

## Initial Statistics and Survey: Data Garden Commercial Launch July-October 2024

This document provides statistics from the commercial launch, and presents findings from a customer survey and a brief analysis. The general finding is that the interest and favourable perception of the community regarding the Data Garden has translated into a reasonable initial demand. There is a core user group of around 20, mainly comprising those who actively participated in the project and are familiar with the services.

Additionally, around 70 members of the community invested in SIM cards. Initial activity is quite slow to pick up, as indicated by the iumiCash top-up data. However, the survey and general feedback from the community is very positive and the slow uptake (data sales) can largely be explained in terms of some minor technical impediments that are causing hesitancy, but which SATSOL should address quickly. There is also the need for ongoing promotion by both SATSOL and iumiCash, which is quite to be expected for any product launch.

## Background

By end of June 2024, all the technical and supporting systems were operational and tested satisfactorily. These included (a) the technical systems including the LTE network, StarLink backhaul, SIM cards, Data Garden app, iumiCash top-up feature and Billing system, and (b) supporting systems including SIM card distributors and iumiCash agents trained and ready to support customers.

The Commercial Launch took place early in July. This consisted of training and awareness activities for the Committee, Volunteers and the Agents, followed by opening up SIM card sales to the community, with customer support available from the SATSOL project team and iumiCash team, assisted by the community volunteers.

The event was staggered with the initial training and a limited batch of SIM card sales followed by a period of monitoring, and then a second session focusing on the community with awareness and promotion of the Data Garden and iumiCash services. Getting Started guides were printed in colour and handed out to everyone.

Technical performance, sales and usage statistics were monitored by SATSOL during August and September, with the volunteers incentivised to support community users and conduct a customer survey.

## Initial statistics on usage

Table 1 below shows the initial numbers of SIM cards distributed and sold during the initial launch period July-August 2024. A total of 98 SIM cards were distributed of which 28 were complimentary and 70 were purchased by community people for SBD \$20 (USD 2.50) each.

Table 2 shows the number of iumiCash top-ups and unique SIM numbers that have been active making top-ups. This is a primary indicator of activity: the iumiCash Data Garden top-up feature is used to buy credit, which then appears in the Data Garden app and can be used to purchase the preferred data plans.

**Table 1: Commercial SIM Card distribution July - August 2024**

	No.	Collected (SBD)	Male	Female	<20	20-39	40-59	60+
Complimentary *	28	-	21	7	0	16	12	0
Numbu Canteen sales	46	\$920	33	13	7	33	9	0
Numbu CHS (School) sales	24	\$480	13	11	7	13	4	0
	<b>98</b>	<b>\$1,400</b>	<b>67</b>	<b>31</b>	<b>14</b>	<b>62</b>	<b>25</b>	<b>0</b>

			Male	Female	<20	20-39	40-59	60+
Complimentary *			75%	25%	0%	57%	43%	0%
Numbu Canteen sales			72%	28%	15%	72%	20%	0%
Numbu CHS (School) sales			54%	46%	29%	54%	17%	0%
			<b>68%</b>	<b>32%</b>	<b>14%</b>	<b>63%</b>	<b>26%</b>	<b>0%</b>

\* volunteers, committee, agents

**Table 2: Data Garden credit purchases using the iumiCash top-up feature, July - September 2024**

	Number of top-ups	Collected (SBD)	Number of active SIM numbers
Volunteers	90	\$1,930	10
School admin	76	\$1,187	6
Committee members	0	-	0
Paid SIM customers	21	\$399	5
	187	\$3,516	21

## Customer Survey

A customer survey was conducted by the volunteers using a mobile survey app (FieldTask). The summary below is collected from 12 members of the community who have purchased SIM cards. The survey purpose is to understand early impressions of users, why the uptake has been slow to grow, and to identify any technical issues they are experiencing.

