cookstove is priced around USD 24 with a two year lifespan • A survey of ten users showed financial savings as the most important benefit of changing cooking methods. When using the Kopernik cookstoves, users reduce their kerosene consumption by 41% but have a higher usage cost over the lifespan of the stove, so the kerosene stove is cheaper in the long term • If users can access free wood, they can see the cost savings with the Kopernik stove. However users who purchase wood do not make a financial saving

CHALLENGE: ENGAGING KEY INFLUENCERS

CHALLENGE	LESSONS LEARNED
<p>Understanding social networks within communities to identify key influencers and motivators within the community with the view to bringing them on board to join/support the program</p>	<ul style="list-style-type: none"> • Having access to a local partner network and their reputation helps Kopernik build trust in the community. Local partners are also a good way of checking references of new recruits. • Tech agent Mama Luku has been invited to participate in several government events. Kopernik is supporting her to document these. • Village level government realise the technologies are beneficial but the challenge is how to connect the program with their existing priorities. Kopernik needs to understand the local government program cycle so it can tap into existing village priorities (e.g. STBM (a national sanitation program), renewable energy). • The Indonesian Government has a policy to allocate funds to villages to speed up development and infrastructure via the Village Fund. Villages will receive up to USD 100,000 per year to spend on local development. Kopernik is conducting a scoping study on how to link Kopernik programs with the Village Fund.

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FEEDBACK: POTENTIAL TECH USERS

STAKEHOLDER	FEEDBACK
<p>Focus group discussions with community members as part of developing the social marketing campaign</p>	<p>Solar lamp: “tough, long-lasting, can go anywhere”; “easy to use and will save money”; “It’s fun, lets you enjoy your family or important events”. “Not so dangerous for kids (currently use kerosene, or candles, which is dangerous”. “Expensive, but over time not compared to candles or kerosene.” “Good for public events (church) or larger businesses (chicken farming).”</p> <p>Water filter: “fresh tasting, clean”; “safe for children and babies”; “After working in the fields all day, we’re too tired to boil water when we come home”. “Don’t have to wait while we boil water”. “Fresh tasting, jernih (sparkling), tastes like mineral water”. “Simple look is good – like seeing filtering process”. “Looks too simple, like a biscuit container”. “We don’t have to use wood to boil water.”</p> <p>Cookstoves: “Saves time and more convenient than traditional stoves”. “Clean (smoke-free) and can be inside the house.” “With this we can go and chat to someone; don’t have to stay and watch fire.” “But cutting the wood or learning to use it takes time”. “It saves energy.” “This would be good for family events.”</p>

FEEDBACK: TECHNOLOGIES

STAKEHOLDER	FEEDBACK
Water Testing Officer of Health Department of Lombok	“The water quality from this Nazava water filter is outstanding”
Member of water sanitation taskforce	Kopernik water filters are the perfect fit to the third pillar of the STBM (national community led total sanitation program)
Village Facilitators in East Lombok	The STBM program is run in the areas we plan to recruit. The village facilitators understand our program is complementary to STBM so there will be no conflict of interest if the volunteers at the health clinics become tech agents and sell Kopernik technologies
Regent of So’e	He is happy that we are distributing technologies according to the needs of the people there. Electricity is often taken for granted by people in central government
Official in provincial office of Ministry of Industry and Trade	“Kopernik technologies fit the government renewable energy policies.”
District Secretary, Laranuka	Has invited Kopernik staff to accompany her on village visits in her area to introduce the technologies

FEEDBACK: TRAINING

STAKEHOLDER	FEEDBACK
Trained tech agents	<p>They appreciate our focus on capacity building. Kopernik doesn't just train but organises informal gatherings and information sharing between them on a routine basis</p> <p>Kopernik shows commitment with routine training where other NGOs deliver one training session and go away</p> <p>The women appreciate on-going support (training and networking) more than receiving something for free</p>
Adriano Giovanni – sales motivation and coaching expert	<p>Adriano delivered training to Kopernik's staff</p> <p>"It is great that Kopernik are equipping their own staff with sales skills to enable them to more effectively coach the sales agents."</p>
Tech agent Ibu Sekda	<p>Kopernik presented on renewable energy to her women's branch of the civil service to improve their understanding of renewable energy. 29 women attended. Even though there was no 'sales-pitch', 10 technologies were sold. The training impressed Ibu Sekda who said it was very clear and easily understood by the participants. Another participant requested to use the materials to present in her district.</p>

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COMMUNICATIONS

MEDIA & OUTREACH

- Femina Magazine profile on Kamsinah Bolen '[Dari Adonara ke Peru](#)' published 23 May 2015 (in Indonesian)
- ABC Radio National The Science Show '[Cheap Solar Lights Up Poor Indonesian Communities](#)' broadcast 30 May & 4 June 2015
- CBNC '[How Wonder Women is making superheroes in Indonesia](#)' by Anmar Frangoul, Special to CBNC.com, broadcast 6 August 2015

BLOGS & REPORTS

- [Quality vs Affordability](#), published 6 May 2015
- [What Makes a Woman a 'Wonder Woman' Part II - The Role of Business Development](#), published 8 June 2015
- See examples of social media dissemination [here](#).

COMMUNICATIONS

EVENTS

- [SE4All Global Forum, New York, USA, 17-21 May 2015](#)
- [MAMPU Conference: Women Inspiring Change: The Role of Women Parliamentarians to Eliminate Impoverishment of Women in Indonesia, Jakarta, Indonesia, 20-21 May 2015](#)
- [UNORCID Sustainable Solutions Event, Bali, Indonesia 31 May 2015](#)
- [Ubud Food Festival, Bali, Indonesia, 6 June 2015](#)
- [International Student Energy Summit, Bali, Indonesia, 10-12 June 2015](#)
- [Asia Clean Energy Forum, Manila, The Philippines, 14-18 June 2015](#)

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1. Progress to date
2. User feedback collected on the technologies distributed
3. Process improvements
4. Implementation challenges and lessons learned
5. Stakeholder feedback
6. Communications
7. Annexes:
 1. Tech Agent Impact Assessment
 2. Tech User Impact Assessment

IMPACT ASSESSMENTS



The logo consists of two orange chevrons pointing to the right, followed by the word "KOPERNIK" in a bold, black, sans-serif font.

KOPERNIK

SERVING THE LAST MILE

WEBSITE kopernik.info

TWITTER [@thekopernik](https://twitter.com/thekopernik)

FACEBOOK facebook.com/thekopernik



TECHNOLOGY KIOSKS FOR THE LAST MILE

Tech User Impact Assessment



September 2015

WEBSITE kopernik.info **TWITTER** [@thekopernik](https://twitter.com/thekopernik) **FACEBOOK** facebook.com/thekopernik

