

# On Nafundi

Yaw Anokwa

<http://nafundi.com>

You have or can acquire the skills  
required to guarantee financial  
independence and a high quality of life.

I think one of the best ways to do that  
is through a bootstrapped business.

It's not hard, but it does require work.

Data collection on paper is common, but very limiting.

• 400 → 540 ↓

541 → 700 ↓

• 861 → 1030 ↓

1031 → 1200 ↓

1371 → 1540 ↓

1541 → 1730 ↓



# ODK uses phones and servers to digitize data collection.

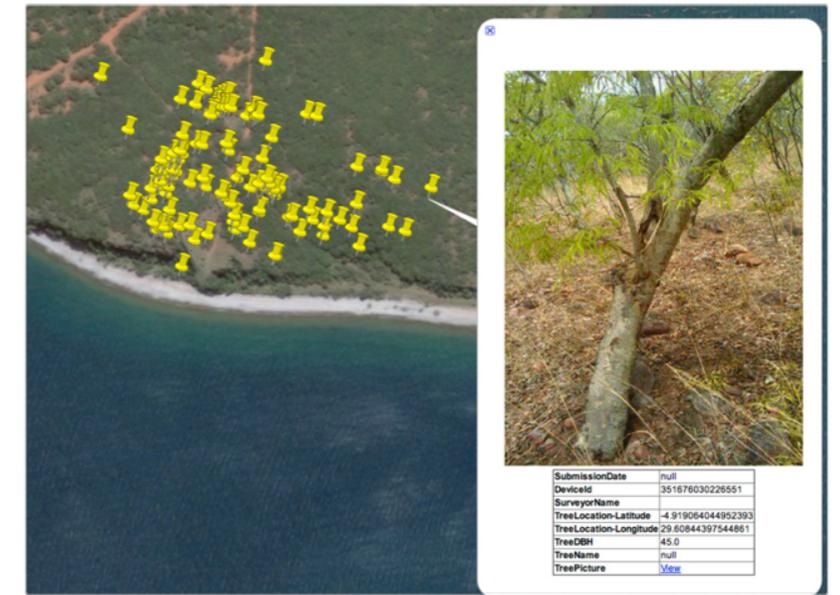
## 1. Build form

The screenshot shows the ODK Form Builder interface. On the left is a design canvas with four form elements: a text field for 'First name', a location field with a globe icon and the text 'Please record your location', a date field with a calendar icon and the text 'When is your birthday?', and an image field with an upload icon and the text 'Please take a picture of yourself'. On the right is a 'Properties' panel for the selected image field, showing options for 'Data Name', 'Caption Text', 'Hint', 'Read Only', 'Required', and 'Kind' (set to 'Image').

