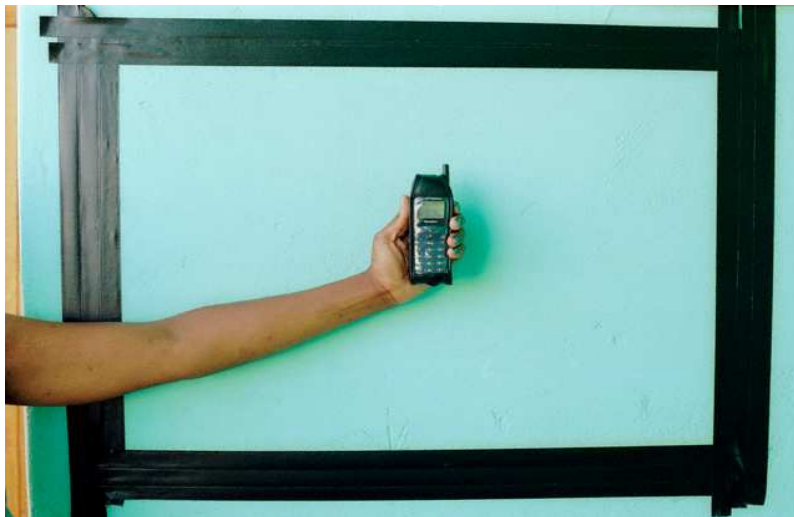


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## Project HIV / AIDS Edutainment

“Creating HIV/AIDS awareness using games on mobile phones”

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Title : Projectplan  
Author : Martijn van Dam, Jacintha Verdegaal  
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**Change Log**

<b>Who</b>	<b>Change</b>	<b>Version</b>	<b>Date</b>
Jacintha en Martijn	Review document	0.1	13-06-07
Jacintha en Martijn	Aanvullingen document	0.2	14-06-07
Martijn	Review document	0.3	15-06-07
Jacintha	Add Marketingplan	0.4	21-06-07
Jacintha en Martijn	Review document	0.5	21-06-07

# 1 Introduction

STAR –a joint initiative of Hivos and KPN– is an ICT capacity building programme in Eastern and Southern Africa. It aims to increase the capacity of civil society organisations working on HIV/ Aids and microfinance by the strategic use of ICT.

These sectors have been selected as both are Hivos specialities, and organisations active in these sectors have the potential to have a significant impact on the course of African development. Unfortunately, HIV/ Aids organisations are not yet making optimal use of the potential of ICT.

HIV/ Aids is the greatest threat to development progress in the African continent at the moment. Therefore, the combat of this disease is very important. Especially looking at the following numbers:

1. 30 million people in Africa have HIV - this is 70% of global infections. (Source:UNAIDS)
2. Every day in Africa, 6,500 people die and another 9,500 contract the HIV virus - 1,400 of whom are newborn babies infected during childbirth or by their mothers' milk. (Source:UNAIDS)
3. 1 in every 100 people worldwide is HIV positive: One third of them are aged 15-24.(Source:ActionAid UK)
4. In sub Saharan Africa only 21 per cent of young woman and 30 per cent of young men know the basics how to avoid infection (Source:UNESCO)

This document describes one of the STAR projects: “the Mobile Games Edutainment project” in Kenya. The main purpose of these games is to let children learn and understand the dangers that come with the HIV/AIDS virus. The developments of the games and the agreements between the shareholders have been done by our predecessors Abdel Najja and Edwin van der Hilst. We will focus on the launch and evaluation of the mobile games in Kenya. Furthermore we will explore the possibilities of mobile gaming technology in other East African countries (Tanzania and Uganda).

This project plan will give more detailed information about:

1. our activities
2. our timelines
3. our shareholders and their responsibilities
4. Project results

## 2 Project description

### 2.1 Project Scope

The pilot of Mobile Games Edutainment will be set up in Kenya. This country was chosen during a feasibility study late September 2006 based on the following reasons:

1. The Kenyan government has declared HIV/AIDS a national disaster Kenya.
2. Kenya has a relatively strong mobile market.
3. Mobile technology is widely used, cheap and requires little infrastructure.
4. Hivos has already established strong contacts in the region.

