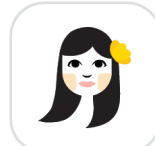




koekoetech  
IT Social Enterprise

# ANNUAL REPORT





# from our founders

In Estonia, nearly every interaction with the government is conducted digitally. Citizens can vote, sign contracts, access and share medical records, and register new businesses online, usually within minutes. Estonia offers more than 600 “e-services” to citizens and 2,400 to businesses; this investment in digital infrastructure boosts the country’s GDP by 2% and saves over 800 years in working time annually.

Would you believe that the next **state-of-the-art, integrated e-government digital infrastructure** is being developed and deployed in Myanmar? Like Estonia in the early 1990s, Myanmar is uniquely positioned to leapfrog legacy systems and become an early adopter of cutting edge, next generation technology—this process is already happening.

Government officials in Estonia have attributed the success of their e-government program to rejecting “legacy thinking” as much as legacy technology. To me, **this is what Koe Koe Tech can contribute to Myanmar’s Fourth Industrial Revolution.** Our team is packed with Myanmar’s best and brightest and this young, dynamic, female-lead group has the vision and passion Myanmar needs to usher in a new era of government.

Our integrated e-government infrastructure isn’t just about efficiency and convenience; it’s about ensuring that taxes are collected properly so that townships have money to carry out critically-needed infrastructure projects; it’s about doctors having

comprehensive digital medical records for every patient so they can spend more time treating and less time on redundant paperwork; it’s about mothers across Myanmar, especially in rural and conflict areas, receiving prenatal advice and postpartum cash transfers all from the same mobile app. Simply put, **it’s about building a new paradigm of government for Myanmar that works for all citizens.**

The past year has been one of growth and expansion. We moved beyond our first signature app, maymay, and continued to push hard into two strategic areas, law and governance, in an effort to push Myanmar one step closer to an integrated e-government system. As we forge ahead in 2019 and beyond, we will be pushing ourselves to move from individual apps to integrated systems, partnering more closely with government agencies to create breakthrough technologies, and **never wavering from our commitment to make Myanmar’s government more efficient, more effective, and more transparent.**

What do you think e-government should look like in Myanmar? We hope you’ll let us know, and that you’ll follow along as we tackle this challenge together.

**Michael Lwin**  
Managing Director + Co-Founder

**Dr. Yar Zar Minn Htoo**  
CTO + Co-Founder



# what we do

Koe Koe Tech harnesses cutting-edge technology and the incredible diversity and talent of Myanmar citizens to build innovative infrastructure for a more just, collaborative, and equitable Myanmar.

Koe Koe Tech was founded when Myanmar was just starting to open up after 50+ years of military dictatorship. Mobile phones had just become widely available and Dr. Yar Zar Minn Htoo, a Myanmar doctor and computer scientist, and Michael Lwin Esq., a Myanmar-American lawyer, saw the opportunity to tackle some of Myanmar's most pressing issues with software solutions. The founders believed in the potential of technology to transform Myanmar and create lasting, sustainable, locally-driven development.

## our focus areas

### health

maymay  
Pyo Pyo May  
Dr. Note

### governance

Myan Khon  
Myo Taw

### law

Lann Pya  
CIS  
(Oobade)