### Quick Summary

The survey shows that:

- Impressions are predominantly positive regarding reliability and quality of service, and affordability.
- They consistently report it's much better than the other mobile network with coverage in the village.
- 2GB for 3 days \$18 is their favourite plan.
- The main criticism is that they perceive the data being used up too quickly especially with the 1GB plan. One stated it runs out after a few minutes even though he wasn't using it for watching movies.
- Social media, watching movies, downloading music, WhatsApp and messengers, accessing government and general websites are equally popular.
- Around 40% are using the complementary data only (which renews every month).
- The main barriers and technical issues to using it are:
  - iumiCash is not yet zero rated and can't be accessed when they run out of data
  - The agent is not always available when they want to top up
  - SIM problems and no help available

### Technical disruptions

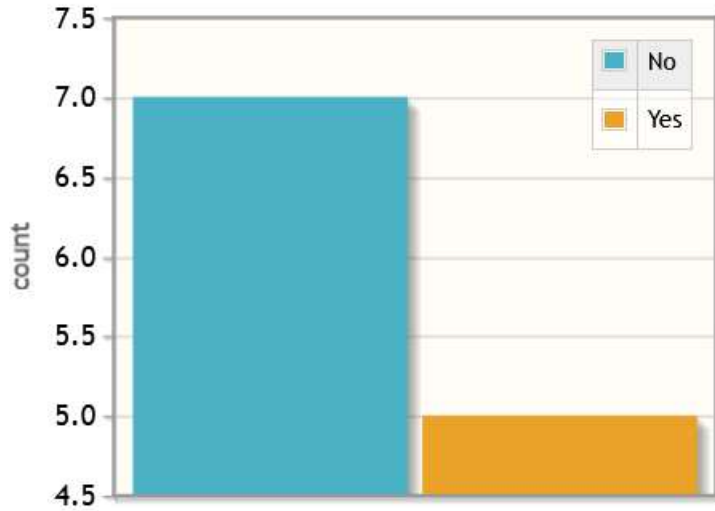
Two technical issues occurred and were addressed during this period. Firstly, the network was observed to be going offline at night. This was traced to the extra load of the StarLink and possible battery degradation following resulting in the power going offline at night. This was corrected by adding additional solar power. Secondly, the StarLink backhaul went offline for 2 weeks as the country license was issued with changes to roaming access.

## Conclusion

The community responded quite well with 70 persons purchasing SIM cards. However, this has not yet translated into regular usage, with only 5 of the paid SIM users making regular credit top-ups. The majority have been using the complimentary data (300MB which renews monthly). The survey and general feedback indicate that the slow uptake is not due to any lack of interest in the data service, but that there are a few technical issues that SATSOL needs to address. Once the service is shown to be completely reliable, trust should build and demand should grow with continuing promotion and support by SATSOL and iumiCash.

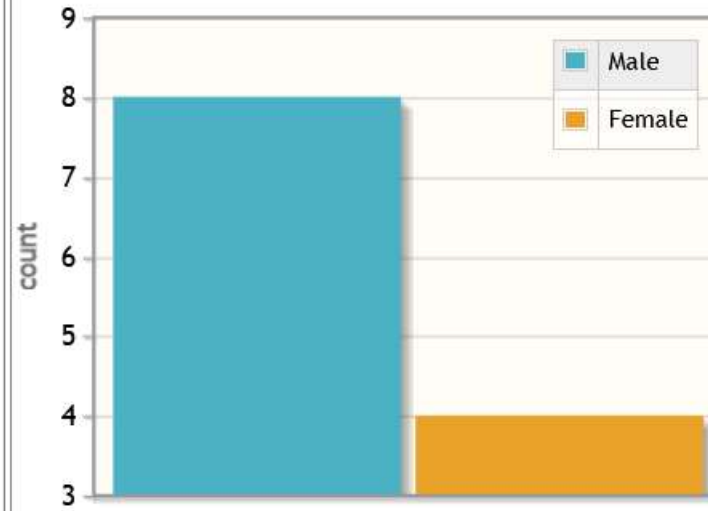
### Have you ONLY used complementary data

Shows the count of responses to each choice in the question 'Have you been using the SIM but only with the complementary data?' in survey 'Numbu Launch Survey #2 Sept 2024'. (\_upload\_time: Sep 25, 2024 - Oct 5, 2024)