Since then, the local shareholders have been contacted and two games have been developed. We will focus on the launch and evaluation of the mobile games in Kenya. Furthermore we will explore the possibilities of mobile gaming technology in other East African countries (Tanzania and Uganda).

### 2.2 Project deliverables

At the end of the project the following deliverables will be available:

#### Kenya

1. Launch of the two developed games in Kenya
2. Launch of a marketing campaign
3. Two (perfectly) working games
4. Evaluation of the games (successful or not, increased awareness)
5. Evaluation of cooperation with shareholders
6. Recommendations for improvements

When the Mobile Games Edutainment project in Kenya is successful, we will start exploring the possibilities of mobile gaming technology in other East African countries (Tanzania and Uganda).

#### Uganda/ Tanzania

1. Feasibility study of Tanzania and Uganda  
When there are opportunities for launching mobile games in Tanzania and Uganda, the following deliverables will be available:
  2. Two game for the most used mobile phones on the market.
  3. Product changes if needed
  4. The game will be tested by local organizations
  5. The game will be available for every user of the most widely used mobile phones
  6. There will be a viral marketing strategy how to maximize the spreading of the game
  7. There will be Service and Operational Level Agreements with and/or between all parties in which the responsibilities will be described.
  8. There is a process description of how the kickback fee (a financial fee that is to be divided amongst the parties) of the game will be divided.

### 2.3 Project activities

Detailed list of activities and planning can be found in chapter 4.

#### Activities before launch (mid August)

1. Realisation of two perfectly working games
  - Technical test of the two games (by MobilePlanet)
  - Technical game adjustments if needed (ZMQ)
  - Final technical test when adjustments are made (Mobile Planet)
2. Finalizing marketing plan
  - Defining marketing strategy (STAR and Mobile4Good)
  - Writing marketing plan (Mobile4Good)
  - Realisation of marketing plan (STAR and Mobile4Good)
  - Contact media for publicity at launch (STAR and Mobile4Good)
3. Define evaluation plan
  - Writing and reviewing evaluation plan in cooperation with RI (STAR and RI)
4. Define rolls and responsibilities after launch
  - Finalizing and sign SLA's by shareholders.
5. Launch plan
  - Setting launch date
  - Writing launch plan (who's doing what, when, how, where and who's invited)

## Launch

### Activities after launch

6. Monitoring working of the games
  - Undertake corrective action if necessary.
7. Realisation of marketing activities after launch date
  - Undertake corrective action if necessary.
8. Evaluation
  - Start research activities by Research International
  - Monitoring delivery of usage data by MobilePlanet.
  - Undertake corrective action if necessary.
  - Writing evaluation report.

After proven success of the pilot in Kenya, the STAR project team will start the feasibility study for the out roll in Tanzania and Uganda.

## 2.4 Project conditions

1. Our role is to act as an advisor, trainer and consultant within the project
2. Complete project within given time period, budget and quality demands
3. Focus on East Africa, especially Kenya, Tanzania and Uganda
4. The project shall be self sustainable, without the intention to generate profit
5. Our responsibility is the edutainment project; where possible we shall support and share best practices with other STAR projects

## 2.5 Success Criteria

The project is considered a success when:

1. Above project results are all achieved
2. The chosen business model is self supporting
3. There is a high usage (50.000- 60.000 downloads within 6-8 months) among our target group
4. There is a better awareness of the dangers of HIV/AIDS because of the game

## 3 Project Roles

### 3.1 Organization

The project has the following shareholders with various responsibilities.

