



Kabissa Relaunch: Concept Note

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Who's Doing What Where In Africa?

Kabissa has been a trusted technology partner for African civil society since 1999. Our next step is to become a globally trusted source for *Who's Doing What Where In Africa*.

Harnessing The Wisdom Of The Crowd

We propose to harness the *Wisdom Of The Crowd* to dramatically scale up the number of organizations in our directory, surface the most trusted organizations, and get information about those organizations to where it is most needed.

- Our members will be able to **verify themselves and their organizations** via their email address, mobile phone and mailing address, as well as via Facebook, Twitter, LinkedIn and other trusted online services. They will also be able to verify that they know and trust each other.
- Foundations, networks, international NGOs and development agencies and conference organizers will be able to issue **Trust Badges** to show who they work with and trust.. Badges will appear on organization profile pages, with badge landing pages explaining what they mean.
- Community members will be able to **tell their own stories** by providing feeds from their own websites, blogs and social network pages and by posting directly to Kabissa.
- Each member will receive a monthly “use it or lose it” budget of **Appreciation Points** to give to each other. Accumulated points can be “spent” on sponsored nonprofit technology webinars, services and other products offered from time to time from our partners.
- The **Reputation Score** of each Member and Organization will be calculated using a transparent formula from Verifications (30%), Badges (40%), Appreciation Points given (10%), and Appreciation Points received (20%). The score will be used to rank profiles and content on the site, and all of this information will be provided directly on profile pages.
- The database, including the reputation score and badges, will be published as **Open Data** so that anyone can download it or access it via an application programmer interface (API).

What Do We Need To Get Started?

- Funding - \$50k 6 month startup, \$1.5m / 3 years to fund continued site development, marketing and outreach, strategic partnerships

- Partners – outreach, founding badge issuers, open data experts, web developers
- Team – Board, Advisors, Volunteers, small Staff

Who Will Benefit From Kabissa?

- Civil society organizations working locally in their own communities that are otherwise invisible on the Internet and depend on intermediaries
- Foundations and larger international organizations that are forced to devote significant resources to due diligence and finding out who is doing what in Africa
- Organizations looking for reliable organizational data to publish for their communities and to combine with their own data to display with maps and visualizations
- People seeking projects to invest in directly at the grassroots where the impact is greatest
- Online platforms (donation sites, volunteering sites, blog communities etc.) seeking to improve efficiency of due diligence and increase trust in the African organizations they work with
- **Ultimately, the communities served by the most trusted organizations will get more and better services**

How Will Kabissa Be sustainable?

The *Freemium* Business Model

Kabissa will be built on the *Freemium* business model increasingly common on the web (think Flickr, DropBox and LinkedIn) through a great deal of valuable content and services is provided at no charge to many, a small proportion of whom are converted into paid Premium membership customers. In our case, we will offer the following fee-based services:

- ***Premium Membership*** provides a Kabissa Premium Membership badge displayed on profile pages.
- ***Premium Options for Badge Issuers*** including larger badges displayed on profile pages, premium badge placement on the platform and in newsletters, and metrics about badge recipient activity and Reputation Score.
- ***Sponsorship/Advertising*** on various parts of the website (e.g. country pages, issue area pages) and in newsletters.

Donations, Grants And Project Funding

Kabissa solicits charitable contributions from individuals and submits proposals to foundations and donor agencies to implement projects that improve the Kabissa platform and bring more organizations on board.



Online Volunteering

Kabissa volunteers assume roles to take care of our community in three-month stints, after which many either shift to new positions within Kabissa or move on to other organizations and become Kabissa ambassadors.

Organization Background

Kabissa's mission is to help African civil society organizations put ICT (information and communication technology) to work for the benefit of their communities.

Kabissa is a 501(c)3 nonprofit with a physical headquarters at OfficeXpats, a co-working and event space on Bainbridge Island, a short ferry ride from Seattle in the Pacific Northwest of the United States. Operationally we are set up as a virtual organization with team members recruited and contributing from wherever they are around the world. To stay lean, we rely on volunteers, partners and contractors to help us implement our programs and take care of our community.

History

Between 1999, when Tobias Eigen founded Kabissa, and 2007, Kabissa provided domain registration and hosting for over 500 African organizations and provided technology training that benefited thousands of civil society practitioners throughout Africa.

Since 2007, our focus has been the Kabissa “niche network” connecting people and organizations for information sharing and peer learning through a community website at www.kabissa.org and *Africa Roundtable* networking events. The network is run at low cost by a committed team of volunteers, and currently has over 6000 active subscribers.

Funding

Kabissa has received support over the years from numerous funders including GTZ, OSIWA, OSI Information Program, IDRC, Ford Foundation, National Endowment for Democracy, the Lonely Planet Foundation, Yahoo Employee Foundation, and the Hurford Foundation. During the last three years Kabissa was volunteer-run with no employees, with core costs covered entirely by donations. Donations came directly through our own fundraising campaigns as well as through the Aid for Africa Foundation, Combined Federal Campaign and World Bank Community Connections Campaign. Our latest Form 990 and independent auditor's report is available at <http://kabissa.org/about>



Board Of Directors

- George Scharffenberger, UC Berkeley (USA)
- Jeff Thindwa, World Bank Institute (Malawi)
- John Githongo, Inuka Kenya Trust (Kenya)
- Neema Mgana, Consultant (Tanzania)
- Tobias Eigen, Kabissa (Germany/USA)

Advisors (Former Board Members)

- Daniel Ritchie, World Bank (USA)
- Kim Lowery, Consultant (USA)
- Peter Eigen, Transparency International (Germany)

Team

- Tobias Eigen, Executive Director (Germany/USA)
- Diana Cocoru, Volunteer Coordinator (Romania)
- Sabeen Bilal, Membership Manager (Pakistan)
- Olufunke Adebola, Member Content (Nigeria)
- Ziyanda Xaso, Social Networks (South Africa)
- Thomas Brevik, Web Designer (Norway)
- Mark Root-Wiley, Web Designer (USA)
- Erik Hommel, Developer (The Netherlands)
- Georgene Scott, Book Keeper (USA)