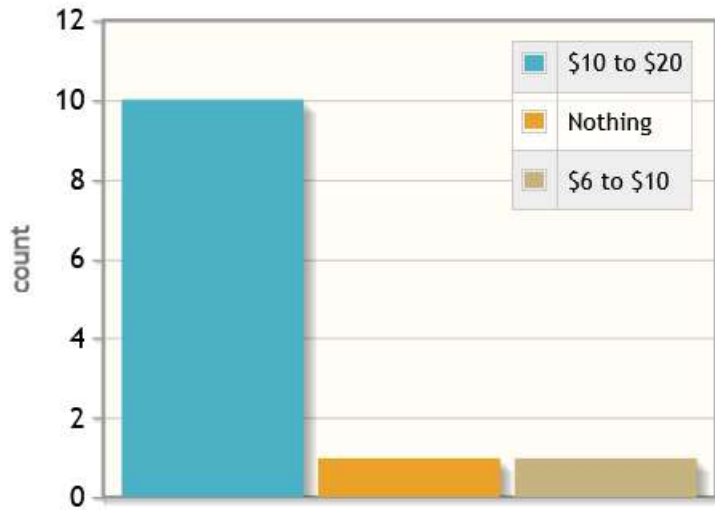
### Number of informants

Shows the count of responses to each choice in the question 'Select the person's gender' in survey 'Numbu Launch Survey #2 Sept 2024'. (\_upload\_time: Sep 25, 2024 - Oct 5, 2024)



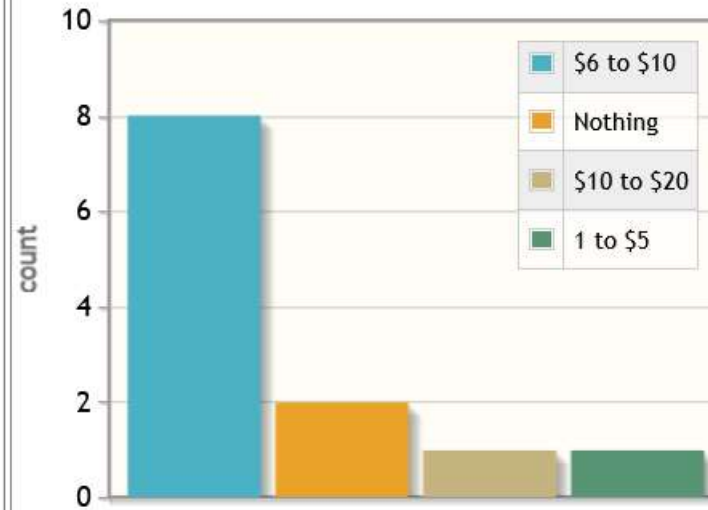
### How much per week do you spend on DG?

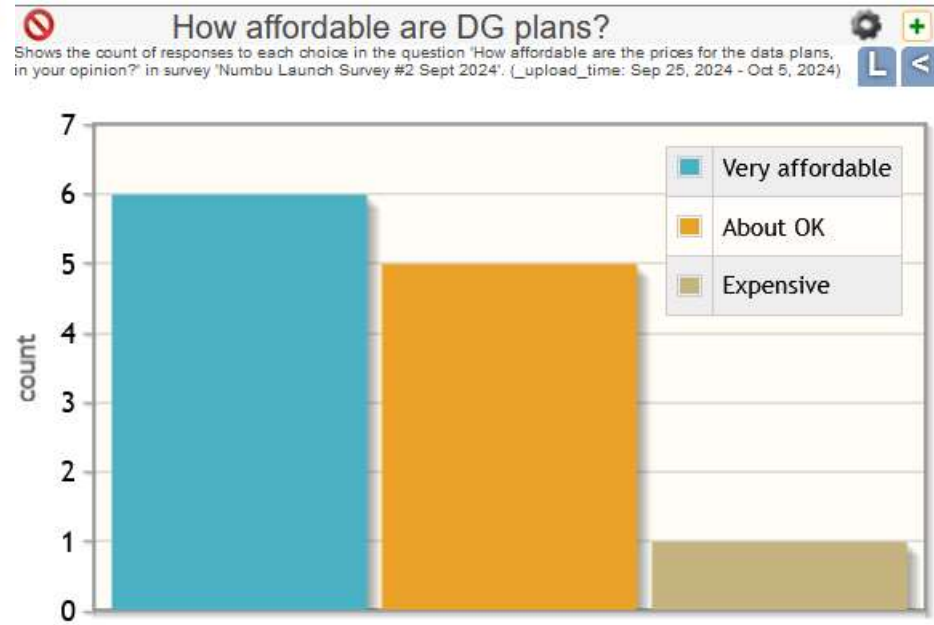
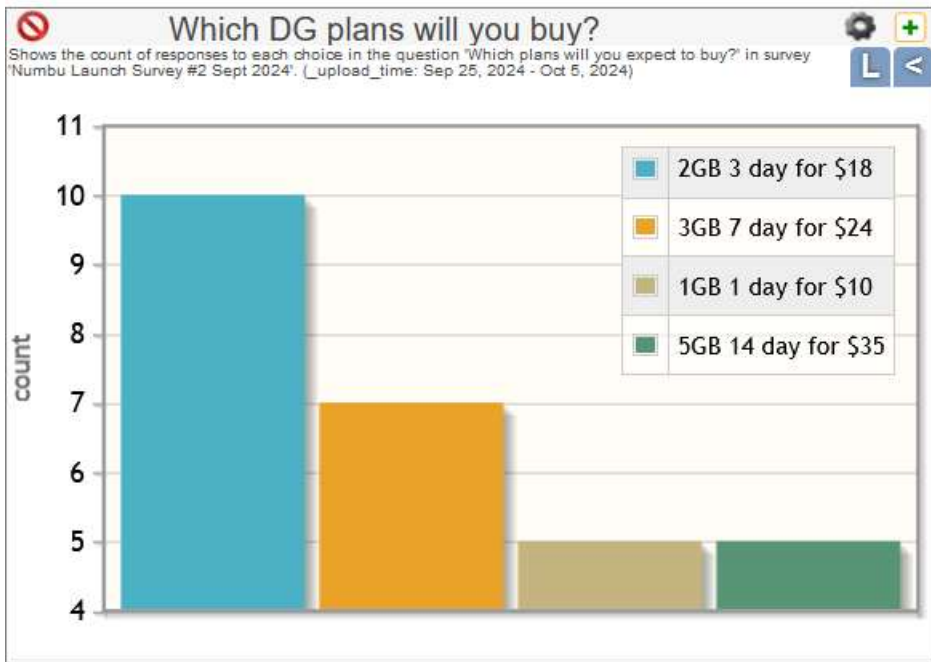
Shows the count of responses to each choice in the question 'Roughly how much per week have you spent on Data Garden data?' in survey 'Numbu Launch Survey #2 Sept 2024'. (\_upload\_time: Sep 25, 2024 - Oct 5, 2024)



