60 __ decibels

Orenda, Pakistan

Baseline Impact Report

August 2021

GSMA™

At a glance

Top Insights

> Orenda is providing a scarce product to an underserved market

Orenda's app is a unique product for users – 8 in 10 did not have access to a similar app before and 85% of users cannot find a good alterative to Orenda's app.

> Social media is an effective acquisition channel

When users were asked how they first heard about Orenda, Facebook (31%) and online advertising (25%) particularly YouTube, were the most reported channels. Respondents suggested advertising more online. This suggests that Orenda can double down on using social media as a marketing tool, mainly for the digitally literate segments. It should experiment finding other channels for digitally excluded segments.

> 1 in 5 users report facing a challenge using the app

With 19% of users reportedly facing a challenge, there is room to improve by addressing common challenges, such as those related to technical issues and app content. We also heard parents sharing concerns about the pricing structure, with some finding the app expensive.

Top Considerations

> How can Orenda provide targeted support to existing users by enhancing content and overall experience?

Despite the fact that 87% of parents reported seeing improvements in their child's academic performance, 43% find Orenda as 'fair' in terms of value for money, rather than 'good' or 'very good'. Users report facing technical challenges while using the app and shared that they find the packages expensive.

> How can Orenda target more lower-income users to be more inclusive?

11% of Orenda's users live below the $3.20/day poverty line as compared to Pakistan's national average of 46%. In order to provide digital content to a broader demographic, Orenda should consider intentional targeting strategies to expand its reach among the lower-income households.

Key Indicators

11%

live under the poverty line (less than $3.20 / day)

85%

cannot find a good alternative to Orenda's app

83%

did not have access to an app like Orenda before

19%

have experienced a challenge when using Orenda's app

"I really like the app-
the stories are really
good, the lessons taught
are really good.
Alongside my children, I
am also learning."
- Female, 35
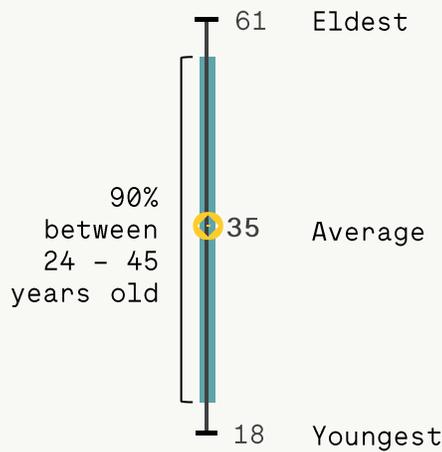
Who is Orenda reaching? - Demographics

Orenda appears to be serving a relatively heterogenous user base. There was a wide degree of variability in demographics of parents - both in terms of user gender and age. This suggests that Orenda's value proposition is appealing to a broad demographic.

The top 6 cities from where the respondents were are Karachi (39%), Lahore (30%), Rawalpindi (7%), Faisalabad (4%), Hyderabad (4%) and Islamabad (4%).

Gender of Parents
(n = 401)

42% Male
58% Female
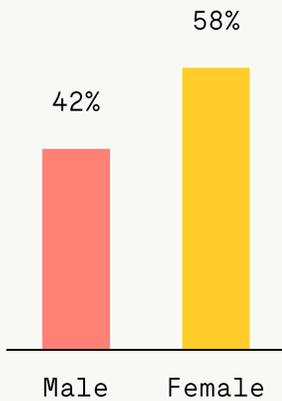
Age Distribution of Parents
(n = 332)

61 Eldest

90% between 24 - 45 years old

35 Average

18 Youngest

"The activity-based learning has really helped and has let my child to pick up concepts easily."
- Female, 38

Who is Orenda reaching?
- Income levels

Using the Poverty Probability Index (PPI®) we measured how the income profile of your users' households compares to the Pakistan average. Orenda is serving slightly wealthier households than the Pakistan national averages.

The PPI is a poverty measurement tool that uses a set of country-specific questions, based on the highest predictors of poverty from the most recent population and housing survey, national census, or demographic surveys. The answers are scored to estimate the likelihood that the household is living below the national poverty line and other internationally-recognised poverty lines.

