Data insights for all

Matt Berg
CEO
WHAT WE DO

We build data tools used to tackle the world’s greatest challenges.
Ona is a passionate team based in Nairobi

**Matt Berg**
CEO
- 15+ years in ICT4D
- 2010 Time 100 List
- PopTech! Social Innovation Fellow
- Ex-ICT Director, Earth Institute & Geekcorps Mali

**Peter Lubell-Doughtie**
CTO
- 15+ years in tech
- Stanford Symbolic Systems
- MSc Artificial Intelligence
- Big data expert

**Roger Wong**
Designer
- 12+ years design
- Ex-Frog, Razorfish, Pentagram

**Ukang’a Dickson**
Engineer
- Co-led Formhub and ChildCount+
- Code powered the Safaricom IPO

**Team**
- 15 employees
- Engineers, data analysts, and support specialists
And a history of building high impact tools

- 3.5 million form submissions from 10,000 accounts and 2,000 organizations
- 250,000 facilities mapped in Nigeria
- 100,000 women & children health routinely monitored
- 60–90K malaria cases reported weekly in Uganda
- Built software that powered a national election
WHAT WE’RE DOING NOW

Ona is building a data platform that makes uncovering + sharing insights simple
Championing accessibility and designed to work wherever the tools are needed.
<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
</tr>
</thead>
<tbody>
<tr>
<td>type</td>
<td>name</td>
<td>label</td>
<td></td>
<td>required</td>
<td>constraint</td>
</tr>
<tr>
<td>text</td>
<td>name</td>
<td>What's your name?</td>
<td>yes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>integer</td>
<td>age</td>
<td>How old are you?</td>
<td>yes</td>
<td></td>
<td>${age} &gt; 0 and ${age}</td>
</tr>
<tr>
<td>select_one gender</td>
<td>gender</td>
<td>Gender</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>photo</td>
<td>photo</td>
<td>Take a picture</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>date</td>
<td>date</td>
<td>Date</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>geopoint</td>
<td>location</td>
<td>Where are you?</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>select_one yes_no</td>
<td>pizza_fan</td>
<td>Do you like pizza?</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>note</td>
<td>pizza_hater</td>
<td>That's weird!</td>
<td></td>
<td></td>
<td>${pizza_fan} = 'no'</td>
</tr>
<tr>
<td>select_one pizza_types</td>
<td>pizza_type</td>
<td>Best pie?</td>
<td></td>
<td></td>
<td>${pizza_fan} = 'yes'</td>
</tr>
<tr>
<td>select_multiple pizza_toppings</td>
<td>favorite_toppings</td>
<td>Favorite toppings</td>
<td></td>
<td></td>
<td>${pizza_fan} = 'yes'</td>
</tr>
<tr>
<td>note</td>
<td>thanks</td>
<td>Thanks for your time ${name}!</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>start</td>
<td>start_time</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>end</td>
<td>end_time</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>today</td>
<td>today</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>imei</td>
<td>imei</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>phonenumber</td>
<td>phonenumber</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Learn XLS Forms at [www.xlsform.org](http://www.xlsform.org)
Welcome to Ona Collect.
Sign in with your Ona account.

Username

Password

Sign in
Webforms

## Wfp beneficiary monitoring

Conduct before a beneficiary has benefited from the WFP ration.

### 1. General Information

<table>
<thead>
<tr>
<th>1.1 Area Office</th>
<th>1.2 Region</th>
<th>1.3 District</th>
<th>1.4 Distribution Point</th>
<th>1.4 Village/Settlement</th>
<th>1.5 Village Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.5 Monitor's Name</td>
<td>1.7 Monitoring Date</td>
<td>1.8 Allocation Month</td>
<td>1.9 Cooperating Partner</td>
<td></td>
<td></td>
</tr>
<tr>
<td>yyyy-mm-dd</td>
<td>±</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1.10 Activity

1.11 Modality Received

- Food
- Voucher
- Cash

1.12 Name of Beneficiary

- Works on any modern web browser
- Can be used offline, automatically sending data when there is connectivity
Call Centre Integration
Data is core to positive impact, but it’s not being used to its potential