### How much per week you spend on TKom?

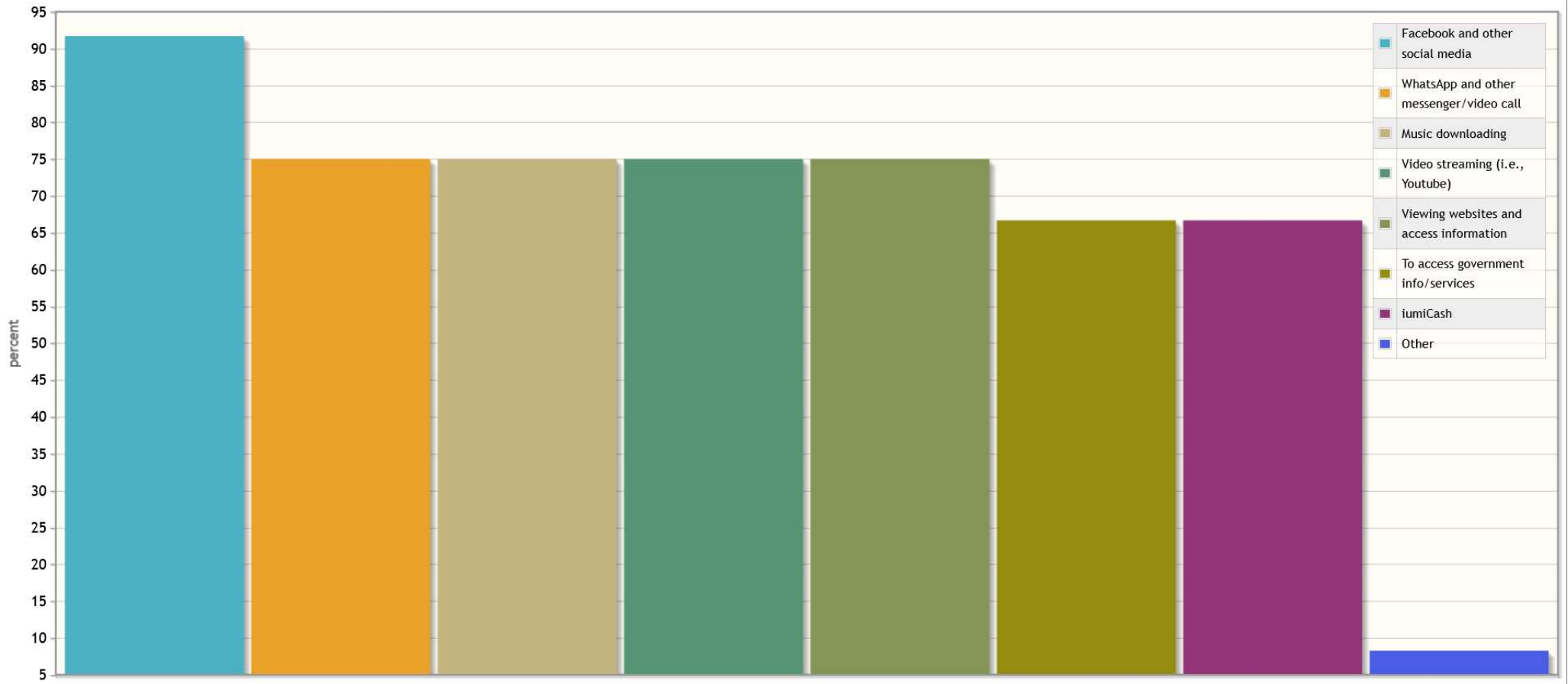
Shows the count of responses to each choice in the question 'Roughly how much do you spend on Telekom data, over the same week?' in survey 'Numbu Launch Survey #2 Sept 2024'. (\_upload\_time: Sep 25, 2024 - Oct 5, 2024)