## 2. Collect data

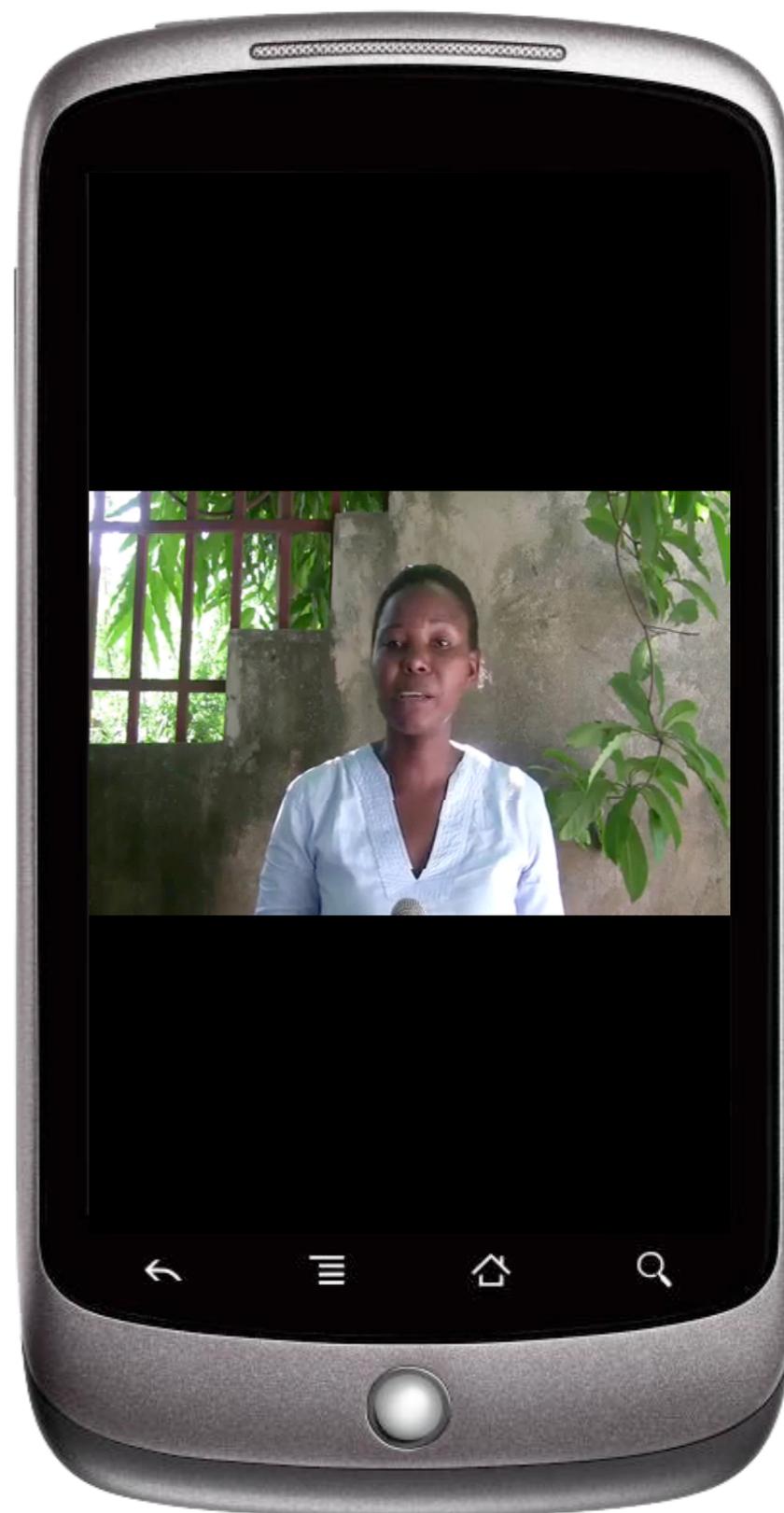
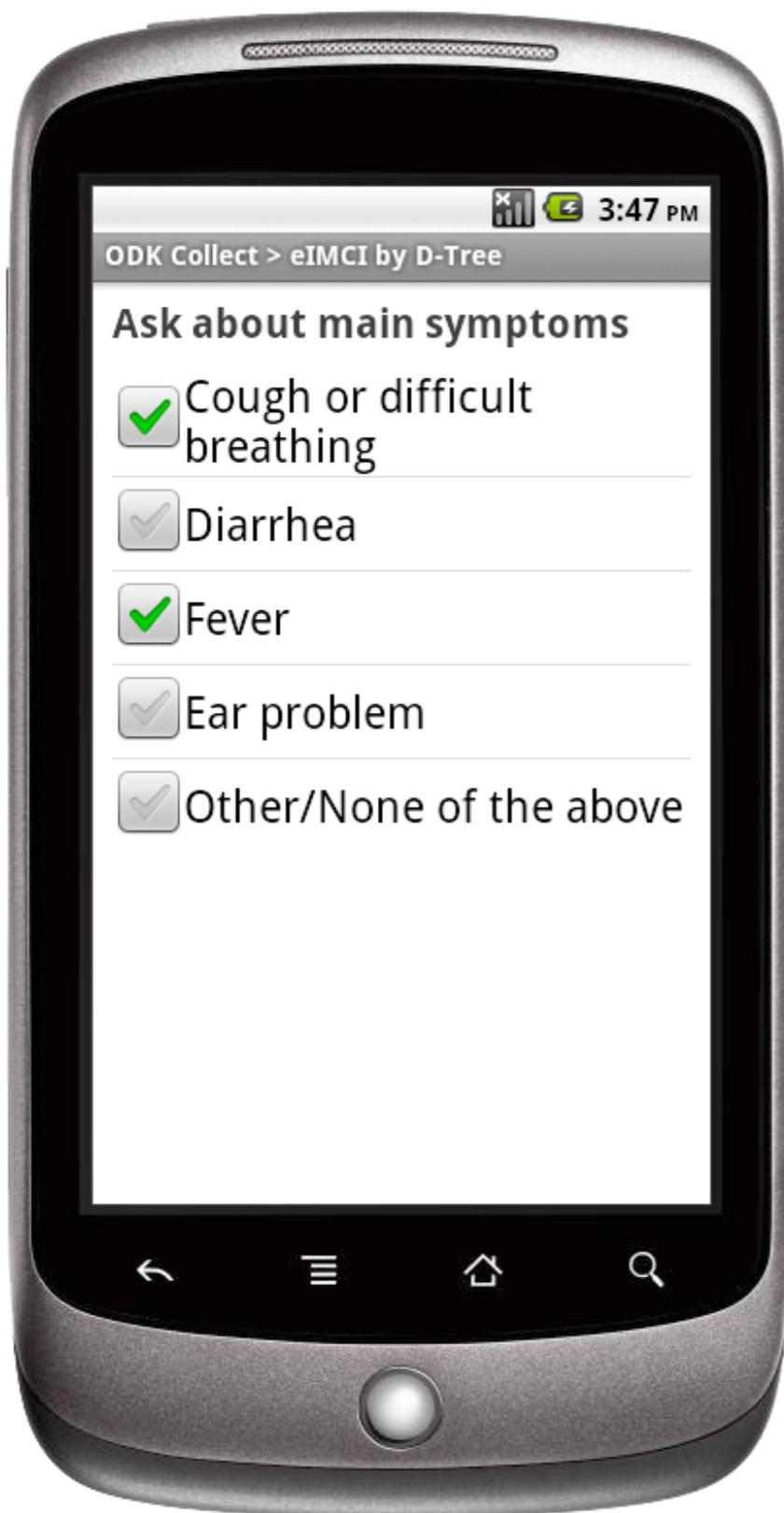
Three screenshots of a mobile phone displaying the ODK Collect survey interface. The first screen shows a 'First Name' text input field with the value 'Jo'. The second screen is a checklist titled 'ASK: Child's problems' with options: 'Cough or difficulty breathing' (checked), 'Diarrhea' (unchecked), 'Fever' (checked), 'Ear problem' (unchecked), and 'Other/None of the above' (unchecked). The third screen shows 'Survey Location' information: 'Replace Location' button, 'Latitude: N 35°16'21"', 'Longitude: E 0°30'0"', 'Altitude: 2036m', and 'Accuracy: 6.0m'.