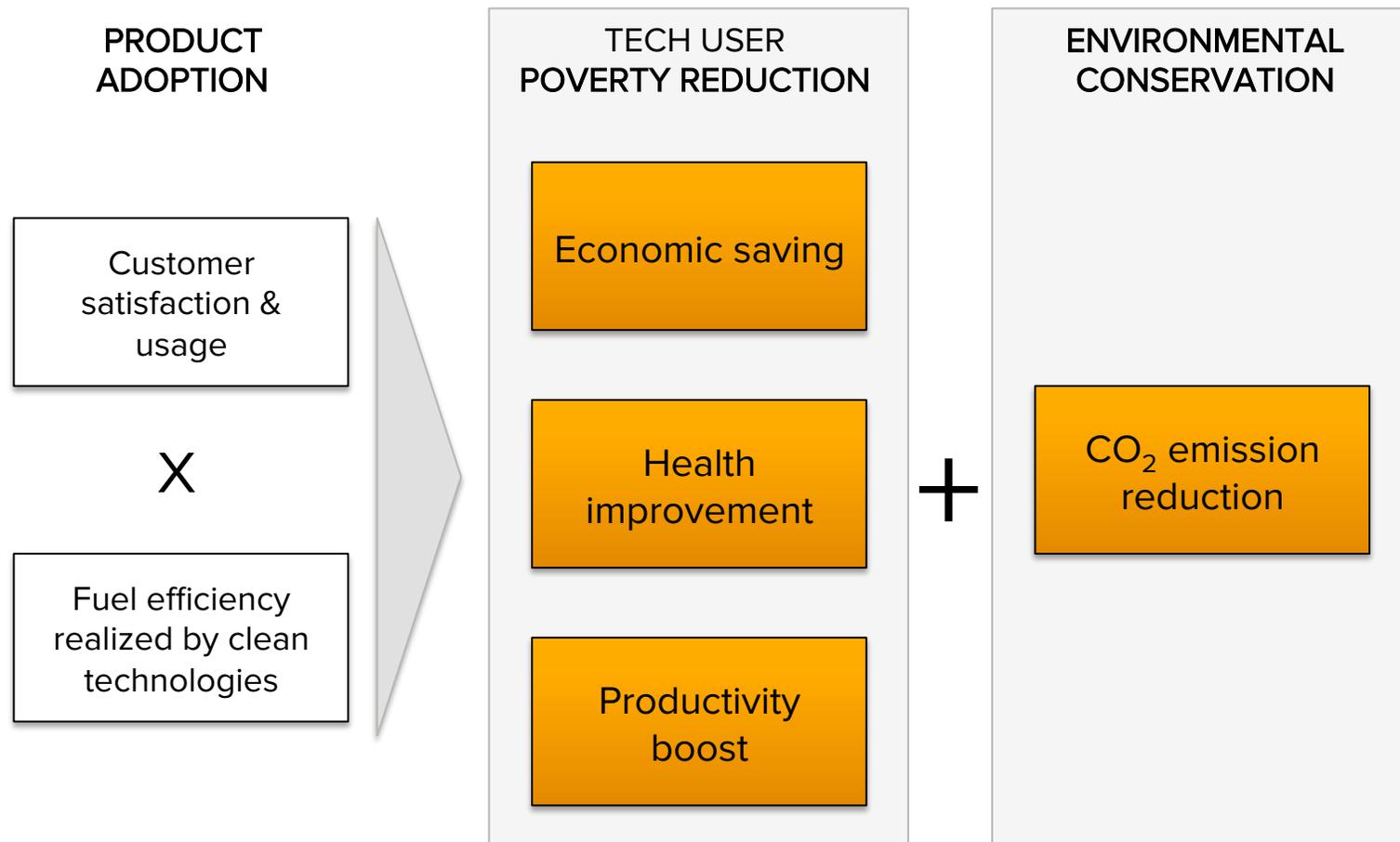
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1. Survey methodology
2. Solar lamps
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5. Biomass cookstoves
6. Total savings and emission reductions

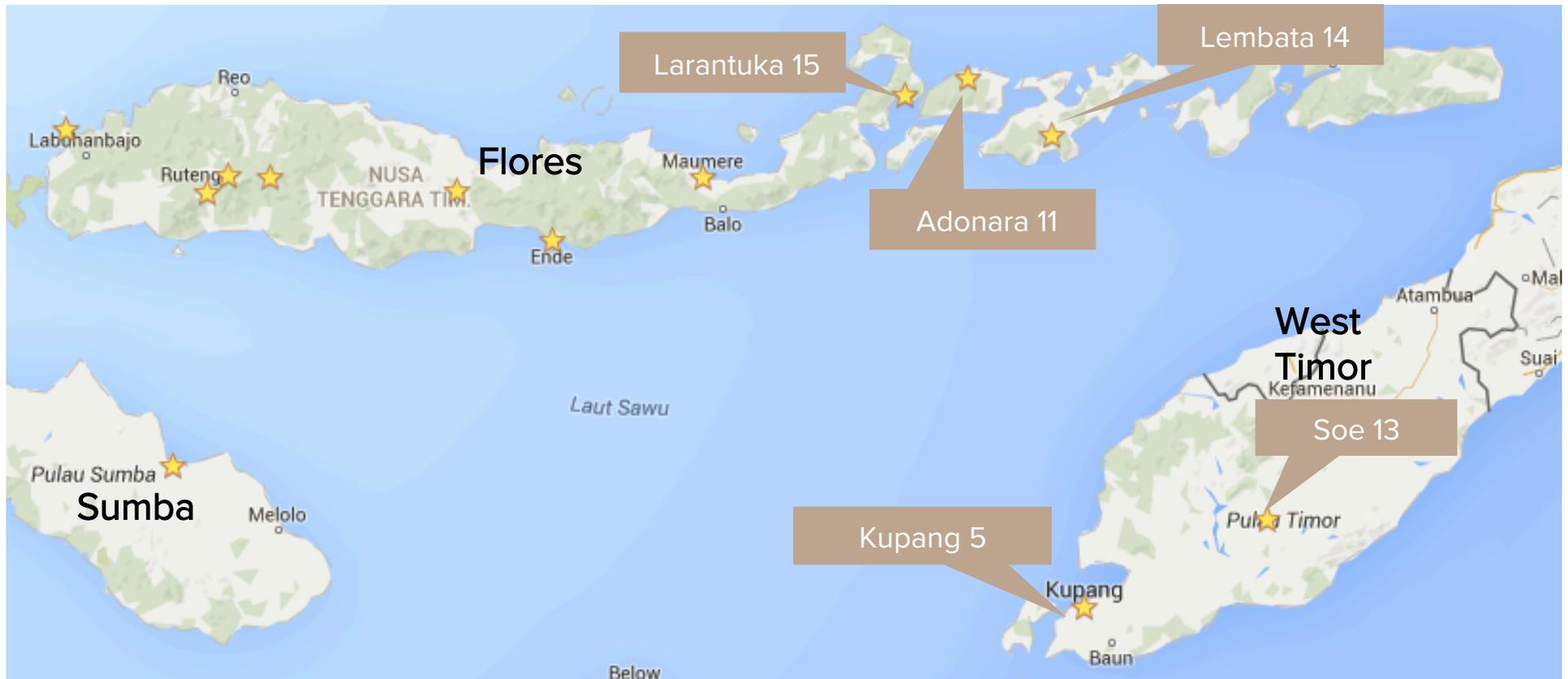
EVALUATING IMPACT ON TECH USER POVERTY REDUCTION & ENVIRONMENTAL CONSERVATION

Measuring our contribution to poverty reduction in last-mile communities as well as to the environment through the usage of Kopernik fuel-saving technologies



SURVEY METHODOLOGY

- 58 tech users were interviewed as part of Kopernik's impact assessments conducted in five project areas in West Timor and East Flores.
- Baseline interviews started in January and February 2015 with tech users who purchased a Kopernik technology between December 2014 and January 2015. Follow-up interviews took place in June 2015.
- The M&E Associate administered the majority of interviews; with assistance from the M&E Officer in June 2015.



TECH USER PROFILE

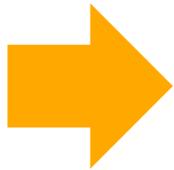
- Tech user impact assessment consists of baseline and follow-up interviews with select technology users. Tech users were baselined within a few weeks of technology purchase and followed-up approximately six months later.
- Technologies assessed include d.light S20 and S300 solar lamps, BrightBox solar home system, Nazava water filters and UB-03 standard and jumbo cookstoves



Tech assessed

	Solar Lamps	Solar Home System	Water Filters	Biomass Cookstoves	ALL technologies
Sample surveyed	14	11	21	12	58
Grid electricity access	79%	73%	76%	100%	81%
Piped water access	64%	55%	81%	83%	72%
Avg. HH monthly income (USD)	\$196	\$167	\$193	\$192	\$189
Avg. Family size	5	5	4	5	5
Average daily income per person (USD)	\$1.31	\$1.11	\$1.61	\$1.28	\$1.26