What’s happening in remote corners of the world: siloed efforts

**Project A**
- Data collected
- M&E team (analysis)
- Response (report)
- Data stored in file

**Project B**
- Data collected
- M&E team (analysis)
- Response (report)
- Data stored in file

**Project C**
- Data collected
- M&E team (analysis)
- Response (report)
- Data stored in file

- Each team collects overlapping data
- Each team only uses their own data
- Data is dynamic and messy so only analysts can interpret it
- Data is incomparable even if shared
- Data is forgotten
Our Vision

- common forms
- common indicators
- common places (things)

} common data / knowledge
Ona supercharges data, creating collective knowledge by centralizing key resources
Secure Data Sharing

Cross Organization Collaboration
Shared data enables cross-organization collaboration and coordinated responses

Platform built from the ground up to enable secure sharing of real-time data with user permissions and data filters.

Partners collaborate on a response.

Each partner is assigned permissions to access the data...

..including filtered data so partners see only what they need.
### Select the fields you want to show

<table>
<thead>
<tr>
<th>#</th>
<th>Name</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>✔</td>
<td>1 VariableName1</td>
<td>How many households have all of the improved latrine requirements and stuff andd. Lorem ipsum sadfski skda eitlandak lave aiva.</td>
</tr>
<tr>
<td>✔</td>
<td>2 VariableName1</td>
<td>How many households have all of the improved latrine requirements and stuff andd. Lorem ipsum sadfski skda eitlandak lave aiva.</td>
</tr>
<tr>
<td>✔</td>
<td>3 VariableName1</td>
<td>How many households have all of the improved latrine requirements and stuff andd. Lorem ipsum sadfski skda eitlandak lave aiva.</td>
</tr>
<tr>
<td>✔</td>
<td>4 VariableName1</td>
<td>How many households have all of the improved latrine requirements and stuff andd. Lorem ipsum sadfski skda eitlandak lave aiva.</td>
</tr>
<tr>
<td>✔</td>
<td>5 VariableName1</td>
<td>How many households have all of the improved latrine requirements and stuff andd. Lorem ipsum sadfski skda eitlandak lave aiva.</td>
</tr>
<tr>
<td>✔</td>
<td>6 VariableName1</td>
<td>How many households have all of the improved latrine requirements and stuff andd. Lorem ipsum sadfski skda eitlandak lave aiva.</td>
</tr>
<tr>
<td>✔</td>
<td>7 VariableName1</td>
<td>How many households have all of the improved latrine requirements and stuff andd. Lorem ipsum sadfski skda eitlandak lave aiva.</td>
</tr>
<tr>
<td>✔</td>
<td>8 VariableName1</td>
<td>How many households have all of the improved latrine requirements and stuff andd. Lorem ipsum sadfski skda eitlandak lave aiva.</td>
</tr>
<tr>
<td>✔</td>
<td>9 VariableName1</td>
<td>How many households have all of the improved latrine requirements and stuff andd. Lorem ipsum sadfski skda eitlandak lave aiva.</td>
</tr>
<tr>
<td>✔</td>
<td>10 VariableName1</td>
<td>How many households have all of the improved latrine requirements and stuff andd. Lorem ipsum sadfski skda eitlandak lave aiva.</td>
</tr>
<tr>
<td>✔</td>
<td>11 VariableName1</td>
<td>How many households have all of the improved latrine requirements and stuff andd. Lorem ipsum sadfski skda eitlandak lave aiva.</td>
</tr>
<tr>
<td>✔</td>
<td>12 VariableName1</td>
<td>How many households have all of the improved latrine requirements and stuff andd. Lorem ipsum sadfski skda eitlandak lave aiva.</td>
</tr>
<tr>
<td>✔</td>
<td>13 VariableName1</td>
<td>How many households have all of the improved latrine requirements and stuff andd. Lorem ipsum sadfski skda eitlandak lave aiva.</td>
</tr>
<tr>
<td>✔</td>
<td>14 VariableName1</td>
<td>How many households have all of the improved latrine requirements and stuff andd. Lorem ipsum sadfski skda eitlandak lave aiva.</td>
</tr>
<tr>
<td>✔</td>
<td>15 VariableName1</td>
<td>How many households have all of the improved latrine requirements and stuff andd. Lorem ipsum sadfski skda eitlandak lave aiva.</td>
</tr>
<tr>
<td>✔</td>
<td>16 VariableName1</td>
<td>How many households have all of the improved latrine requirements and stuff andd. Lorem ipsum sadfski skda eitlandak lave aiva.</td>
</tr>
</tbody>
</table>
Easy Form Management