### What are the main reasons for using data?

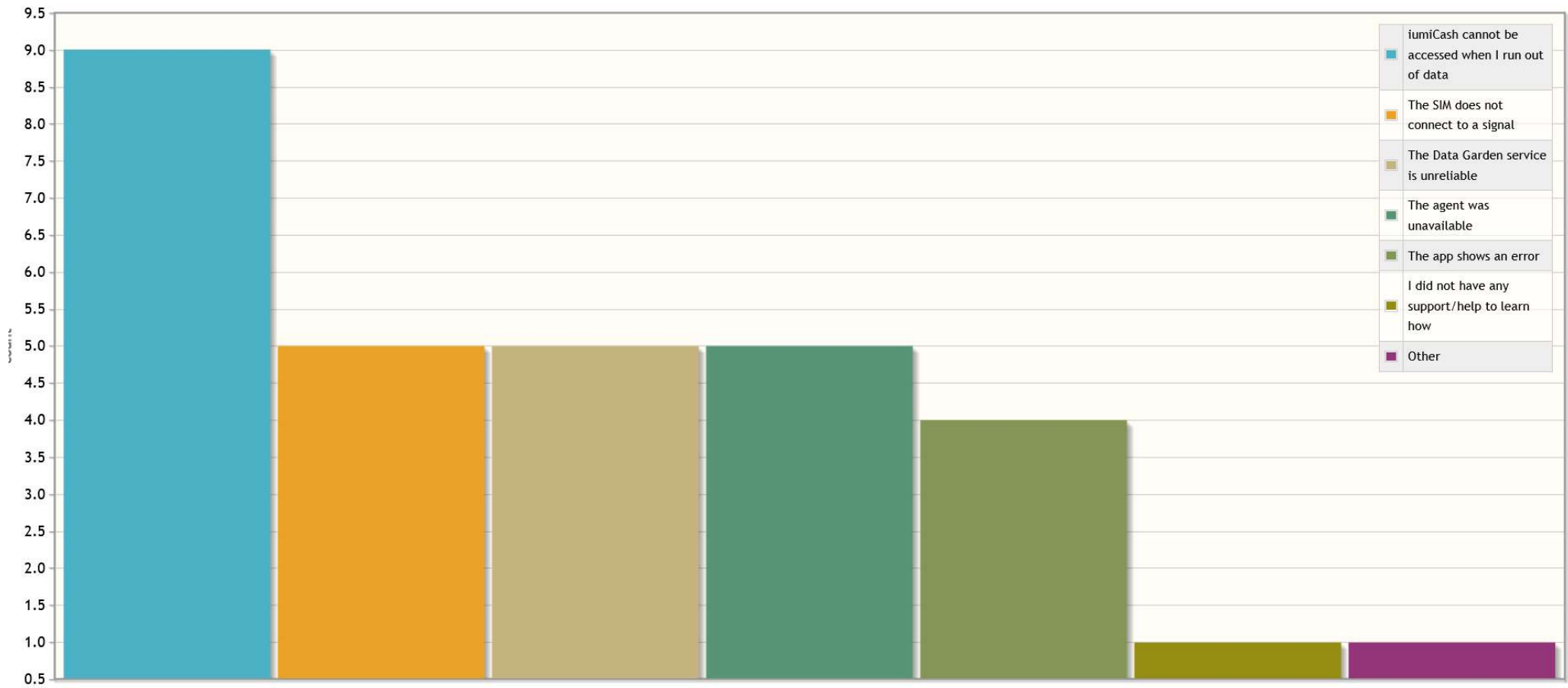
Shows the percentage of responses that selected each choice in the question 'What are the main purposes for you accessing the Data Garden data ?' in survey 'Numbu Launch Survey #2 Sept 2024'. (\_upload\_time: Sep 25, 2024 - Oct 5, 2024)





