

Contact Details: adrienne@premise.com | +1.914.419.2632

Figure 1 displays a grid of 36 photographs showing various food items and ingredients, likely from the study area. The items include bottled drinks, packaged snacks, fresh produce, and dairy products. To the right of the grid is a map of East Africa showing the study area in yellow, with labels for Uganda, Kenya, Tanzania, Rwanda, Burundi, and Malawi. Below the map is a bar chart showing 'Observations Scheduled' (blue bars) and 'Data' (purple line) from July 16 to July 26. The y-axis ranges from 0 to 800. The data shows a significant peak in observations around July 24.

- Population health
- Tax implementations
- Public safety

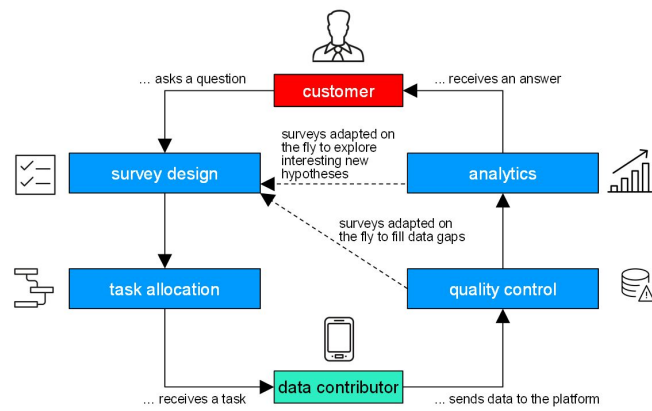
In our view, data is critical to decision making at three key stages of a successful intervention:

1. Scoping and landscape assessment of an intervention's feasibility and expected impact
2. Developing operational models as projects scale; data needed to assess ongoing impact and quickly detect anomalies
3. Monitoring and evaluating service delivery as an intervention is in steady state at scale; data to assess usage and ensure quality program implementation.

Premise's platform is designed to work through these stages, informing research, enabling smarter programmatic decision-making and cost-effectiveness, and improving accountability.

Our iterative process by which we translate customer queries into tasks, allocate these tasks to our contributors, gather observations, and transform those observations into usable outputs for our customers is as follows:

- **Survey design:** translates high-level questions into precise survey design and discrete task inventories. As contributors are typically not professional survey enumerators, surveys are designed to pool information across contributors, reducing sampling error and bias.
- **Task allocation:** distributes survey tasks to Premise contributors via our Android app to discover the right set of products, services and venues for data collection
- **Contributor management:** involves recruitment and maintenance of a sufficient base of contributors, and encompasses Premise's app, through which contributors receive instructions, complete tasks, communicate with us, and are compensated
- **Quality control:** combines both machine intelligence and human annotators to verify observations as they are submitted, identifying erroneous or fraudulent observations, and surfacing deficiencies in the survey design.
- **Analytics:** transforms clean observations from quality control into usable data streams, derived indicators, alerts and predictive outputs.



Our approach features multiple feedback loops that adapt our survey approach over time to enhance accuracy and explore new hypotheses as they present themselves. This confers key advantages versus traditional survey methodologies:

- Roll out survey changes in near real-time (vs. weeks/months for traditional surveys)
- Ensure consistent coverage across locations and observation types
- Take feedback from local contributors into account in real-time
- Task contributors to verify each other's observations
- Incentivize contributors as needed with our cost-efficient dynamic task pricing

As part of the Data for Local Impact Innovation Challenge Project, we will enable organizations to monitor critical issues, providing a crucial advantage in a rapidly changing world: the power to move with greater speed and accuracy and make sounder policy and programmatic decisions.