- Secure login
- https://odk.ona.io
1. Website - non descriptive URL with no public branding
2. No data that can identify people hosted
3. ISO 27001 Certified
4. AWS Web Application Firewall (https://aws.amazon.com/waf/)
5. AWS Cloud Trail (https://aws.amazon.com/cloudtrail/)
6. Data hosted in Ireland
Data Analysis for Better Decision Making
Interoperability (Data Out)

- CSV, Excel, KML, SPSS, R
- Google Sheets
- DHIS2 (in progress)
- XLS Reports
- GIS: ESRI, Q-GIS, MapBox
Trusted where it’s needed most

- Gov’t of Nepal using Ona in a gov’t data center to collect 1M building damage assessment
- In active use by WHO in Sierra Leone
- WFP using it across 7 country offices in East Africa
- Wide adoption by MercyCorps, IRC, HKI, etc
Data lives on a shared map

Shared location service based on OpenStreetMap unlocks new opportunities for coordinating aid.

Anyone can add new places.

Starting with vetted data means less redundant work.

Public metadata can be updated.

IDs > GPS for longitudinal tracking and comparing data.

Starting with vetted data means less redundant work.
Common Places
Building
Tag attributes about this building.

Launch OpenMapKit

OSMWay312679988.osm
Open Street Map “Check-In” Support
## Aggregated Exported Data

<table>
<thead>
<tr>
<th>OSM ID: 2345</th>
<th>AAA AAA AAA AAA AAA AAAAAAAA AAA AAA AA AAAAA</th>
</tr>
</thead>
<tbody>
<tr>
<td>OSM ID: 2345</td>
<td>BBB B BBB BBBBB BB BBB BBBBBB B BBB BB BBBBB</td>
</tr>
</tbody>
</table>

Data aligned based on globally unique location ID
Open Street Map based check-in service solves the “location” problem

Shared location service unlocks new opportunities for coordinating aid.
Add some **HXL hashtags**.

<table>
<thead>
<tr>
<th>Cluster</th>
<th>District</th>
<th>People affected</th>
<th>People reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>#sector</td>
<td>#adm1</td>
<td>#aff_num</td>
<td>#reached_num</td>
</tr>
<tr>
<td>WASH</td>
<td>Coast</td>
<td>9000</td>
<td>9000</td>
</tr>
<tr>
<td>WASH</td>
<td>Mountains</td>
<td>1000</td>
<td>200</td>
</tr>
<tr>
<td>Education</td>
<td>Coast</td>
<td>15500</td>
<td>8000</td>
</tr>
<tr>
<td>Education</td>
<td>Mountains</td>
<td>750</td>
<td>600</td>
</tr>
<tr>
<td>Health</td>
<td>Coast</td>
<td>20000</td>
<td>3500</td>
</tr>
<tr>
<td>Health</td>
<td>Mountains</td>
<td>3500</td>
<td>1500</td>
</tr>
</tbody>
</table>
Monitor infrastructure and service delivery to vulnerable populations with case management

Register people and things and update them from the field. Track service delivery over time to ensure service delivery and improve accountability.
Real-time Indicators & Smart Alerts automatically deliver immediate insights

An indicator is calculated from real-time data from the field, then alerts are sent to notify relevant people when the data indicates a response is needed.