CONTENTS



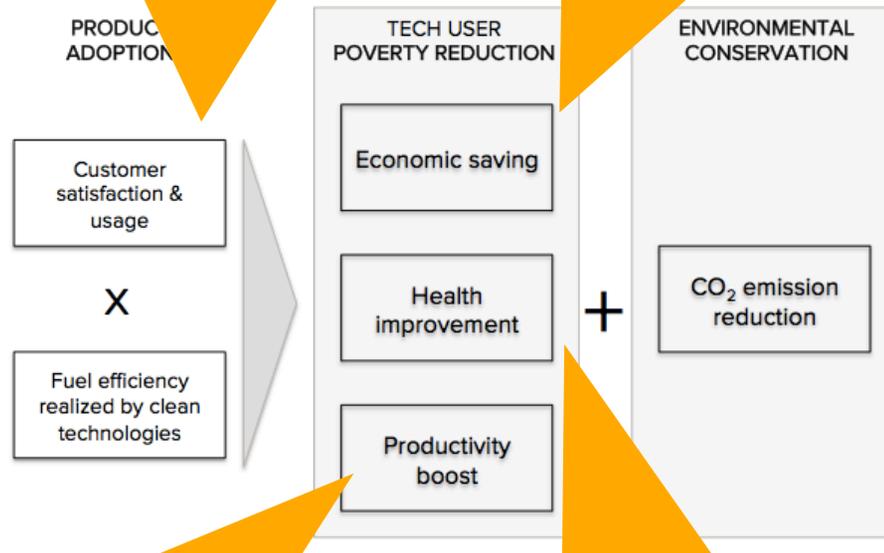
1. Survey methodology
2. Solar lamps
3. Solar home systems
4. Water filters
5. Biomass cookstoves
6. Total savings and emission reductions

SOLAR LAMPS: SUMMARY



- ✓ Overall technology rating: 4.3 out of 5
- ✓ 93% of users are very satisfied or satisfied with the technology
- ✓ 50% use the technology every day

- ✓ \$34,895 saved on other lighting sources (\$22.38 per technology), based on extrapolation



- ✓ 100% of users believe using the lamp saves time
- ✓ 79% use the lamp for children to study at night

- ✓ 43% of users perceive a reduction in coughing
- ✓ 64% of users perceive a reduction in smoke



SOLAR LAMPS: SATISFACTION & USAGE

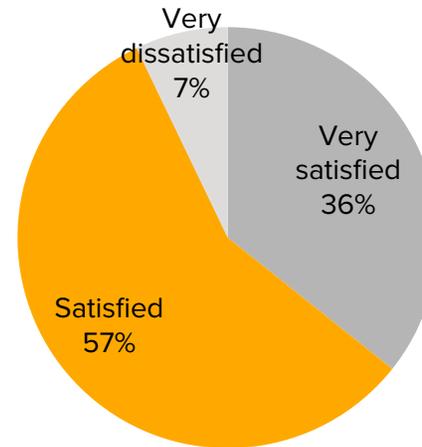
Technology ratings (out of 5)

Average (n=14)

OVERALL	4.3
Brightness	4.5
(Cell phone) Charging speed	4.0
Run time	3.7
Durability	4.3

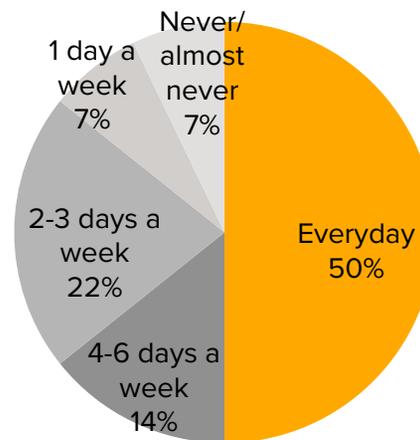
Customer satisfaction

Percentage (n=14)



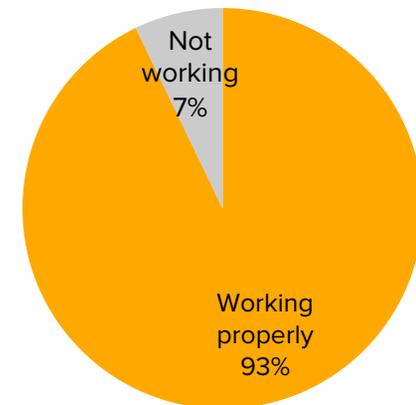
Frequency of use

Percentage (n=14)



Product condition

Percentage (n=14)



64% of users

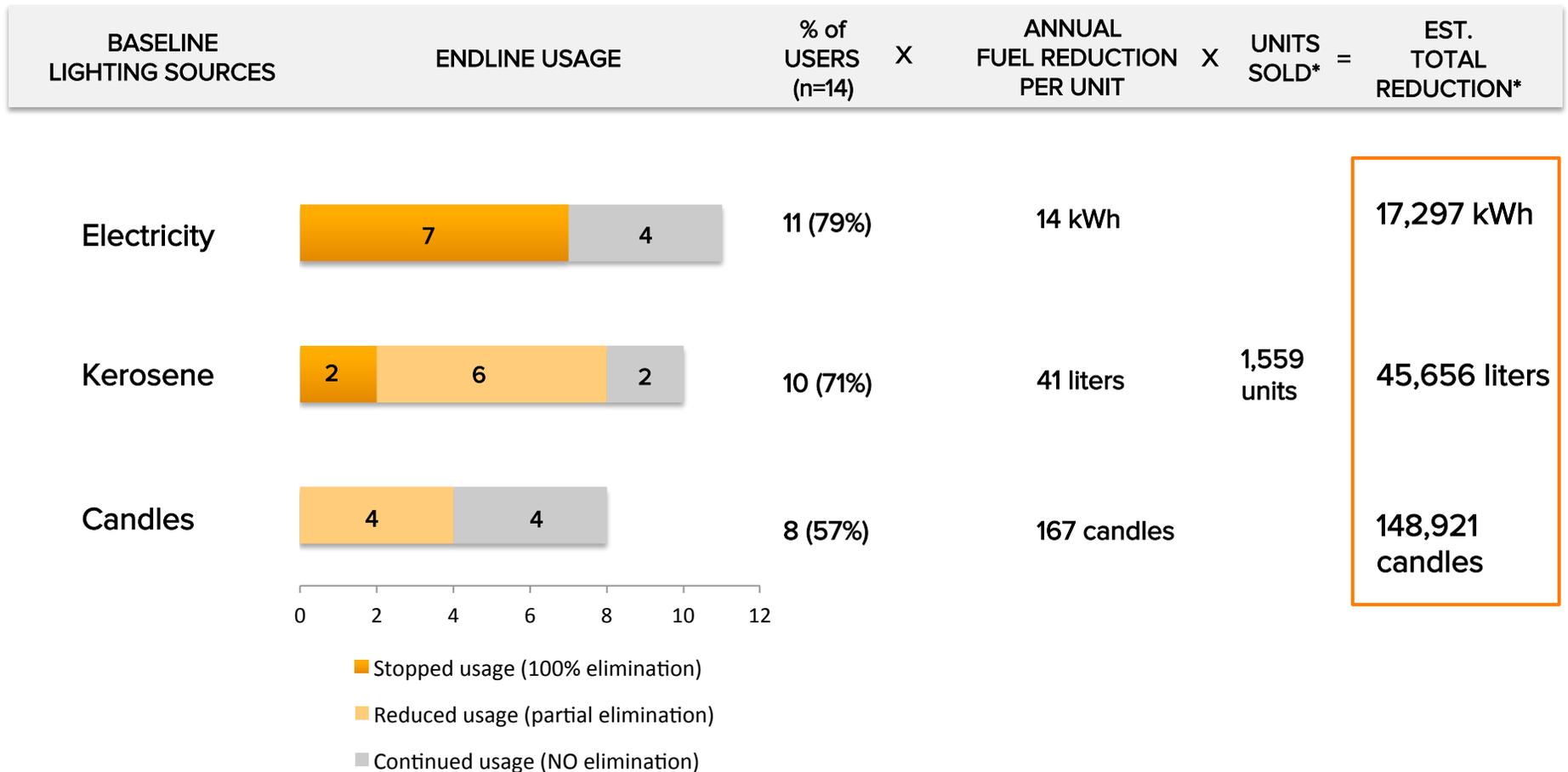
charge their cell-phones with the lanterns



SOLAR LAMPS: ESTIMATED FUEL REDUCTION

Fuel Reduction Estimates from Sample

Extrapolated to
All Users



* UNITS SOLD: as of 26 August 2015



SOLAR LAMPS: ESTMATED ECONOMIC SAVINGS

Fuel Reduction Estimates from Sample

Extrapolated to All Users

BASELINE LIGHTING SOURCES	% of USERS (n=14)	X	ANNUAL ECONOMIC SAVING PER UNIT	X	UNITS SOLD*	=	EST. TOTAL SAVING*	
Kerosene	71%		\$23.18		1,559 units		\$ 25,808	
Candles	57%		\$8.26				\$ 7,355	
Electricity	79%		\$1.41				\$ 1,731	
TOTAL:								<u>\$ 34,895</u>

