The Ignite project is funded through a strategic partnership between PSI and the Dutch Ministry of Foreign Affairs in the field of sexual and reproductive health and rights and will run from 2016 to 2020.

INCEPTION PHASE
January 2016 - June 2016

IDEATION PHASE
July 2016 - December 2016

PILOT PHASE
January 2017 - December 2017

SCALE
January 2018 - December 2020

For detailed project results:
www.psi.org/ignite

For more information please contact: Olivier LeTouze, Ignite Project Director, oletouze@psi.org

Ignite sparks change at every level, so that young people can easily access contraception and abortion services.

To bring care closer to adolescent girls and young women, we make the health market more efficient.

By creating demand, motivating behavior, securing commodity supply, and enabling a supportive environment.

Haiti, Mozambique, Cote d’Ivoire, India, Kenya
How we do it

In Côte d’Ivoire, Haiti and Mozambique, PSI takes a market development approach that utilizes our marketing acumen and deep understanding of consumers and market actors to examine market failures and address the root causes of why adolescent girls and young women can’t get the healthcare they need, when and where they need it.

In India and Kenya, Triggerise works to develop Takisystems, which are ecosystems to improve linkages between her and the different market actors by growing the networks of providers, businesses and micro-entrepreneurs connected in the ecosystem via mobile phones. See the infographic on the next page.
THE CONSUMER AND HER TIKOSYSTEM

A Tikosystem is an ecosystem centralized around adolescent girls and young women and her community. It uses the fundamental integration of need and reward. Tiko Miles provides this motivational thread that creates an integrated system which gives her real-time access to opportunities she would not ordinarily have.

NEED
When adolescent girls and young women first interact with the Tikosystem, she has a need. This might be functional (such as the need to not fall pregnant too early); it could also be emotional (such as needing to fulfill her dreams).

OPPORTUNITY TO EARN
She initiates the process of meeting her need by enrolling in a membership that gives her access to products and services. She does so through self-enrollment or by meeting a Tiko Pro. She earns Tiko Miles for these or any other interactions in the membership.

OPPORTUNITY TO SPEND
She spends Tiko Miles at Tiko traders. She might buy products at a retailer or via a Tiko Pro, or receive services from a teacher, school or even salon where she gains access to feeling more confident about herself.

OPPORTUNITY TO GROW
She continues to access offers and earn and spend Tiko Miles. She recruits peers to earn bonuses for herself and may stock and sell products. She may even register new Tiko Traders.

USER-CENTRICITY
By placing adolescent girls and young women at its center, the Tikosystem stays relevant, providing her with motivating opportunities and using key community-based actors (Tiko Traders, salons, clinics, etc.) to facilitate these opportunities.

IMMEDIATE INSIGHTS
The Tikosystem is based on a technology platform that provides us with immediate access to behavioral and transactional data. This allows us to profile consumers, predict behavior, and glean attitudes and beliefs that can be actioned for improved impact in her life.

SCALE
She is at the core of the Tikosystem’s growth strategy - she recruits peers, sells products, spends and registers traders. This, combined with the Tikosystem’s reliance on tech, allows us to quickly scale with a minimal operational footprint.

Triggerise’s Tiko brand unifies local traders, providers and entrepreneurs in order to meet the needs of our target audience by providing life enhancing opportunities and rewarding positive behavior.