



SMAG MEDIA

\$16,000 total project cost **3 JOBS** created



>>> PROJECT TYPE
Start-Up

>>> IMPACT SEVEN'S ROLE
Lender

>>> PARTNERS / FUNDING SOURCES
Impact Seven micro-loan funds

SMAG Media was founded in 2001 as a Milwaukee based software development company. Their focus is creating software with a smart and creative approach for an innovative end user experience. Despite SMAG Media's international presence the core of their business is domestic, concentrated in the Milwaukee area. SMAG Media was referred to Impact Seven through a local credit union. Impact Seven provided working capital to finance initial operations for SMAG's work in the 2014 Malawi tripartite elections.

SMAG Media worked in Malawi on an Election Situation Room initiative to monitor and observe the tripartite elections that were held on May 20, 2014. This was Malawi's first tripartite elections, making it the first time the people of Malawi voted for their local governments, members of parliament and president in a single election. The initiative is called the Malawi Election Information Centre (MEIC) and has three components: Mobile Voter Verification, Citizen Journalism and Elections Observation & Monitoring. SMAG Media has integrated these three systems with the SMAG Network and the two major Mobile Operators in Malawi to enable mobile data collection and analysis. Through the collection and verification of data from mobile phones SMAG Media provides the only accurate data regarding the elections. The data collected during the 2014 will serve as a historical benchmark for forthcoming elections. This was the third election SMAG participated in after Liberia in 2011 and Sierra Leone in 2012.

SMAG Media founder Sando Johnson is grateful that Impact Seven was able to provide the initial investment that gave them the opportunity to be awarded the contract as lead technology organization to manage the technology and training components of this initiative.

AN IMPACT SEVEN BUSINESS DEVELOPMENT PROJECT