Income Distribution of Orenda's User Households relative to Pakistan Average
% living below $1.90, $3.20, $5.50 per person / day (2005 PPP) (n = 401)
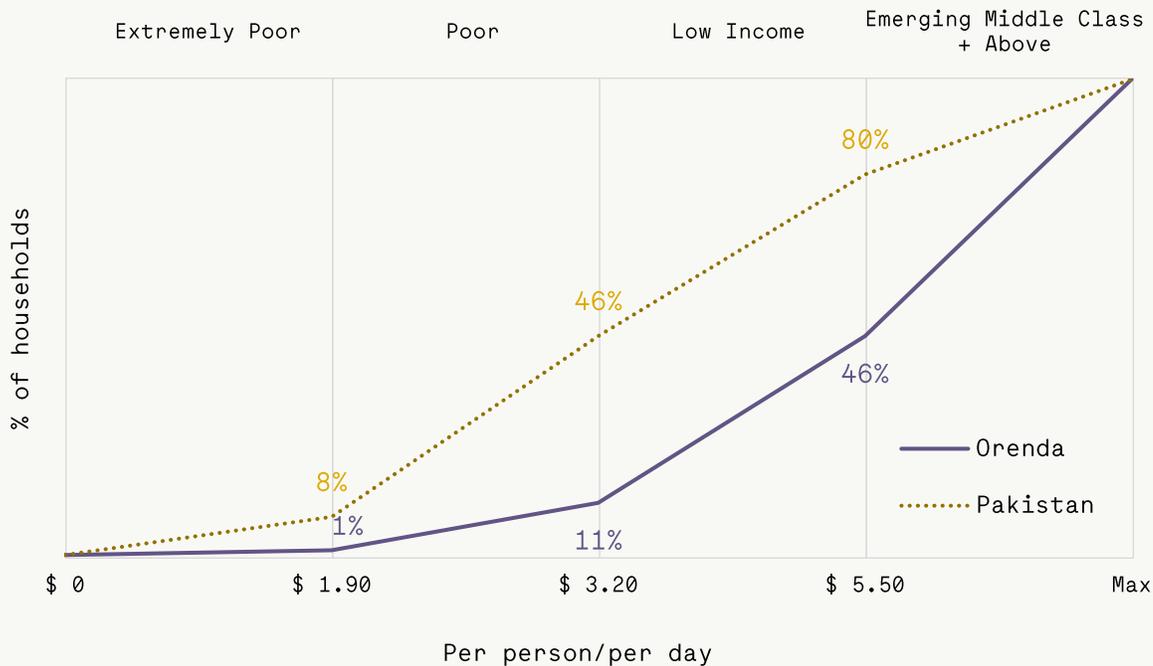
Using the PPI, we also measure the degree which Orenda is serving low-income users, compared to the general population. The higher the ratio, the higher the representation of low-income users in Orenda's user base.

   1 = parity with national population;
> 1 = over-serving low-income users;
< 1 = under-serving low income users.

Inclusivity Ratio

Degree that Orenda is reaching low-income users in Pakistan

0.31

See Appendix for calculation.

Who is Orenda reaching?
- Disability

We are using the Washington Consensus questions on disability to provide insights into household profile and how products, services, marketing, training, or after-sales support could be more inclusive.

For example, if users have difficulty with eyesight, it may be worth considering larger informational stickers or brochures. If users have difficulty with communicating verbally, then having an option to send an SMS for user support rather than call a call centre may help.

For this baseline study, we asked respondents about disability prevalence at the household level: 4% of users report someone in their household as having a disability, compared with the national average of disability prevalence in Pakistan at 11.6% (The Disability Data Portal). At the follow-up, we'll be asking about disability prevalence at the individual user level.

Disability Profile of Orenda's User Households

% of users who said a member of their household had some or a lot of difficulty doing any of the following, or can't do at all (n = 401)

2%
have difficulty seeing, even if wearing glasses
(if available)

0%
have difficulty with self-care, such as washing all over or dressing

0%
have difficulty hearing, even if using a hearing aid
(if available)

1%
have difficulty remembering or concentrating
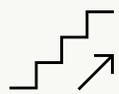
0%
have difficulty walking or climbing steps

1%
have difficulty communicating or being understood, using their usual language

How are users interacting with mobile internet?