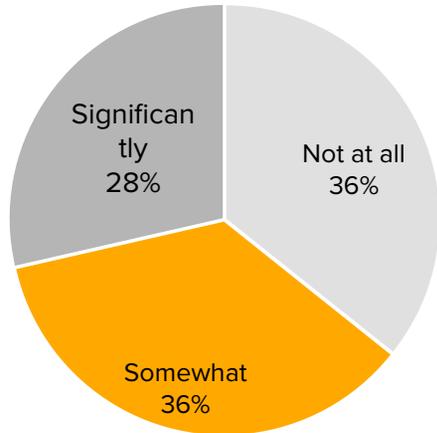
\$- \$5.00 \$10.00 \$15.00 \$20.00 \$25.00

* UNITS SOLD: as at 26 August 2015

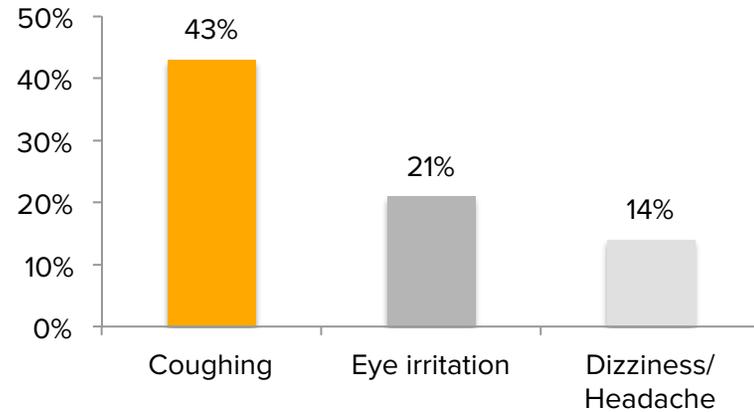


SOLAR LAMPS: HEALTH & SAFETY IMPROVEMENT

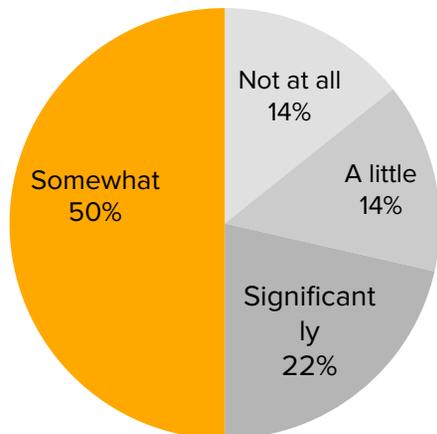
Reduction in exposure to smoke
Percentage (n=14)



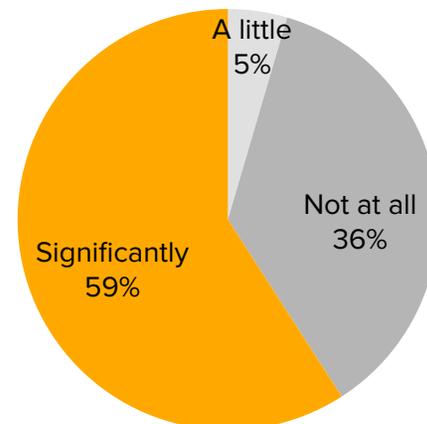
Reduction in health complaints
Percentage (n=14)



Reduction in fire hazard
Percentage (n=14)



Reduction in injury risk
Percentage (n=14)





SOLAR LAMPS: PRODUCTIVITY BOOST

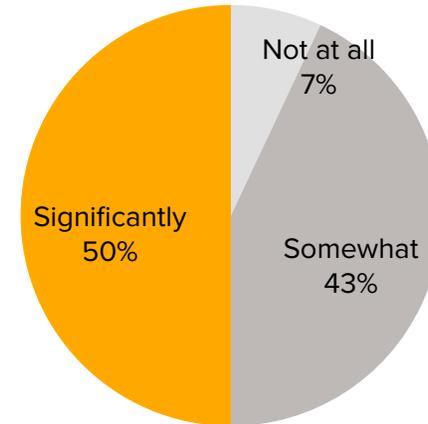
100% of users
believe the lanterns **save time**



79% of user households
use the lanterns for their
children to study at night

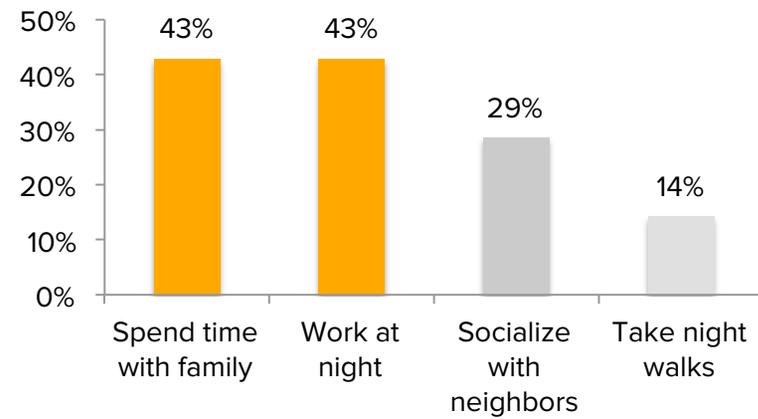
Perceived increase in work productivity

Percentage (n=14)



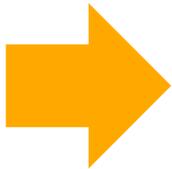
Nightly activities enabled by solar lanterns

Multiple responses; Percentage (n=14)



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3. Solar home systems
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5. Biomass cookstoves
6. Total savings and emission reductions

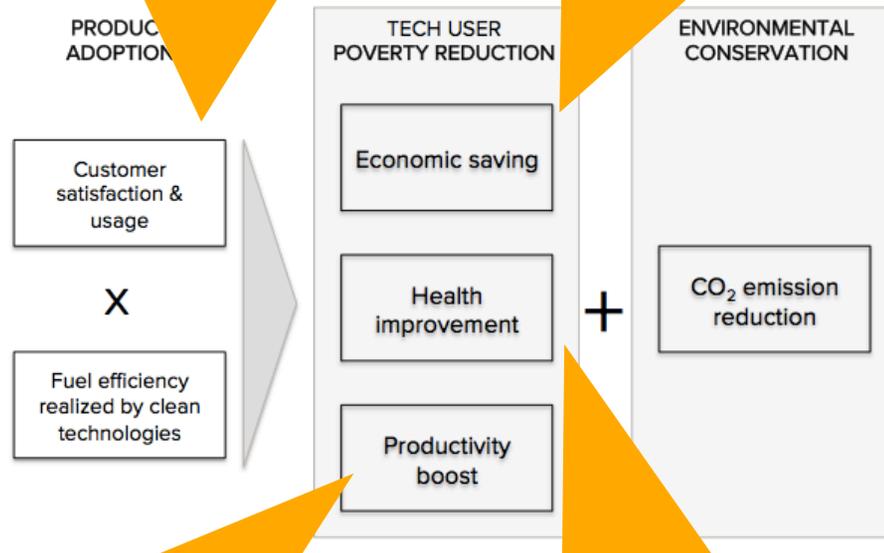


SOLAR HOME SYSTEMS: SUMMARY



- ✓ Overall technology rating: 3.9 out of 5
- ✓ 91% of users are very satisfied or satisfied with the technology
- ✓ 55% of users use the technology every day

- ✓ \$10,334 saved on other lighting sources (\$33.44 per technology), based on extrapolation



- ✓ 91% of users believe using the lamp saves time
- ✓ 91% use the lamp for children to study at night

- ✓ 55% of users perceive a reduction in coughing
- ✓ 55% of users perceive a reduction in coughing



SOLAR HOME SYSTEMS: SATISFACTION & USAGE

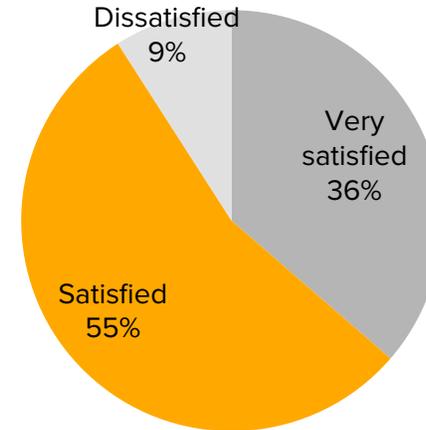
Technology ratings (out of 5)

