



TolaData

Helping organisations create data-driven impact

TolaData is a project management, monitoring and tracking platform that streamlines data, brings transparency, and increases efficiency in not-for-profit projects.

CEO Update, September 2018:

In April 2017 we founded Humanitec with a mission to provide Information and Communication Technology (ICT) solutions for the not-for-profit sector starting with our signature product, TolaData, a web-based software specifically developed for NGOs to help them with their digital project management and Monitoring and Evaluation (M&E). As our product developed through the year it became apparent that our platform had applicability beyond the not-for-profit sector and we received interest to develop products for the commercial sector using our back-end architecture. This presented an opportunity to leverage commercial investment in our platform to further develop our product for NGOs. We wanted to ensure that our core social mission was not compromised and so in June 2018 we split our company in two: our tech team remaining as Humanitec with Kaspar von Grünberg as CEO, and all the rest of our team moving into a sister company called TolaData, which I now head up. Humanitec and Toladata remain close, with both operating under the same umbrella company, Social Enterprise Holding Berlin AG.

This split ensures that TolaData remains as a social enterprise focussed solely on the not-for-profit sector and our mission to enable organisations to create positive impact. TolaData delivers this for our clients by helping them use data to make more informed decisions and to implement a culture of learning across their program management and M&E activities. This translates to tangible outcomes such as organisations being able to course correct their programs more effectively and having improved institutional knowledge.

Many of our TolaData team have NGO backgrounds and continue to be embedded in the sector through personal and professional networks, forums and conferences. This is keeping us abreast of the evolving requirements, growing demand for ICT for not-for-profit organisations, as well as an increasing tech-literacy in the sector. This has not only shaped the road map for our product development but also revealed that a key USP for us is our sector expertise that underpins the technical merits of our product. It is clear that to really have the impact we are aiming for we need to work in partnership with our clients, providing advice and expertise as well as the tools. This is shaping our company strategy for how we engage and support our clients and has also led us to establish strategic partnerships with organisations who provide M&E services to the sector, keeping us close to the latest ideas and approaches for M&E.

The BETA version of TolaData launched in December 2017 with a number of BETA clients going live in the course of 2018. This offered great insights and learnings and prepares us for the official launch of TolaData in the beginning of 2019. There has been strong interest, especially from the European market, from both implementing agencies as well as donors and foundations who fund projects, and what we are seeing is that the whole sector is at a pivotal moment as it undergoes a transformation in how it uses ICT and manages its data.

We also use TolaData internally to track and report on our impact and have established indicators to measure how using TolaData impacts our clients' program management. These indicators include data we track automatically on the platform about how organisations are using the system, for example uptake of best practice features (such as implementing periodic targets for indicators) and percentage of organisations that enable third-party tool integrations. We also collect data directly from our clients through surveys and feedback, for example, on average amount of time spent on reporting before and after implementation of TolaData and user satisfaction. Using TolaData's data and indicator management tools we consolidate this data, track it against our targets and report our progress to stakeholders using custom dashboards. We also manage our departmental objectives and key results (OKRs) with TolaData.

TolaData's goal remains unchanged:

- We are looking to increase program efficiency by up to 30%
- Quality by 10% and Effectiveness by up to 50%.

Please also take a look at our short video:

<https://drive.google.com/file/d/1rSuHLUuqvag5Ts8r6BEAikJR-iKT8bbm/view>

Kathrin Wieland, CEO of TolaData GmbH

