

Impact & Data Analysis

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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Quantitative Analysis

Quantitative Analysis is achieved through:

1. [Circulation of CM Coins[™]](#)
2. [Number of Jobs and Businesses supported](#)
3. [Community Demographics, Culture and Environment](#)

Circulation of CM Coins[™]

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

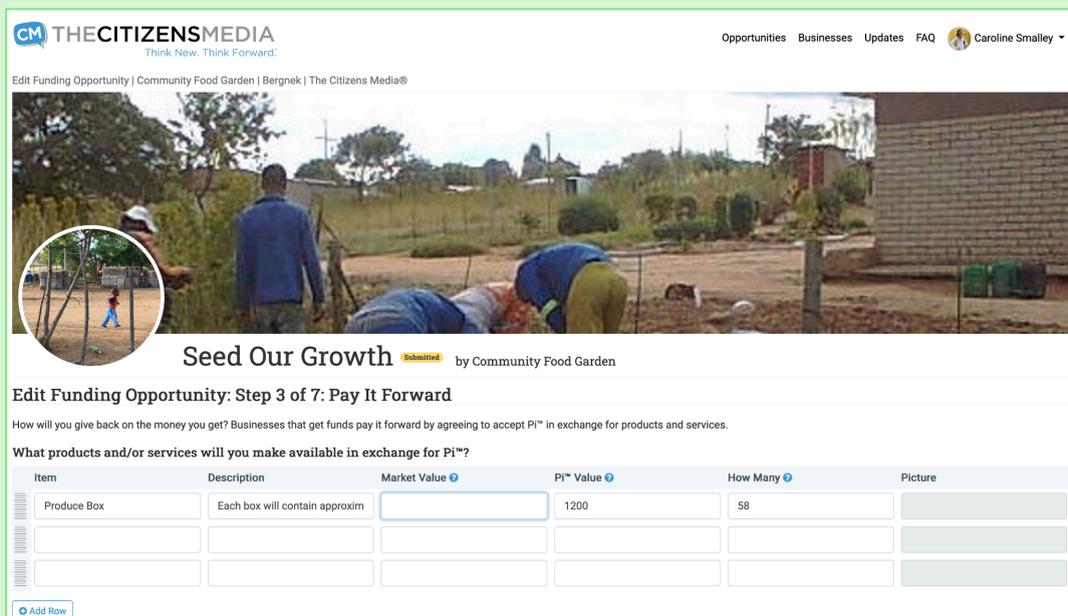
How It Works

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**:



THECITIZENSMEDIA
Think New. Think Forward.

Opportunities Businesses Updates FAQ Caroline Smalley

Edit Funding Opportunity | Community Food Garden | Bergnek | The Citizens Media®

Seed Our Growth Submitted by Community Food Garden

Edit Funding Opportunity: Step 3 of 7: Pay It Forward

How will you give back on the money you get? Businesses that get funds pay it forward by agreeing to accept Pi™ in exchange for products and services.

What products and/or services will you make available in exchange for Pi™?

Item	Description	Market Value	Pi™ Value	How Many	Picture
Produce Box	Each box will contain approxim		1200	58	

[Add Row](#)

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.

[How are Impact Indicators calculated?](#)

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:

Labour: What		
Jobs	Tasks	
Lead Gardener	Develops, updates and maintains a gardening and composting plan. Instructs and assists gardeners (workers and apprentices).	
Gardeners	Create compost: collect manure and organic waste from the local area. Distribute compost and organic pesticide. Plant seedlings. Watering. Weeding. Plant management.	
Lead Builder	Leads construction of the pump house, fence and composter.	
Assistant Builder	Assists Lead Builder	
Accountability Manager	Oversees and maintains accountability of project workers.	
Produce Sales Director	Collects, distributes and sells produce boxes. Maintains a record of sales.	

Labour: Who			Pay	
Job/s	Business Member	Commitment	Fiat	CIC
Lead gardener	Philemon	30 hours per week for 6 months	12,000	
Assistant Gardener 1	Eppie	30 hours per week for 6 months	9,000	
Assistant Gardener 2	Maria	30 hours per week for 6 months	9,000	

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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