Average (n=11)

OVERALL	3.9
Brightness	3.9
(Cell phone) Charging speed	3.4
Run time	3.2
Durability	4.0

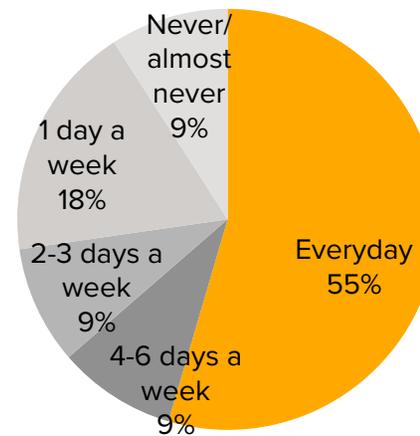
Customer satisfaction

Percentage (n=11)



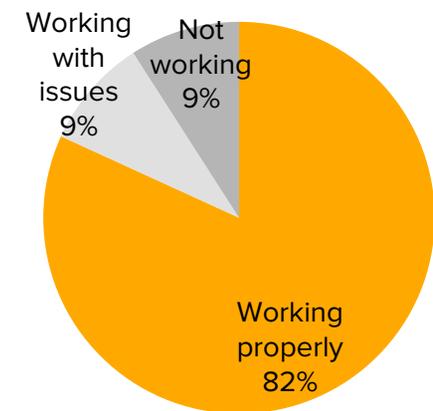
Frequency of use

Percentage (n=11)



Product condition

Percentage (n=11)



73% of users

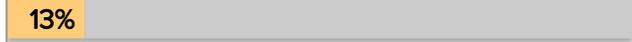
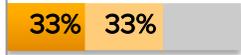
charge their cell-phones with the lanterns



SOLAR HOME SYSTEMS: ESTIMATED FUEL REDUCTION

Fuel Reduction Estimates from Sample

Extrapolated to
All Users

BASELINE LIGHTING SOURCES	ENDLINE USAGE (% of users)	% of USERS (n=11) X	ANNUAL FUEL REDUCTION PER UNIT X	UNITS SOLD* =	EST. TOTAL REDUCTION*
Kerosene		9 (82%)	37 liters	309 units	9,270 liters
Electricity		8 (73%)	142 kWh		31,913 kWh
Candles		5 (45%)	185 candles		26,027 candles
Diesel-fueled generator		3 (27%)	22 liters		1,854 liters

* UNITS SOLD: as at 26 August 2015



SOLAR HOME SYSTEMS: ESTIMATED ECONOMIC SAVINGS

Fuel Reduction Estimates from Sample

Extrapolated to
All Users

BASELINE LIGHTING SOURCES	% of USERS (n=11)	X	ANNUAL ECONOMIC SAVING PER UNIT	X	UNITS SOLD*	=	EST. TOTAL SAVING*
Kerosene	82%		\$18.76		309 units		\$ 4,742
Electricity	73%		\$14.22			\$ 3,195	
Diesel fuel	27%		\$13.18			\$ 1,111	
Candles	45%		\$9.15			\$ 1,285	
TOTAL							\$ 10,334

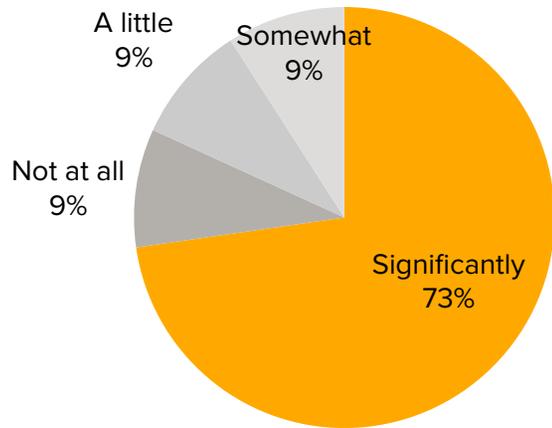
* UNITS SOLD: as at 26 August 2015



SOLAR HOME SYSTEMS: HEALTH & SAFETY IMPROVEMENT

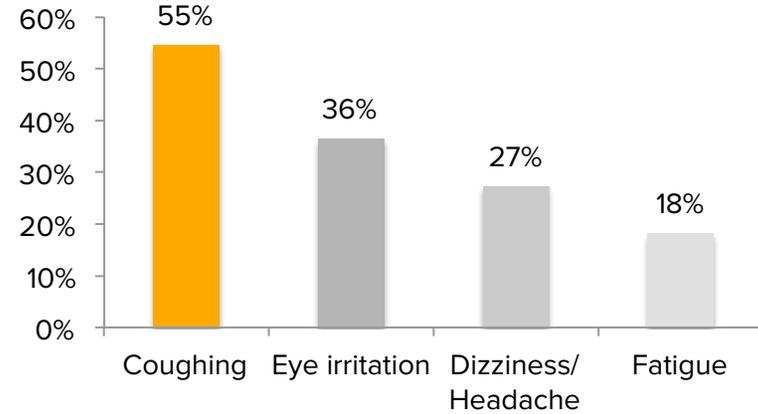
Reduction in exposure to smoke

Percentage (n=11)



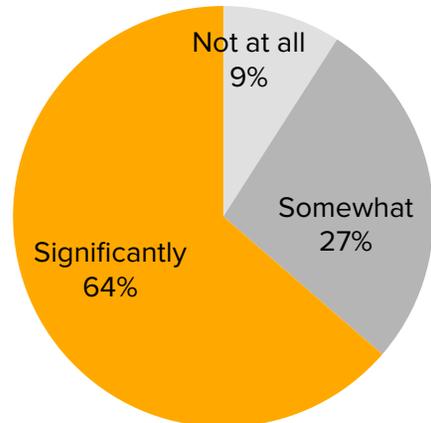
Reduction in health complaints

Percentage (n=11)



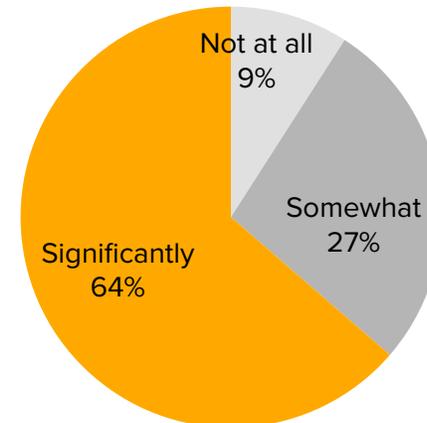
Reduction in fire hazard

Percentage (n=11)



Reduction in injury risk

Percentage (n=11)



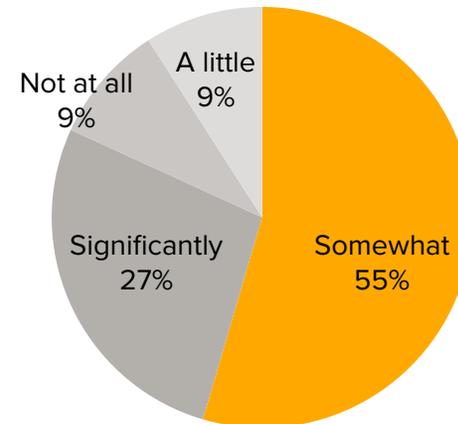


SOLAR HOME SYSTEMS: PRODUCTIVITY BOOST

91% of users
believe the product saves time

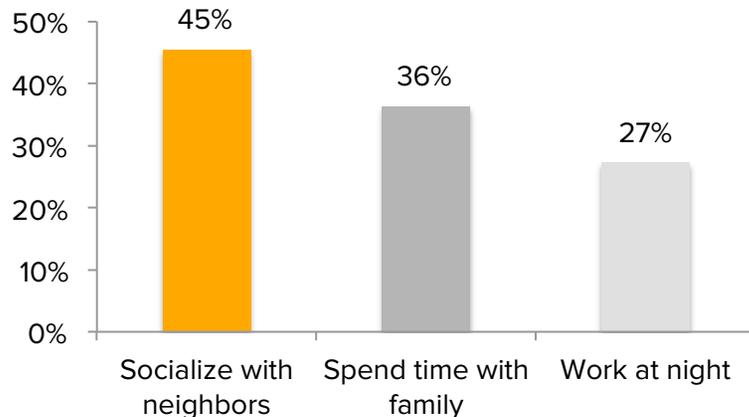


Perceived increase in work productivity
Percentage (n=11)