## 3. Aggregate results



ODK is a free and open-source platform.

# Increase data accuracy and report results instantly



Jane Goodall Institute uses ODK for forest monitoring.



# Ruth

## Kiva uses ODK to get borrower information.

Eldoret, Kenya Agriculture | Farming

LOAN OVERVIEW

REPAYMENT SCHEDULE

LENDER COMMENTS

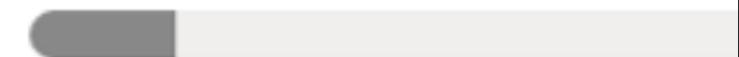


**PAYING BACK**

### This loan has been fully funded!

A loan of \$375 helped Ruth buy irrigation pipes.

**16%** repaid



[Find a Loan](#)

<u>Repayment Term:</u>	18 months (more)
<u>Repayment Schedule:</u>	Irregularly
<u>Pre-Disbursed:</u>	Aug 30, 2012
<u>Listed</u>	Sep 7, 2012
<u>Currency Exchange Loss:</u>	Possible
<u>Default Protection</u>	Not Covered

Carter Center uses ODK for monitoring elections.



## Tired of clipboards and paper forms?

Nafundi can replace your paper forms and surveys with smartphones and tablets. Our apps will help your mobile staff (e.g., census takers, health workers) collect data accurately and report results instantly.

[Learn More](#)

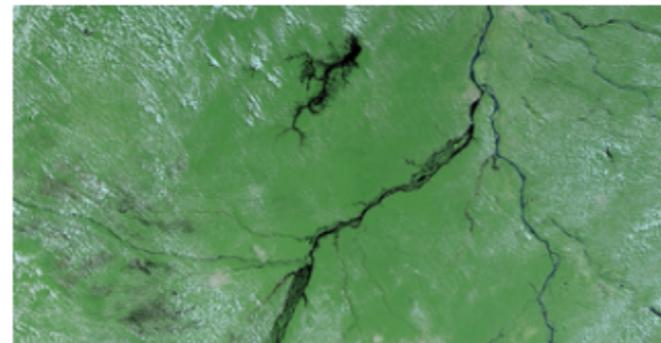
Nafundi designs, builds, deploys, and supports mobile data collection software. We started [Open Data Kit](#), the best way to build forms, collect data, and aggregate results.