Current Mobile Usage Patterns

Users we spoke with reported a high level of internet usage before using Orenda's app. In terms of mobile phone usage, users mainly access internet and make voice calls. Very few currently use mobile money. We will be asking the same questions at follow-up in 5-6 months to provide a view on the extent Orenda's app might have changed users' usage patterns.
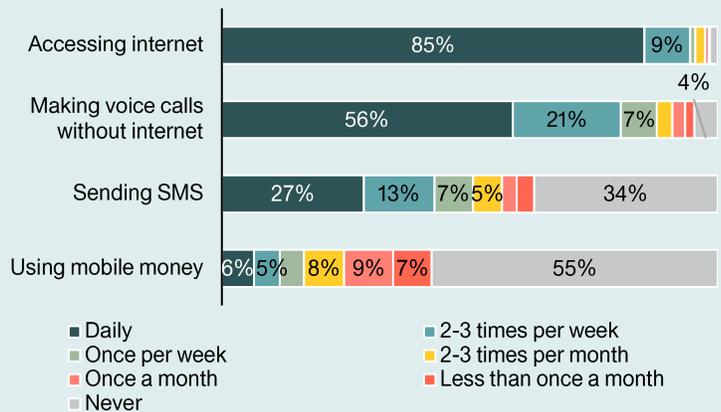
First Time Mobile Internet Users
(n = 401)

0%

report that they were **not using the internet on a mobile phone before** using Orenda's app

Current Mobile Usage Patterns

Q: How often do you use the following on your mobile phone? (n = 401)

	Daily	2-3 times per week	Once per week	2-3 times per month	Once a month	Less than once a month	Never
Accessing internet	85%	9%					4%
Making voice calls without internet	56%	21%	7%				
Sending SMS	27%	13%	7%	5%			34%
Using mobile money	6%	5%	8%	9%	7%		55%

- Daily
- Once per week
- Once a month
- Never
- 2-3 times per week
- 2-3 times per month
- Less than once a month

Barriers to Internet Usage

We asked users about the barriers they faced in using the internet to provide information on how Orenda could improve mobile internet usage and how it can adapt its platform to address these challenges. Only 4% reported barriers, suggesting a digitally literate user base: poor connectivity and phone running out of charge were the most prevalent barriers.

Proportion of Users Reporting Barriers To Their Internet Usage

Q: Are there any barriers that stop you using mobile internet more often? (n = 401)

- 4% Yes
- 96% No
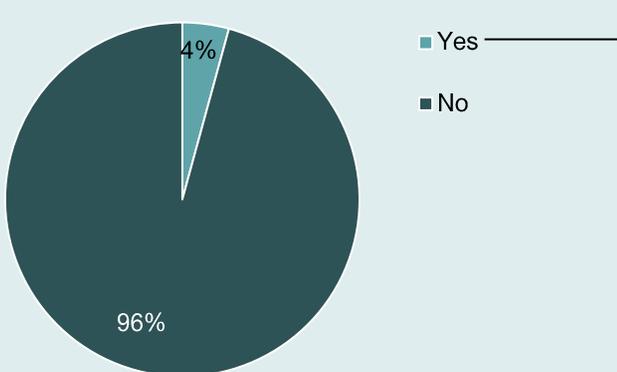
Most Common Barriers

Q: Please explain what stops you from using the internet more on your mobile phone. (n = 17). Open-ended, coded by 60 Decibels.

53% mentioned **poor connectivity**
(3% of all respondents)
" I live in the village and there is a huge problem with signals."

18% talked about **the phone running out of battery**
(1% of all respondents)
"We face barriers in mobile internet as phone runs out of charge."

14% reported **slow internet speed**
(1% of all respondents)
"Internet connection is slow."

"The app is easy to use, but it should be made free rather than making the payment necessary. It's unfair to the poor."
– Male, 30

Is Orenda filling a market gap?

Orenda is reaching an underserved market, with 83% of users accessing such an application for the first time. Moreover, 85% of users could not easily find a good alternative to Orenda's app suggesting the company is providing a relatively scarce product.
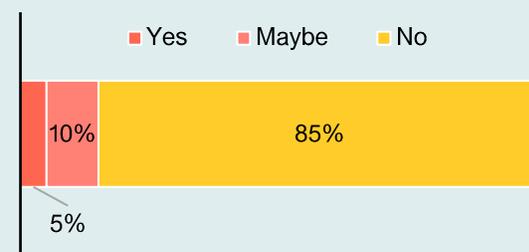
First Access

Q: Before Orenda, did you have access to apps like the Orenda provides? (n = 401)