Nightly activities enabled by solar lanterns

Percentage (n=11)



91% of user households
use the lanterns for their
children to study at night

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1. Survey methodology
2. Solar lamps
3. Solar home systems
4. **Water filters**
5. Biomass cookstoves
6. Total savings and emission reductions

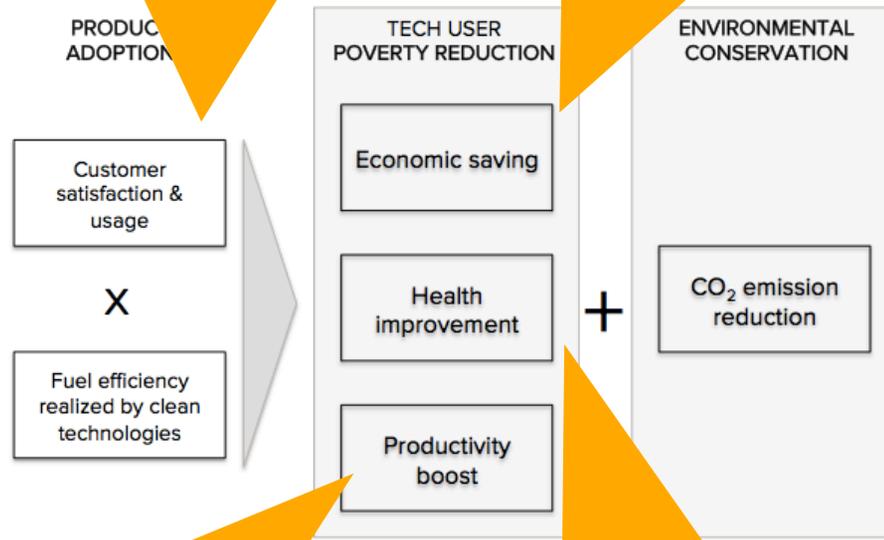




WATER FILTERS: SUMMARY

- ✓ Overall technology rating: 3.8 out of 5
- ✓ 95% of users are very satisfied or satisfied with the technology
- ✓ 86% of users use the technology every day

- ✓ 29% of users appreciate that the water is free
- ✓ \$31,161 saved on other water sources (\$32.84 per technology) based on extrapolation



- ✓ 67% of users perceive an increase in productivity

- ✓ 57% of users perceive an increase in their water intake
- ✓ 24% of users have higher energy



WATER FILTERS: SATISFACTION & USAGE

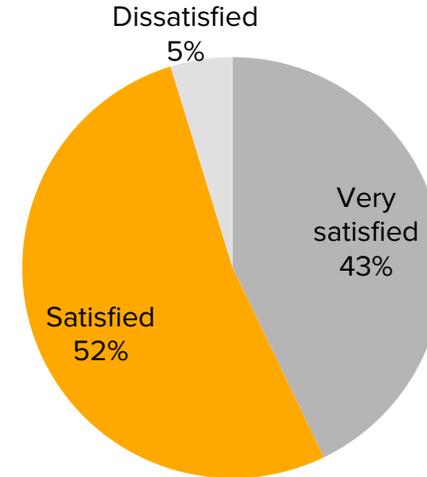
Technology ratings (out of 5)

Average (n=21)

OVERALL	3.8
Water quality	4.2
Water taste	4.1
Filtration speed	3.6
Durability	3.3
Ease of maintenance	4.0

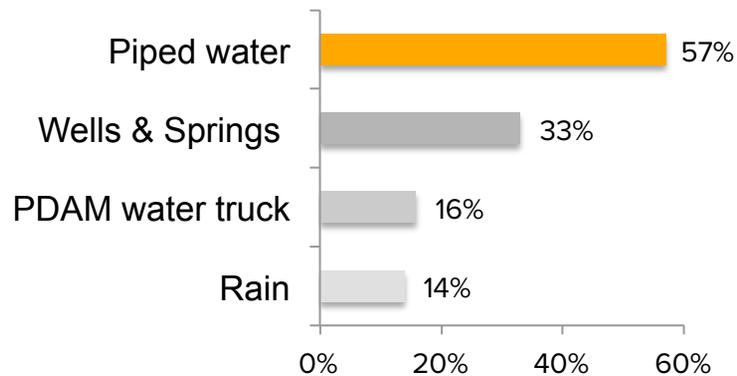
Customer satisfaction

Percentage (n=21)



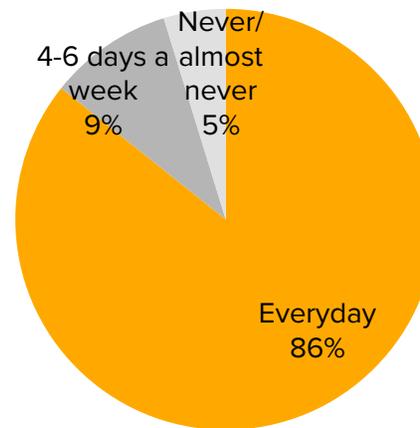
Water sources

Percentage (n=21)



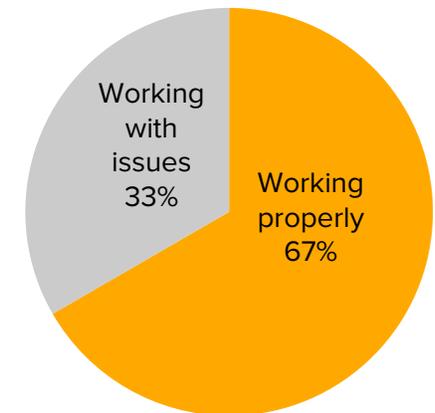
Frequency of use

Percentage (n=21)



Product condition

Percentage (n=21)





WATER FILTERS: ESTIMATED FUEL REDUCTION

Fuel Reduction Estimates from Sample

Extrapolated to All Users

BASELINE LIGHTING SOURCES	ENDLINE USAGE (% of users)	% of USERS (n=19)	ANNUAL FUEL REDUCTION PER UNIT	UNITS SOLD*	EST. TOTAL REDUCTION*
Boiled water w/ firewood		10 (48%)	538 kgs	949 units	243,011 kgs 22,730 liters 20,254 5-gallon bottles 22,776 cups/bottles
Boiled water w/ kerosene		10 (48%)	50 liters		
Refillable water bottles		6 (29%)	75 5-gallon bottles		
Disposable water bottles		2 (10%)	252 bottles		
Untreated water		1 (5%)			

* UNITS SOLD: as at 26 August 2015



WATER FILTERS: ESTIMATED ECONOMIC SAVINGS

Fuel Reduction Estimates from Sample

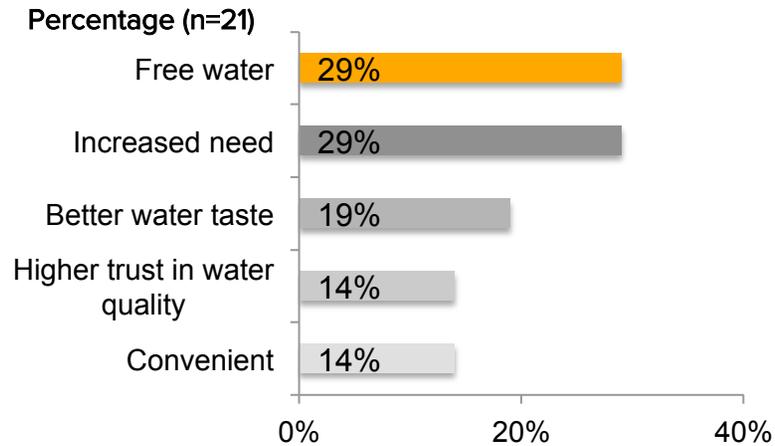
Extrapolated to
All Users

BASELINE LIGHTING SOURCES	% of USERS (n=21)	X	ANNUAL ECONOMIC SAVING PER UNIT	X	UNITS SOLD*	=	EST. TOTAL SAVING*
Disposable bottled water	29%		\$106.63		949 units		\$ 9,637
Refillable bottled water	10%		\$39.52			\$ 10,715	
Kerosene	48%		\$19.18			\$ 8,667	
Firewood	48%		\$4.74			\$ 2,142	
TOTAL						\$ 31,161	