### Nafundi ensures Johns Hopkins can monitor and evaluate research globally

*"We've used Open Data Kit for years and we love it. Our latest project needed new features that were not in ODK Collect and so we came to Nafundi for help. We knew it would be a lot of work in a short amount of time but they delivered big time. If you need changes to ODK done well and on time, I can't recommend Nafundi enough."*

Luke MacDonald  
Assistant Director  
Johns Hopkins University Global Water Program



### Nafundi works with Google to monitor changes to the Earth's ecosystems

*"I've been working with Nafundi's founders since 2009, from the Amazon rain forest to the heart of Africa. They have a rare ability to discern the essence of a problem and deliver solutions that are easy to use, work at scale, and make a difference."*

Rebecca Moore  
Engineering Manager  
Google Earth Outreach, Google Earth Engine



### Nafundi helps Task Force for Global Health eliminate tropical diseases

*"Being able to quickly collect and process data is vital to public health programs. We've been working with Nafundi for years, and they are great at solving the pain points (on mobile and desktop) we come across. They work quickly, solve problems the first time, and give us the confidence we need to scale. We could not do our work without Nafundi."*

Alex Pavluck  
Neglected Tropical Diseases Support Center  
International Trachoma Initiative

It's been said that I have a very particular set of skills...

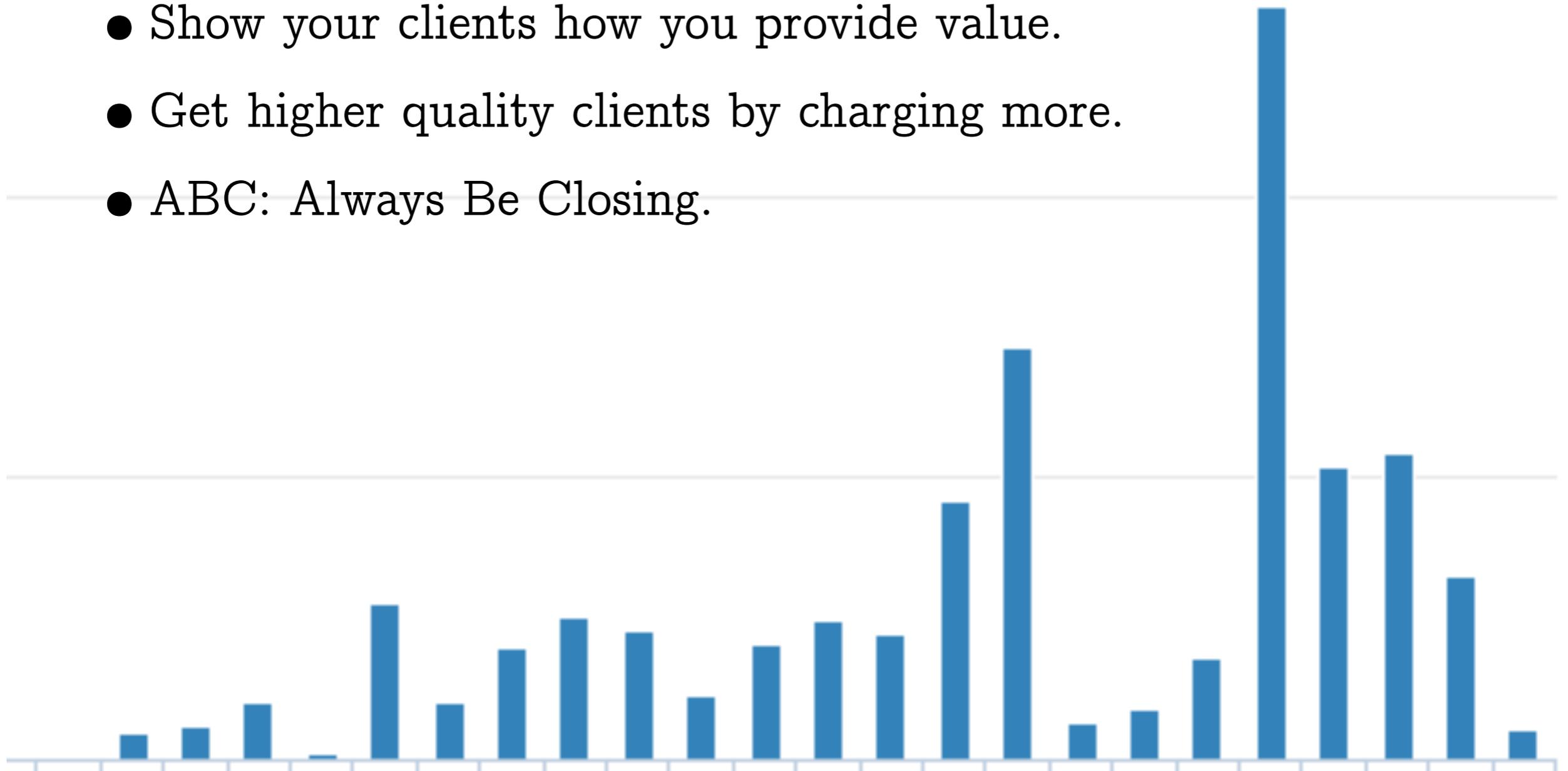


"...has a potent combination of scholarship,  
technical prowess, initiative, strong  
motivation to help others, incredible  
leadership abilities, and a friendly and  
gregarious personality..."