**SUSTAINABLE  
DEVELOPMENT  
GOALS**

3 GOOD HEALTH  
AND WELL-BEING



8 DECENT WORK AND  
ECONOMIC GROWTH



9 INDUSTRY, INNOVATION  
AND INFRASTRUCTURE



11 SUSTAINABLE CITIES  
AND COMMUNITIES



16 PEACE, JUSTICE  
AND STRONG  
INSTITUTIONS

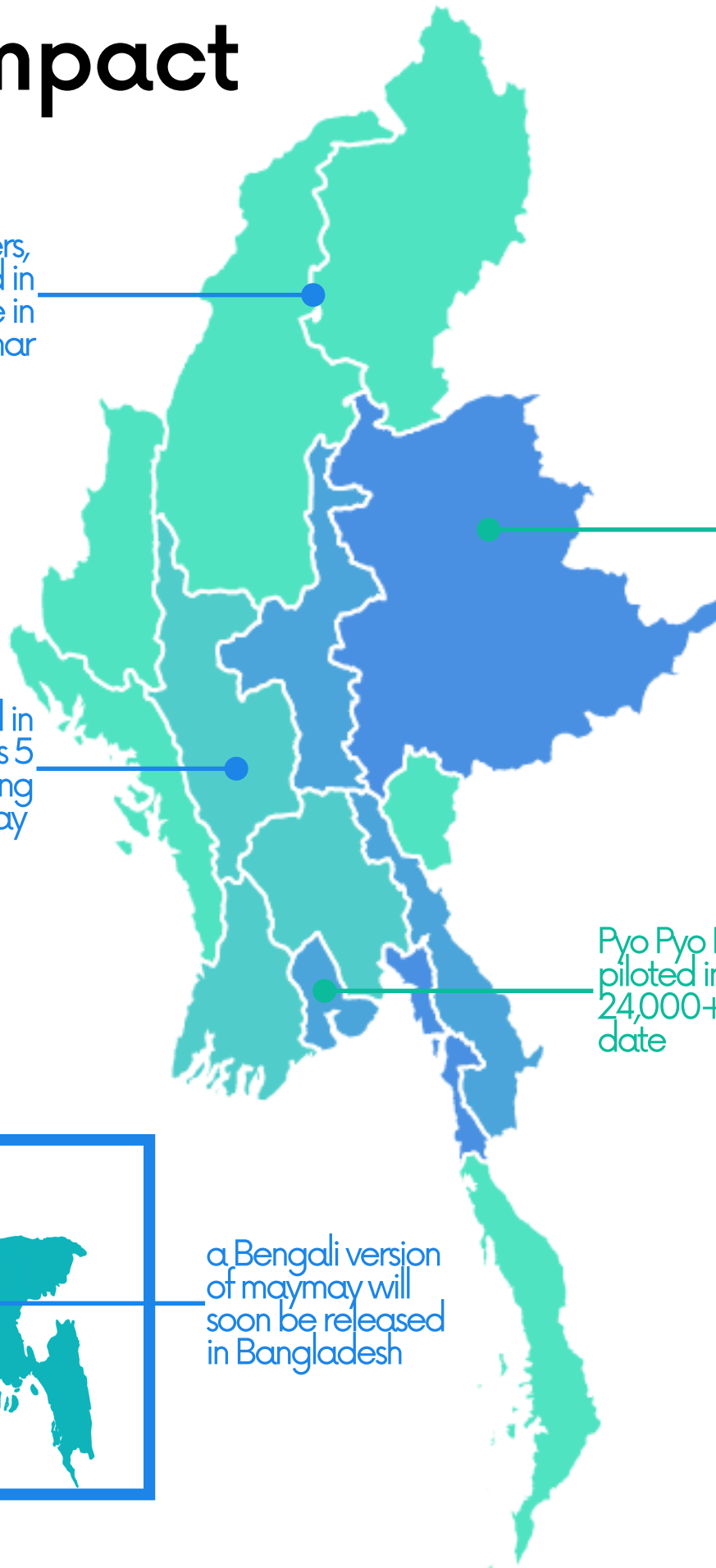


17 PARTNERSHIPS  
FOR THE GOALS



# our impact

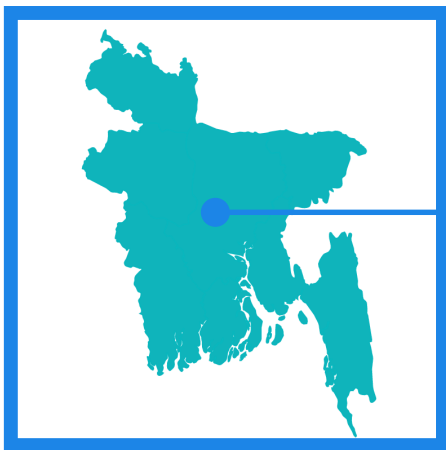
with 223,000+ users, maymay is used in every state in Myanmar



Lann Pyo, Myan Khon, Myo Taw, & maymay have all been deployed in Shan state

Myan Khon is used in 13 townships across 5 states, including Magway

Pyo Pyo May is being piloted in Yangon, with 24,000+ downloads to date



a Bengali version of maymay will soon be released in Bangladesh



# health



## Maymay

This mobile app works to **improve maternal and child health indicators** by connecting pregnant women and new mothers with the resources they need to navigate pregnancy and new motherhood. The app sends three weekly messages timed to the pregnancy and the first three years of a baby's life, with **content on maternal and child health, nutrition, infectious diseases and reproductive health**. The app features a Doctor Locator, chat room for pregnant women and new mothers, a gender based violence hotline, and a chat function that enables users to message a doctor with questions. **maymay is the most popular mHealth app in Myanmar with 200,000+ users.**

**Looking Ahead:** From 2019-2020, KKT is partnering with Innovations for Poverty Action to conduct a Randomized Controlled Trial of maymay to determine the effectiveness of maymay in improving the MNCH indicators.



