Updates 2017

October 2017
Tiko Pro provides an aspiring or existing entrepreneur easy access to products & services she can promote, propose and sell in her community at her convenience. The entrepreneur enjoys the flexibility to work on own time, build her own offering, acquire new skills and ultimately, increase her income.

Entrepreneurs can join and be connected through an application (accessible by SMS, Messaging apps and data) and access the following features:

- Register Field Activities (visits, diagnostics, referrals)
- Register Transactions (stock, order, sales)
- Register attendance to trainings
- Access Performance Feedback
- Manage Clients (contacts, history)
- Manage Tiko account

Positioning

Only TIKO takes the hassle out of life’s hustle by giving me vetted opportunities to choose from, allowing me the freedom to actually reach my dreams.

Tiko Explore is a membership program that provides opportunities to access lifestyle deals and build journeys that enhances our target audience’s life. The offering is divided into 5 categories (each of them responding to a specific need) and available through a network of commercial and nonprofit partners.
The Tiko Explore Journey

Tiko Explore Benefits

- Easy access to solutions
  No tech, low tech, and high tech solutions are always just one click away.

- Make valuable choices
  Every opportunity I choose gets rewarded with Tiko Miles.

- I can be my own boss!
  The freedom to choose the opportunities, deals and journeys that I want to interact with.

**Awareness**
- Above and Below the line communication
- Community Events
- Agent reach

**3 Easy Ways to Enrol**
1. Ask a Tiko Pro to sign you up
2. Visit a Provider and make a free call
3. Find self-enrolment instructions on Facebook or through an Agent

**3 Ways to Discover**
1. Ask a Tiko Pro about your benefits
2. Visit a provider
3. Connect online or send us a message on Facebook

**How to earn Tiko Miles**
1. Identify a Tiko Provider with Tiko signs
2. Identify yourself by making a missed call
3. Get yourself registered, redeem the benefit & earn Miles

**Earn more Tiko Miles**
- Visit an Agent or a Provider
- Validate my presence
- Tell us what you want
- Earn Tiko Miles
- Refer your peers
- Share your opinions

**Legend**
- **No Tech via a card or wristband**
- **Low Tech via text message**
- **High Tech via chatbot or web**

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The Tiko Pro Journey

Tiko Pro Benefits

- Easy access to earning opportunities
  Anyone can be a Tiko Pro and start earning! Gain easy access to stock, rewards and recognition.

- Be more than a housewife
  Rewards, recognition and opportunities for personal growth.

- I can be my own boss!
  Tiko Pros work on their own time and are rewarded for hard work.

How to enrol
1. Tiko Pro or TSF sends a message
2. Tiko Pro or TSF receives a code
3. New Tiko Pro sends a code
4. Both parties receive messages confirming enrolment

Stacking Products
1. Tiko Pro sends a message
2. Tiko Pro receives a code
3. Stockist sends code
4. Tiko Miles are transferred from Tiko Pro to Stockist & order information is recorded

Confirm Training
1. TSF sends a message
2. TSF receives a code
3. Tiko Pro sends code
4. Training completed

Pay with Tiko Miles
1. Person A sends a message
2. Person A receives a code
3. Person B sends code
4. Tiko Miles are transferred from Person A to Person B!

Check Tiko Miles Balance
1. Any Tiko system actor sends a message
2. Actor receives a message with Tiko Miles balance

Legend
- Low Tech with basic phone
- High Tech with smartphone app
- TSF: Tiko System Facilitator

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I’m aware

Providers and pharmacists check whether Rafiki is eligible through their app or by SMS and provide a free service/product.

I decide

Receives a call to help analyse her opinion

On-demand services are accessible by SMS or through an app

Receives a message: “How likely are you to recommend this provider?”

I rate it

Rates the service

Once vetted, all ratings are available online and on-demand by SMS

I use it

Go on the Provider Advisor mobile or Facebook page and rates the service

Providers and pharmacists check whether Rafiki is eligible through their app or by SMS and provide a free service/product.

Events

Self Enrolls by SMS, Messenger or directly on the website

Gets enrolled by an Agent and given a card with a unique identifier

Ecosystem Approach
A strategic partnership between Triggerise and PSI/India

Co-creation of strategy
Cost sharing
Team pool
Results
Sustainability plan

Innovative Business Models
Powerful Brands
Ecosystem development
Technology

Stakeholder Management
Partnership with Service Providers
Impact Products Supply

Physical presence
A multi-donor platform

- Developing ecosystem
- Creating entrepreneurship model
- Focussing family planning needs for young and adolescents

- Higher relevance for Sara
- More wealth for Entrepreneur
- Platform for program sustainability

- Creating women entrepreneurship model
- Targeting Rajasthan in India
- Focussing maternal and child health services
2017 achievements

Impact per agent

Total value of products distributed (stocking value in Euro)

Impact Product - Value

Tiko Saathi Memberships activations to date

Number of ANC's accessed by Tiko Saathi members