Lessons learnt on sustainability

2008-2018
Sigmah in a nutshell
Key characteristics

• Started by a request from 3 NGOs in 2008
• Participatory approach for the steering
• Managed by a nonprofit research institute: Groupe URD
• Open source software developed by subcontractors
5 key periods

• 2008-2009: Initial assessment
• 2010-2011: Pilot phase
• 2012-2013: Intermediate phase without substantial public funding
• 2014-2017: Extended adoption phase
• 2018: Takeover

TolaData
Sigmah business models

- Investment
  - Public funding
  - Open source services sold
- Daily expenditures: 2 models tried
  - Free contributions from members from 2011 to 2016
  - Freemium model with two sets of service packages sold from 2017
Latest business canvas

- **Key partners**
  - Steering cooperative
  - Software companies
  - Donors

- **Key activities**
  - Software development
  - Adoption support
  - Tech support & maintenance
  - Free software intellectual property
  - Groupe URD core Sigmah team

- **Value proposition**
  - Efficient project management
  - Open source, ethics
  - Professional support
  - Org. Quality continuous improv.
  - Affordable
  - Interoperable

- **Customer relations**
  - Automated
  - Personal

- **Channels**
  - Web / social netw./ newsletter / conf.
  - Partnering NGOs
  - IATI / CHS supporting donors

- **Customer segment**
  - Small NGOs
  - Medium NGOs
  - Large NGOs
  - Huge orgs

- **Cost structure**
  - IT costs
  - Adoption services

- **Revenue streams**
  - Basic hosting
  - Service package fees
  - Adoption support contracts
  - Bespoke development

GeONG conference 2018
# Service packages

<table>
<thead>
<tr>
<th>Service</th>
<th>Free</th>
<th>Basic</th>
<th>Full</th>
</tr>
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<tbody>
<tr>
<td>Hosting</td>
<td>Not included</td>
<td>Included</td>
<td>Included</td>
</tr>
<tr>
<td>Software:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>» Project cycle management</td>
<td>Basic version:</td>
<td>Basic version:</td>
<td>Full version:</td>
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<tr>
<td>» Documents management</td>
<td>Included</td>
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<td>» Export</td>
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<td>» Import</td>
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<tr>
<td>» Agenda, reminders</td>
<td>Included</td>
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<td>Included</td>
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<tr>
<td>» Offline mode</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
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<tr>
<td>» Contact management</td>
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<td>Not included</td>
<td>Included</td>
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<tr>
<td>Technical support</td>
<td>Not included</td>
<td>Included (7h)</td>
<td>Included (21h)</td>
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<tr>
<td>Delay of response for technical support</td>
<td>Not included</td>
<td>5 working days</td>
<td>1 working day</td>
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<tr>
<td>Fixing of bugs</td>
<td>Not included</td>
<td>No commitment</td>
<td>Commitment to fix bugs</td>
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<tr>
<td>Annual follow-up</td>
<td>Not included</td>
<td>Not included</td>
<td>1 day/year included</td>
</tr>
<tr>
<td>Annual cost (including tax)</td>
<td>0€</td>
<td>600€ +60€/user</td>
<td>From 6 000€</td>
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<tr>
<td>Quarterly cost</td>
<td>0€</td>
<td>180€ +18€/user</td>
<td>From 2 000€</td>
</tr>
</tbody>
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Lessons learnt

• Ideals and results
• The job of conducting an innovation
• Risks and anticipation
• Experimenting and learning
Any question ?