Yes **No**

17%   83%
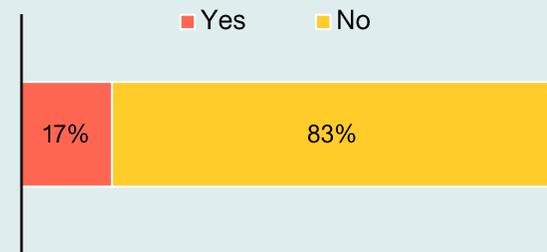
Access to Alternatives

Q: Could you easily find a good alternative to Orenda? (n = 401)
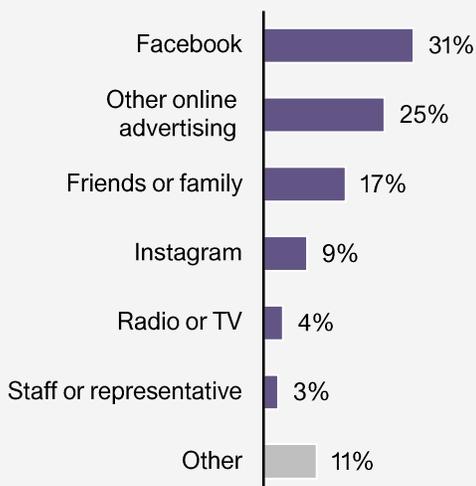
Yes **Maybe** **No**

10%   85%

5%

Spotlight On: How do users first hear about Orenda?

It's important to know how Orenda stands out from the crowd and raises user awareness. Users highlight Facebook (31%) and online advertising (25%) as the most common mediums of first hearing about the company.

Acquisition Channels

Q: How did you first hear about Orenda's app? (n = 401)

Channel	Percent
Facebook	31%
Other online advertising	25%
Friends or family	17%
Instagram	9%
Radio or TV	4%
Staff or representative	3%
Other	11%

"They should do more advertisement so people would get to know about them more."
— Male, 32

How have users experienced Orenda so far?

Challenges Experience

At baseline, a measure of user satisfaction is understanding the proportion experiencing challenges in their engagement with Orenda: 19% of users have experienced challenges using Orenda app crashing (e.g bugs, errors) is the main area for attention. More detailed questions on user satisfaction will be collected at follow-up, once users have had more experience with Orenda's application.

Proportion of Users Reporting Challenges

Q: Have you or your child experienced any challenges with using Orenda? (n = 401)

- Yes 19%
- No 81%
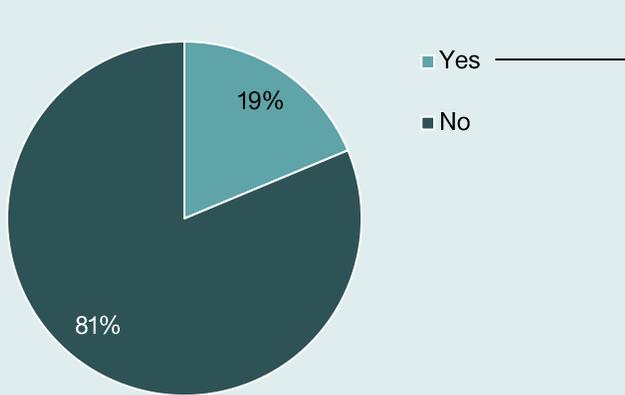
Most Common Challenges

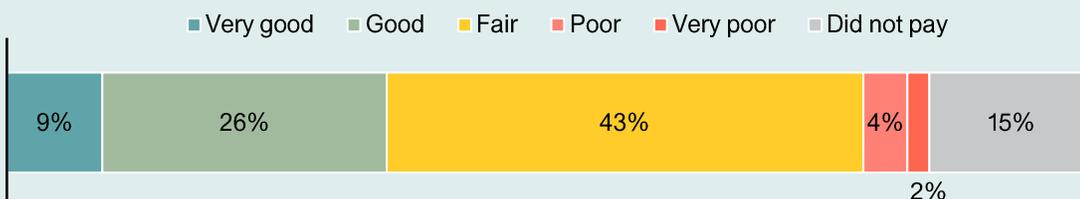Q: Please explain these challenges. (n = 75)
Open-ended, coded by 60 Decibels.

21% mentioned **technical issues** (app crashes and bugs)
(4% of all respondents)

"There is this blank screen error that occur sometimes and thus have to exit from the app."

17% talked about **inadequate content on app**
(3% of all respondents)

"Orenda doesn't have enough video stories as a content."

15% reported **difficulty in understanding**
(3% of all respondents)

"I didn't understand how to use the app."

Value for Money

This metric provides insight into the perceived affordability of Orenda's app. Most users (78%) rate Orenda's app as either fair, good or very good value for money. Notably, those who experienced a challenge are much more likely to rate Orenda as poor or very poor (15% vs. 2% of those who did not experience a challenge) — this suggests that reducing the proportion of users experiencing a challenge may have a significant impact on perceived value.