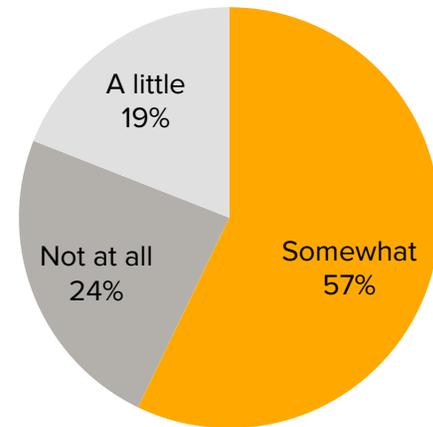
WATER FILTERS: HEALTH & SAFETY IMPROVEMENT

Reasons for drinking more



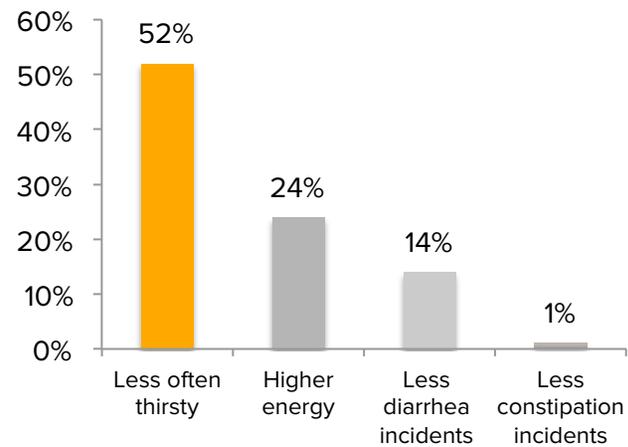
Increased water intake

Percentage (n=21)



Health benefits

Percentage (n=21)



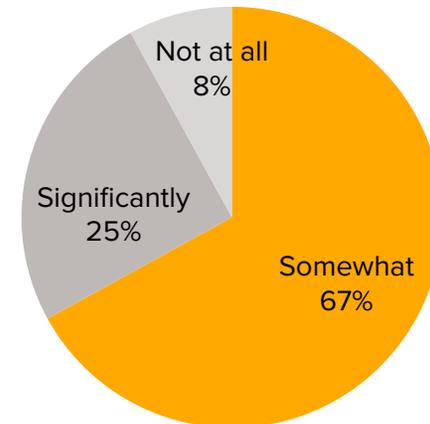


WATER FILTERS: PRODUCTIVITY BOOST

100% of users
believe the filters **save time**



Perceived increase in work productivity
Percentage (n=21)



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1. Survey methodology
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5. Biomass cookstoves
6. Total savings and emission reductions

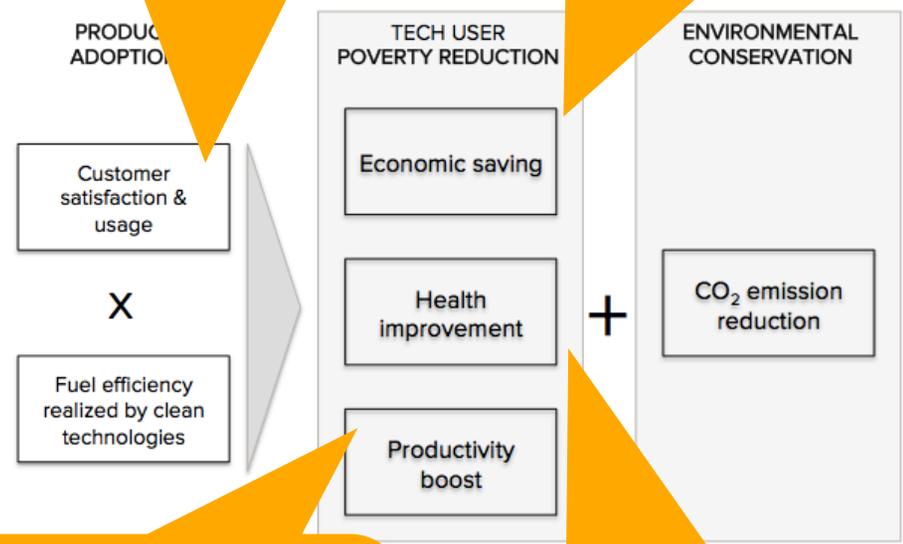




BIOMASS COOKSTOVES: SUMMARY

- ✓ Overall technology rating: 3.9 out of 5
- ✓ 92% of users are very satisfied with the technology
- ✓ 17% of users use the technology every day and 64% more than four times per week

- ✓ 29% of users appreciate that the water is free
- ✓ \$14,007 saved on other cooking sources (\$18.65 per technology), based on extrapolation



- ✓ 92% of users believe using the cookstove saves time
- ✓ 57% of users perceive an increase in productivity
- ✓ 58% of users cook more often for their family

- ✓ 58% of users have less health concerns



BIOMASS COOKSTOVES: SATISFACTION & USAGE

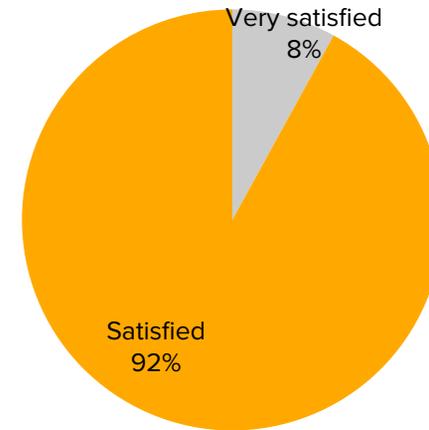
Technology ratings (out of 5)

Average (n=12)

OVERALL	3.9
Fuel efficiency	4.4
Smoke reduction	3.7
Heat	4.0
Durability	3.9

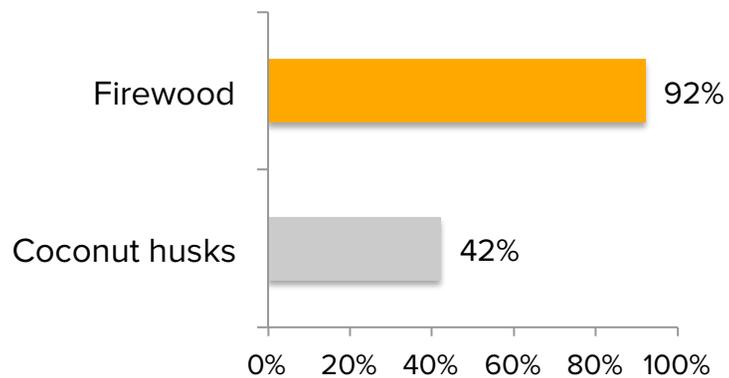
Customer satisfaction

Percentage (n=12)



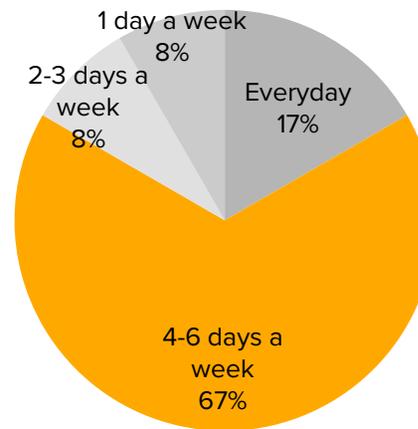
Fuel used with UB stoves

Percentage (n=12)



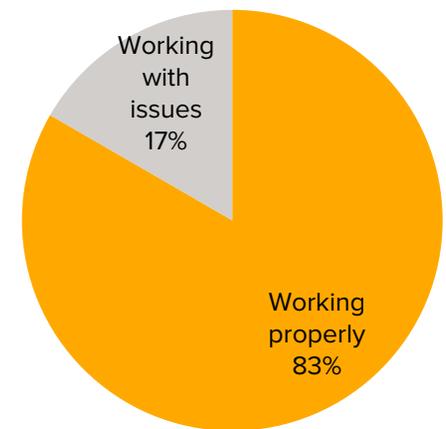
Frequency of use

Percentage (n=12)



Product condition

Percentage (n=12)