"...doesn't take direction well..."

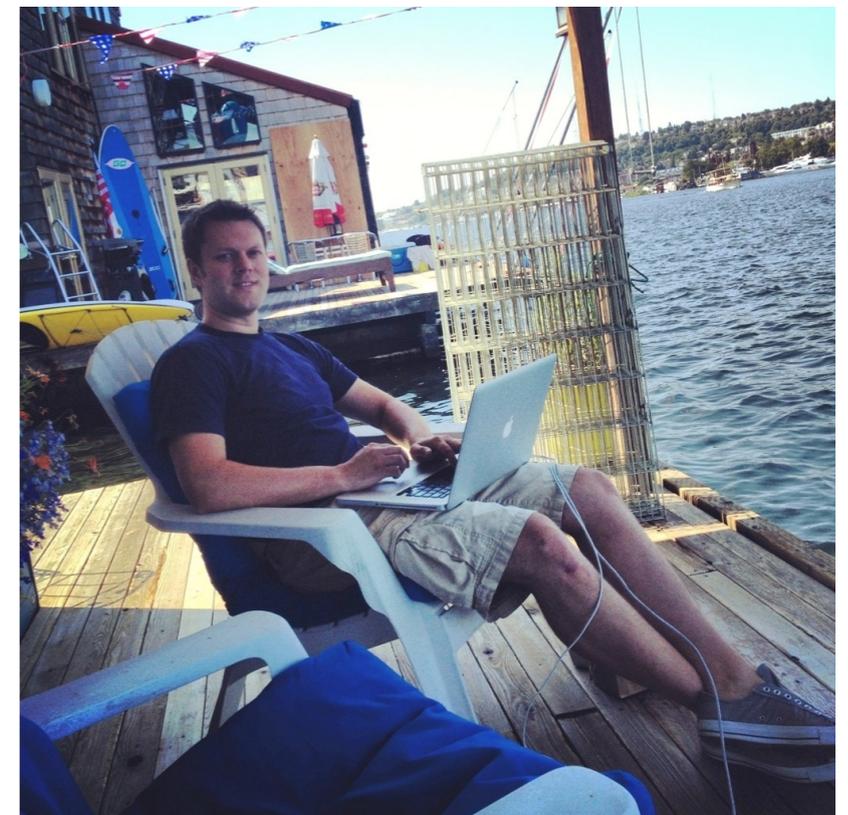
# We survive the same way other consulting companies do

- Profitable since day one, but revenue isn't predictable.
- Smooth revenue and scale by process or by productizing.
- Show your clients how you provide value.
- Get higher quality clients by charging more.
- ABC: Always Be Closing.



# How we are different from other software shops

- Software is a creative endeavor and we optimize for our happiness and a flexible lifestyle.
- Our work over the last few years means we don't have to go searching for clients.
- Continuing to participate to an open source community gives us a technical and marketing advantage.
- We have a deep understanding of how the social enterprise industry works.



# How we compete with free and open source

- Marketing. Not everyone knows their problems are solvable with software.
- User experience. From app interfaces to the language we use in docs, we optimize for the client.
- Support. We provide fast and high quality advice and support over phone, email, and in person.
- Efficiency. We get everything that needs to be done quickly and on a predictable schedule.

# Things that are not so fun

- ODK is a large part of our business that we don't and probably can't ever control.
- Nafundi never feels stable. We are always outgrowing the systems we put in place.
- It always feels like I'm constantly making major life/death decisions with my gut. So far, so good.
- Lots of context switching. Case in point, just started an audiobook company (think Netflix or Spotify).

# Random bits of advice

- If you don't deal well with uncertainty, starting a company might not be a great life choice.
- If you are an average software developer with average sales skills, starting a company is pretty low risk.
- Programming is a commodity. What you want to do is solve someone's (preferably a business') problems.
- Fake it 'till you make it is a reasonable strategy as long as you can deliver (or find someone who can).
- I don't like the VC path. I like bootstrapped, profitable from day one, businesses that you can explain to normal people.
- Good goal to have with bootstrapped companies is predictable acquisition of recurring revenue with annual prepay in a good market.
- Whatever it is that you are doing, make sure you care. If you care, you'll work hard, and if you work hard, good things will happen.

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