#### 3.1.1 The STAR project team

The role of the project members is to act as an advisor, trainer and consultant within the project. The project members will be responsible for:

1. Monitoring and support project progress of:
  - a. the different SLA's between the different parties,
  - b. testing of the games,
  - c. marketing plan
  - d. research by RI
  - e. launch of the games
2. Monitoring cooperation between organizations through communication and through the system of kickback fees which will be in the several official documents
3. Delivering evaluation report about the 2 games and cooperation with the shareholders in Kenya. This report will include recommendations for further adjustments if necessary
4. Delivering feasibility study about opportunities of launching mobile edutainment games in Tanzania and Uganda

#### 3.1.2 Mobile4Good

The role of Mobile4Good is to act as a project owner and project manager. Mobile4Good is responsible for:

1. Implementing the mobile edutainment games in Kenya, including testing
2. Realization of the marketing plan
3. Hosting the game on their servers
4. Paying the NGO's their share of the kickback fee
5. Keeping contact with local NGO's to acquire information about their needs for new games in the future
6. Monitoring the market and its need of new games
7. Keeping contact with software developers in order to introduce new games
8. Retrieving the correct information from MobilePlanet about the number of downloads per game per region per handheld etcetera. This information will be used for the evaluation report.

#### 3.1.3 MobilePlanet

The role of MobilePlanet is to provide a technical platform on which the software of the game will run. MobilePlanet is responsible for:

1. Providing the games to the SafariCom and Celtel network
2. Supplying user based data about the game, like number of downloads per game per region etc.
3. Indicating dataflows other than game data over the same bandwidth
4. Indicating the development of other games with the same purpose
5. Indicating the dividing of the fees

#### 3.1.4 Safaricom/ Celltel

Both are local mobile operators and responsible for a mobile network in Kenya. The games will be transferred to the end users over this network.

#### 3.1.5 ZMQ

ZMQ has developed 2 mobile games for the STAR programme. These two mobile games are: "*The messenger*" and "*AIDS penalty shout- out*".

#### 3.1.6 Research International

Research International will deliver a valuable research document (3-6 months after launch date). This document will be used to decide whether this mobile gaming edutainment project in Kenya is:

1. self sustainable and
2. succeeds in an attitude change towards HIV/AIDS.

#### 3.1.7 MYSA (Mathare Youth Sports Association)

MYSA is a NGO's and responsible for:

1. Spreading the game amongst their members
2. Participating in content development
3. Marketing of the game by using their means of marketing (paper, mail, email, viral marketing etcetera)