Perceived Value for Money

Q: All things considered, how do you rate the value for money of the products provided by Orenda? (n = 397)

- Very good
- Good
- Fair
- Poor
- Very poor
- Did not pay

Very good	Good	Fair	Poor	Very poor	Did not pay
9%	26%	43%	4%	2%	15%

Additional Insights: Expenditure, Experience and Satisfaction

The following insights are drawn from bespoke questions requested by Orenda to support current strategic goals.
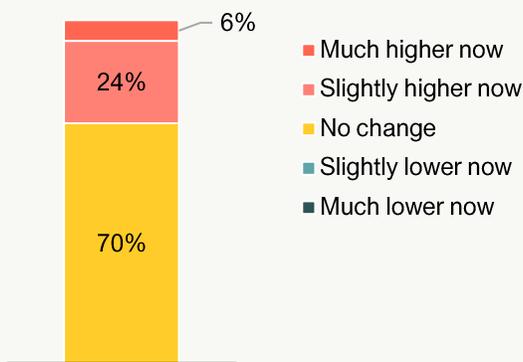
Impact of App: Expenditure on Data and Perception of Academic Performance

We asked users if their monthly spend on mobile data has changed after using Orenda's app: 7 in 10 users report 'no change' with 3 in 10 reporting increases.

We also asked if respondents noticed any changes in their child's academic performance. Close to 90% report improvements in their child's performance. More impact questions will be asked at follow-up.
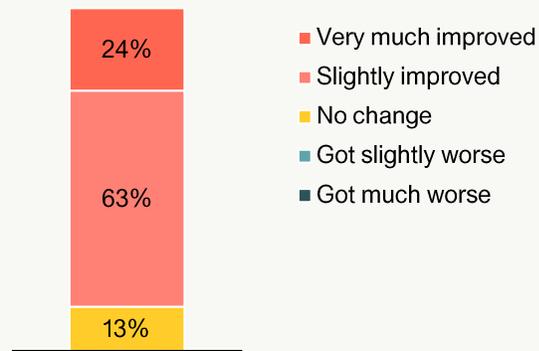
Monthly Spend on Mobile Data

Q: Compared to before using this phone provided by Orenda/ other phones you own, is your monthly spend on mobile data: (n = 398)

6%
24%
70%

- Much higher now
- Slightly higher now
- No change
- Slightly lower now
- Much lower now

Change in Academic Performance

Q: Has your child's academic performance changed because of using Orenda? (n = 401)

24%
63%
13%

- Very much improved
- Slightly improved
- No change
- Got slightly worse
- Got much worse

User Experience and Satisfaction

To understand the overall user experience with Orenda's app, we asked users to rate their experiences with Orenda's video and assessment features, as well as their parental portal. Over two-thirds of users find videos and assessments valuable; a similar percentage rate the parent portal as useful.

Value Rating for Videos and Assessments

Q: On a scale of 1 to 5, where 1 is 'not valuable at all for my child' and 5 is 'extremely valuable for my child', how do you rate the following features of Orenda's app? (n = 401)

- Videos
- Assessments

1 — 1% / 1%
2 — 3% / 2%
3 — 16% / 23%
4 — 32% / 33%
5 — 47% / 38%
Don't know — 1% / 3%
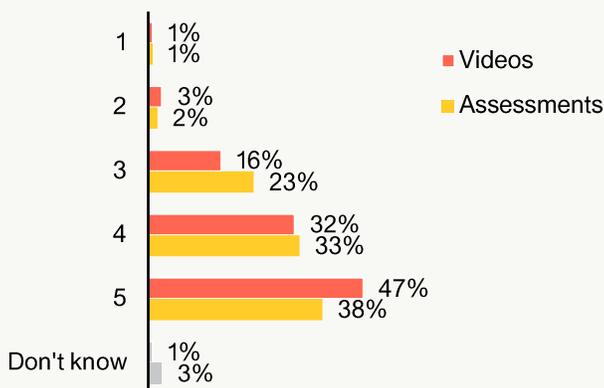
Usefulness of Parent Portal

Q: On a scale of 1 to 5, where 1 is 'not at all useful' and 5 is 'extremely useful', how do you rate the parent portal feature of Orenda's app? (n = 401)

1 — 1%
2 — 2%
3 — 17%
4 — 29%
5 — 31%
Don't know — 20%