### What prevented you using DG?

How the count of responses to each choice in the question 'Select any of these reasons that prevented you using the Data Garden' in survey 'Numbu Launch Survey #2 Sept 2024'. (\_upload\_time: Sep 25, 2024 - Oct 5, 2024)



why_no_dg	If you haven't downloaded the Data Garden app and registered, explain why, briefly.	<ul style="list-style-type: none"> <li>• Because no one tells me I've been using the complementary data</li> <li>• I've downloaded the data garden app, but when I try to register the SIM card but there's an Authorization Error.</li> </ul>
why_no_ic	If you haven't downloaded the iumiCash app and signed up, explain why, briefly.	<ul style="list-style-type: none"> <li>• I've not yet signed up yet on umi cash will do after this interview</li> <li>• Just only for data</li> </ul>
other_internet	If you selected "other" reasons for you accessing the Internet, describe briefly	<ul style="list-style-type: none"> <li>• Email and accessing banking</li> <li>• To connect with family members abroad</li> <li>• Soo excited to join the umi cash to save money.It encourage him to save money and can be acces in the community</li> <li>• He used fb and other communicating platforms since the telekom coverage doesn't work well yet</li> </ul>
why_freq	If you have not used it, or only rarely, what are the reasons? Explain briefly what is stopping you from using it more.	<ul style="list-style-type: none"> <li>• Time where I need to stream information and watch live videos</li> <li>• I used it sometimes but the data is running out very fast when I topup with 1GB.</li> <li>• I'm only using it when I'm in the village .</li> <li>• I'm using it daily but when I'm out from the village this is when I'm not using it.</li> <li>• I rarely used the data because I only utilize it when I'm home for holidays. I teach in the province.</li> <li>• One GB is Soo much affordable but since it runs out Soo fast Soo he save money to purchase 2 or 5 GB</li> </ul>
use_more	Are you likely to use the Data Garden more in the future? Explain why or why not.	<ul style="list-style-type: none"> <li>• Yes of course because it's more convenient to view and watch online movies</li> <li>• Yes because it was more reliable than the Telekom connection.</li> <li>• Yes because network reliable connection and without buffering</li> <li>• Yes because it's more reliable and fast.</li> <li>• Yes if it's reliable access to network</li> <li>• Yes cos that the only reliable internet network services in the village .</li> <li>• Yes</li> <li>• Yes, because it's reliable and very fast than Telekom ,</li> <li>• I'm likely to use the data morein the future because it fast and reliable</li> <li>• Yes</li> <li>• Yes, because the sever is much more reliable than other service provider.Bemobile service is not working in our community while the internet signal for telekom is not really at that expected catchment.Only for few user who reside higher can receive telekom internet signal.</li> <li>• Yes,he prefferd to use it in the future coz the network is Soo much convenient then other service provider here in numbu.</li> </ul>
other	If you selected other, please describe briefly	<ul style="list-style-type: none"> <li>• I'm living in a small nearby village so if I need topup I have to send someone to buy me a data garden, or sometime I need topup but the agent not available .</li> <li>• The umicash app should work like the data garden while no data.</li> </ul>

		<ul style="list-style-type: none"> <li>• When the data runs out umicash cannot be access like the data garden app</li> <li>• The umicash app should work like the data garden app inorder to transfer money to the data garden app</li> </ul>
comments_dg	Do you have any questions or comments about the Data Garden data services?	<ul style="list-style-type: none"> <li>• Just make this stable as we continue to engage on this network system hoping for better updates later as I've continued to use this network</li> <li>• No good but regards to the amount of should be 6 dollar for 1 GB.</li> <li>• No it's ok</li> <li>• No it's ok but the amount and data consumption should be less</li> <li>• Data garden is very good, one issue here is when I topup 1GB of data garden it won't last long it's just runs for maybe 2mins even though I'm not watching any movies or internet. This is the issues I encountered several times .</li> <li>• No</li> <li>• Yes..The one GB is much more cheap during desperate times. Only If the consumption of it slow down a bit</li> </ul>