Impact & Data Analysis

CONTENT FOR https://the-cm.com/info/impact_and_data_analysis

PLEASE NOTE: The screenshots used in this document are from the live version of CM's platform, that's about to be updated. They will be replaced along with the platform update.

The Citizens Media Ltd® Impact and Data Analysis services are achieved through a combination of qualitative and quantitative data capture that considers both the circulation of CM Coins™ – the Community Exchange – and the conversations themselves.

Our services coordinate analysis with information on location, demographics, environment and economy, as provided through Community and Business Pages[?].

Analysed data is used to:

1. Uplift solutions and problem solving across like communities throughout the world;
2. Enable funders to see who will do the most with what they give;
3. Help identify how we can equitably and apolitically exchange both locally and globally.

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        Circulation of CM CoinsTM

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Quantitative Analysis

Quantitative Analysis is achieved through:

1. Circulation of CM Coins™
2. Number of Jobs and Businesses supported

Circulation of CM Coins™

As economic activity – so circulation of CM Coins™ – in a Community Marketplace increases, so does the impact of funds received.
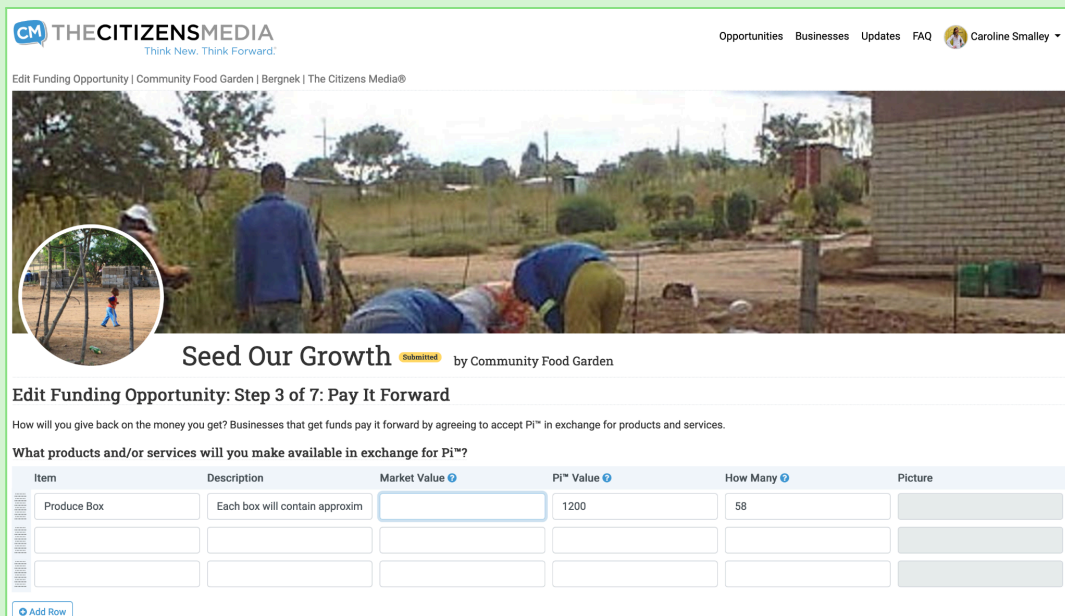
How It Works

When a community business submits a **Funding Opportunity** they are required to list products and services they promise to give in return for CM Coins™ which are given to Community Members who created content that helped attract funds. This is their Commitment Pool.

Product listings include a value (in fiat currency and CM Coins™), quantity to be released and when.

Businesses receiving CM Coins™ in exchange for products become motivated to help increase the community's marketplace by supporting other businesses, thus increasing economic activity taking place. Once their Funding Opportunity has been released, their promise is made public.

Example screenshot of a **Funding Opportunity Commitment Pool:**

The circulation of CM Coins™ relative to the amount of funding received is measured and displayed as the **Impact Indicator**. Impact Indicators are provided for individual businesses and the community as a whole.

To learn more, see [Community Exchange](#) (downloadable PDF)
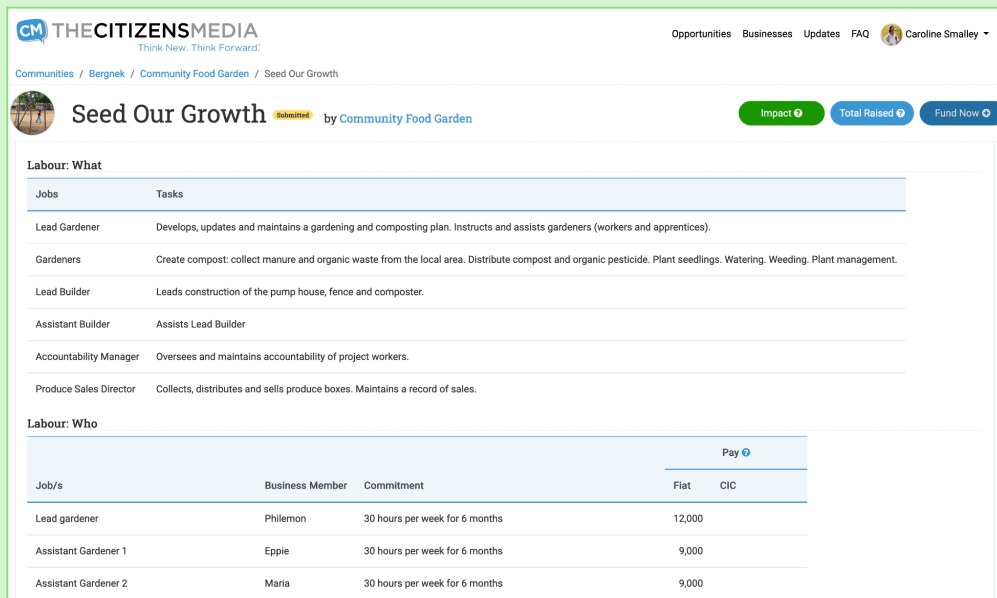
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Jobs and Businesses Supported

Identification of jobs and businesses enabled through funds.

How It Works

When a Community Business submits a Funding Opportunity**?** they are required to provide a detailed budget about what funding is for. This includes materials, outsourced contracts (where applicable) and local labour.

Example screenshot of a Funding Opportunity budget in development:

Here's a link to an [Example Funding Opportunity](#) that we were working on with a community pre-COVID.

Community Demographics, Culture & Environment

Information relating to a community's demographics, culture and environment is captured through **Community Pages**, which must be released before community members can submit a business. Here's a link to an Example Community Page.

For more information about how Community Pages work, see Platform Pages (downloadable PDF).

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Qualitative Analysis

Qualitative Data is produced through Platform Pages and conversations that take place:

1. Within and between members of participating communities seeking funds, and;
2. Between potential funders and community members.

Content is orientated around community needs, challenges, opportunities, ideas and solutions. Conversations take place through comments, blogs and forums.

Common challenges that warrant exploration beyond the platform itself – such as localised alternative energy solutions – can be identified and transferred to RFP's (requests for proposals). The creation and delivery of proposals will be coordinated through CM's management.

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