BIOMASS COOKSTOVES: ESTIMATED FUEL REDUCTION

Fuel Reduction Estimates from Sample

Extrapolated to
All Users

BASELINE COOKING FUEL	ENDLINE USAGE (% of users)	% of USERS (n=13)	X ANNUAL FUEL REDUCTION PER UNIT	X UNITS SOLD*	= EST. TOTAL REDUCTION*
<ul style="list-style-type: none"> ■ Stopped usage (100% elimination) ■ Reduced usage (partial elimination) ■ Continued usage (NO elimination) 	Kerosene stoves	11 (92%)	50 liters	751 units	<div style="border: 2px solid orange; padding: 10px;"> <p>31,542 liters</p> <p>153,357 kgs</p> </div>
	Three-stone fire	9 (75%)	204 kgs		
	Traditional stoves	3 (25%)			

* UNITS SOLD: as at 26 August 2015



BIOMASS COOKSTOVES: ESTIMATED ECONOMIC SAVINGS

Fuel Reduction Estimates from Sample

Extrapolated to
All Users

BASELINE COOKING FUEL	% of USERS (n=12)	X	ANNUAL ECONOMIC SAVING PER UNIT	X	UNITS SOLD*	=	EST. TOTAL SAVING*
Kerosene	83%		\$20.81				\$ 13,026
Firewood	100%		\$1.31		751 units		\$ 981
<u>TOTAL</u>							<u>\$ 14,007</u>

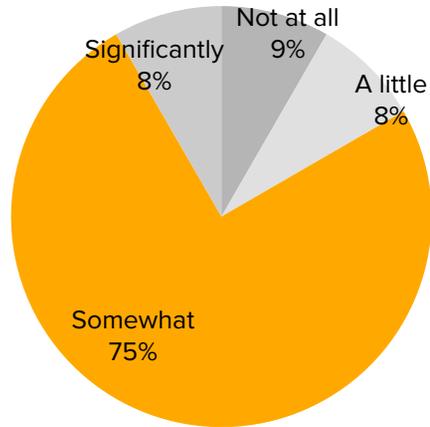




BIOMASS COOKSTOVES: HEALTH & SAFETY IMPROVEMENTS

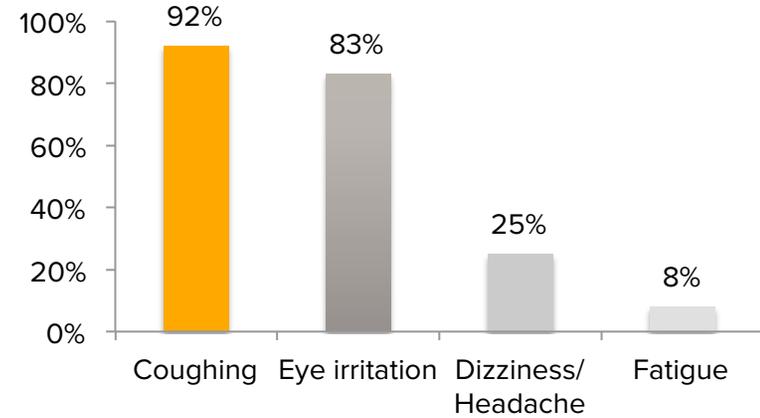
Reduction in exposure to smoke

Percentage (n=12)



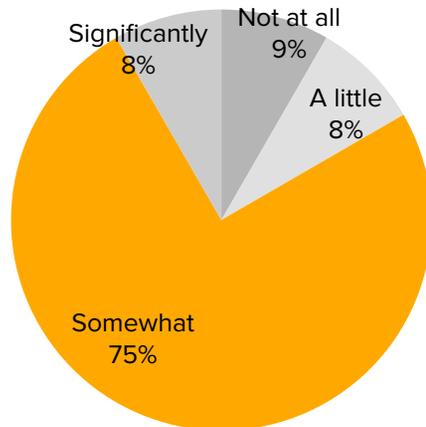
Reduction in health complaints

Percentage (n=12)



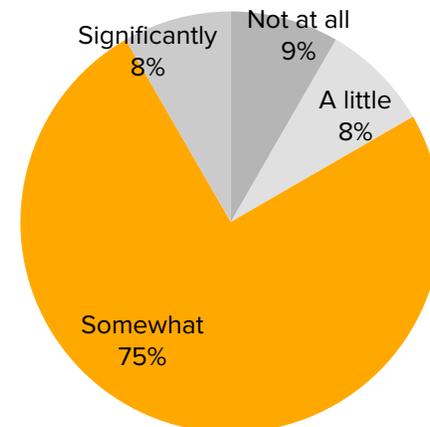
Reduction in fire hazard

Percentage (n=12)



Reduction in injury risk

Percentage (n=12)



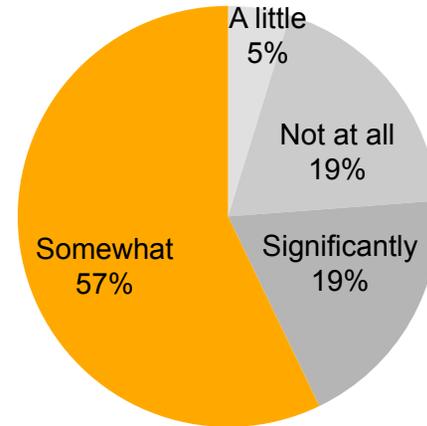


BIOMASS COOKSTOVES: PRODUCTIVITY BOOST

92% of users
believe the stoves **save time**

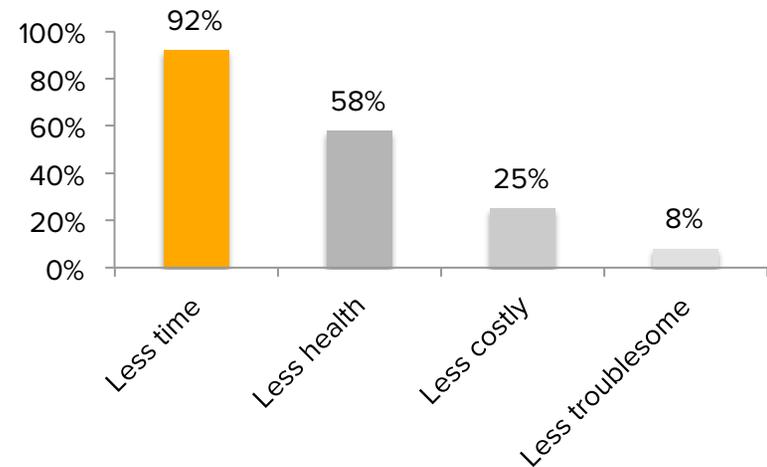


Perceived increase in work productivity
Percentage (n=12)



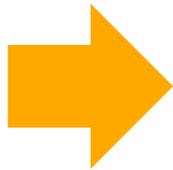
58% of user households
cook more often for their families

Reasons for cooking more often
Percentage (n=12)



CONTENTS

1. Survey methodology
2. Solar lamps
3. Solar home systems
4. Water filters
5. Biomass cookstoves
6. Total savings and emission reductions



TOTAL ECONOMIC SAVINGS

	Fuel Reduction Estimates from Sample	Extrapolated to All Users	
	Annual saving per unit (n = 14; 21; 12; 11)	Units sold*	Est. total saving realized per year
	\$22	1,559	\$34,895
	\$33	309	\$10,333
	\$19	751	\$14,007
	\$33	949	\$31,161
	\$25.34 (weighted average)	3,568	\$90,397

* UNITS SOLD: as at 26 August 2015

CO2 EMISSION REDUCTION

	CO2 emission reduction per unit* (n = 14; 21; 12; 11)	Units sold**	Est. CO2 reduced per year
	73 kg	1,559	114 metric tons
	91 kg	309	28 metric tons
	409 kg	949	388 metric tons
	383 kg	751	288 metric tons
	230 kg (weighted average)	3,568	819 metric tons Equivalent to 598 people flying round-trip between New York and San Francisco

* These calculations are based on the average fuel reduction per technology, for major fuels such as kerosene, diesel, LPG and firewood

* Emission reduction factors for these fuels were sourced from recent climate change literature such as the USEPA

* Emission reductions associated with the reduced use of candles, flashlights and electricity were excluded from these calculations

**UNITS SOLD: as at 26 August 2015