## 4. Time schedule

<b>Activities before launch</b>				
<b>Technical Realisation of 2 games</b>	Duration	Begin	End	Who
Technical tests of games	23,94 dagen?	14-6-2007 8:30	13-7-2007 17:00	MobilePlanet
Technical games adjustments	5,94 dagen?	14-7-2007 8:30	20-7-2007 17:00	ZMQ
Final technical test	5 dagen?	21-7-2007 8:30	27-7-2007 8:30	MobilePlanet
<b>Commercial realisation of 2 games</b>				
Define Business case	6,94 dagen?	14-6-2007 8:30	22-6-2007 17:00	STAR
Agreement about pricing games	11,94 dagen?	14-6-2007 8:30	28-6-2007 17:00	STAR
Realise backoffice?	41,94 dagen?	14-6-2007 8:30	6-8-2007 17:00	STAR
Distribution of games realised	6,94 dagen?	14-6-2007 8:30	22-6-2007 17:00	Mobile4Good
Create Billing infrastructure of games	17,94 dagen?	14-6-2007 8:30	6-7-2007 17:00	?
Testing billing of games	6,94 dagen?	6-7-2007 8:30	13-7-2007 17:00	?
Adjustments billing of games	6,94 dagen?	13-7-2007 8:30	20-7-2007 17:00	?
Final test billing of games	6,94 dagen?	20-7-2007 8:30	27-7-2007 17:00	?
Billing Kickback fee realised	45,94 dagen?	14-6-2007 8:30	10-8-2007 17:00	Mobile4Good
Agreement about SLA's	12,94 dagen?	14-6-2007 8:30	29-6-2007 17:00	Hivos
<b>Marketing</b>				
Defining marketing strategy	6,94 dagen?	14-6-2007 8:30	22-6-2007 17:00	Mobile4Good
Writing marketing plan	10 dagen?	23-6-2007 8:30	6-7-2007 8:30	Mobile4Good
Realisation marketing activities	15,94 dagen?	10-7-2007 8:30	27-7-2007 17:00	Mobile4Good
Making adjustments to marketing plan	10,94 dagen?	27-7-2007 8:30	10-8-2007 17:00	Mobile4Good
<b>Strategic decisions</b>				
Agreement about kickback fee	6,94 dagen?	14-6-2007 8:30	22-6-2007 17:00	Shareholders
<b>Launch plan</b>				
Setting launch date	6,94 dagen?	14-6-2007 8:30	22-6-2007 17:00	STAR
Writing launch plan (including marketing plan)	10,94 dagen?	23-6-2007 8:30	6-7-2007 17:00	Mobile4Good
<b>Evaluation plan</b>				
Writing and reviewing evaluation plan RI	6,94 dagen?	14-6-2007 8:30	22-6-2007 17:00	RI
Coordinate activities RI	45,94 dagen?	14-6-2007 8:30	10-8-2007 17:00	STAR
<b>Activities after launch</b>				
<b>Technical aspects of games</b>				
Monitoring technical issues (functionalities)	100,94 dagen?	10-8-2007 8:30	28-12-2007 17:00	
Undertake corrective action	100,94 dagen?	10-8-2007 8:30	28-12-2007 17:00	Shareholders
<b>Commercial aspects of games</b>				
Monitoring Payment of kickback fee	100,94 dagen?	10-8-2007 8:30	28-12-2007 17:00	STAR
Monitoring distribution	100,94 dagen?	10-8-2007 8:30	28-12-2007 17:00	
Monitoring billing	100,94 dagen?	10-8-2007 8:30	28-12-2007 17:00	
Monitoring SLA's	100,94 dagen?	10-8-2007 8:30	28-12-2007 17:00	
Undertake corrective action	100,94 dagen?	10-8-2007 8:30	28-12-2007 17:00	Shareholders
<b>Marketing aspects</b>				
Monitoring marketing activities	100,94 dagen?	10-8-2007 8:30	28-12-2007 17:00	STAR/ Mobile4Good
Undertake corrective action	100,94 dagen?	10-8-2007 8:30	28-12-2007 17:00	Shareholders
<b>Evaluation</b>				
Collecting mobile usage data	100,94 dagen?	10-8-2007 8:30	28-12-2007 17:00	MobilePlanet
Monitoring delivery of mobile usage data	100,94 dagen?	10-8-2007 8:30	28-12-2007 17:00	STAR
Start research activities by RI	100,94 dagen?	10-8-2007 8:30	28-12-2007 17:00	RI
Monitoring research activities by RI	100,94 dagen?	10-8-2007 8:30	28-12-2007 17:00	STAR
Writing evaluation report	100,94 dagen?	10-8-2007 8:30	28-12-2007 17:00	STAR

## 5. Contact information

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## 6. Review Structure

To be discussed



## 8. Marketing plan (detailed information)

### 8.1 Marketing Goals

The main goal of the marketing activities is to get young people in the age of 16-25 to download the games. We expect that in the first 6 months, the game will be downloaded 50.000-60.000 times.

### 8.2 Target Group

Our target group is adolescents, age 16-25. According to an UNDP report, this group represents about 20% of the Kenyan population (34 million). This means that we want 1 of every 100 adolescents to download the game.

### 8.3 Marketing Activities

To reach this goal we suggest the following activities.

#### **Organize festive introduction event for the launch**

##### **Create media exposure**

1. Press release to national and local media
2. Send interactive cd-rom to media
3. Send invitation for launch event

##### **Direct marketing campaign from mobile operator to their clients**

1. Text message (sms) to inform about the new game.
2. Information leaflet that will be given to anyone buying a new mobile phone from these operators.
3. Free download at the launch date (?)

##### **Promoting the game through regular contacts that schools, clubs etc have with young people**

1. (E-mail) newsletter
2. Information board

##### **Setting up interactive computer kiosks with the PC-version of the games at:**

1. Mass traffic locations like bus stands, railway stations, village exhibitions etc.
2. Schools, colleges, youth clubs and knowledge centers.

## 9. Evaluation Plan (based on RI document)

To be discussed