## Dr. Note

Our Clinic Management Information System (CMIS) is a Myanmar first, and enables **clinicians** to shift from use of **paper medical record books to a mobile/tablet app** with cloud storage. They can easily input information in real-time during a consultation, which is securely stored and easy to review. **To transition medical records from paper to electronic (EMR)**, Dr. Note improves staff productivity and provides **secure, comprehensive patient records**. Dr. Note has an intuitive design that enables real-time data collection for patient information and consultation notes, and provides detailed data related to specific diseases. Current features include: Electronic Medical Records, Patient Registration, Patient Referrals, Appointment Scheduling, and a Universal Healthcare module. Dr. Note will be distributed to **healthcare providers nationwide**.

**Looking Ahead:** Modules for Malaria, HIV, and TB will be developed in 2019.



## Pyo Pyo May

This mobile app provides an **engaging, interactive, and safe platform** for girls and young women aged 12-24 to access a wide range of age-appropriate **sexual and reproductive health content**. The app also contains **Myanmar's first period tracker**, allowing users to better understand and manage their cycle, providing education and tools to **combat the stigma and misinformation traditionally surrounding menstruation**.

**Looking Ahead:** Koe Koe Tech is seeking funding to **improve the Period Tracker, to generate content, and expand the distribution** of the app.



# governance



## Myan Khon

Myanmar's tax take is the lowest in Southeast Asia, leaving municipal government without funds to invest in public services and infrastructure; citizens see little value in government, or in paying taxes. Myan Khon allows municipal governments to **digitize and automate the tax collection process**, including for property taxes, water fees, and business licenses. The system enables these processes to be completed twice as fast, increasing efficiency, and providing rich data on households and businesses. Cloud-based data analysis has helped produce eye-opening insights, including that tax rates had not been adjusted for inflation in nearly fifty years. The software is currently deployed in 11 townships across the country.

**Looking Ahead:** Another **30 townships** have entered contractual negotiations for adopting Myan Khon in the near future.

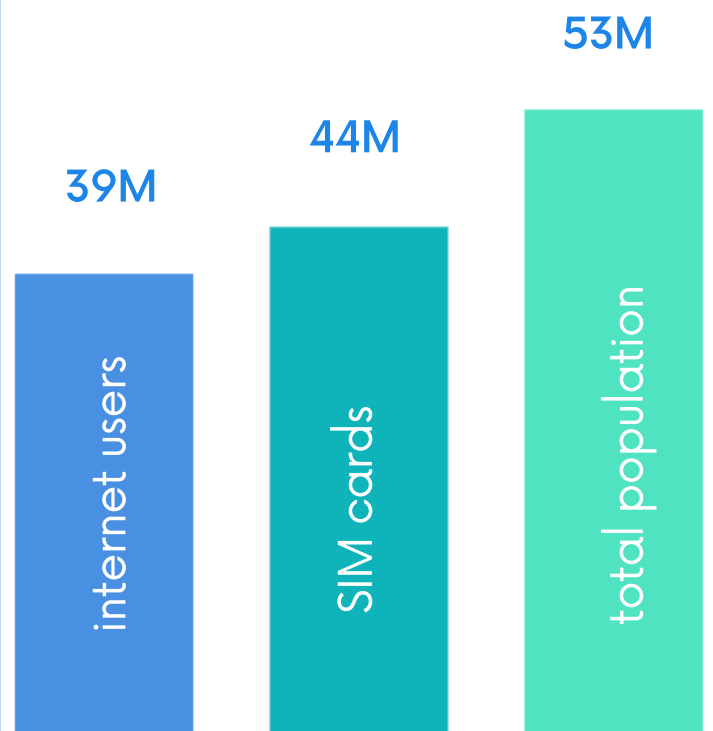


## Myo Taw

This app offers citizen-side companion software for Myan Khon that **provides information on municipal functions, services, and procedures**, and **allows citizens to send information to government officials**. Together with Myan Khon, Myo Taw is **increasing government transparency and building public trust**.

**Looking Ahead:** A digital payment system will enable citizens to pay **tax and utility bills through the app**.

## Internet Penetration in Myanmar





# law



## Lann Pya

This mobile app aims to **improve access to justice in Myanmar** by enabling the average Myanmar citizen to better understand their legal rights. Lann Pya includes a **directory of legal professionals and services** (lawyers, CSOs, courts, justice centers, police, and related hotlines), **know-your-rights content** with interactive educational features such as quizzes and a social feed, and an interactive guide with multiple choice questions to **lead users through various legal issues**. The app has been deployed in six states across Myanmar.

**Looking Ahead:** The Lann Pya content will be uploaded to a state-of-the-art webpage, and made available in **Shan, Mon and Kayin languages** (alongside the current Myanmar and English versions). In addition, a Lann Pya chatbot will provide **innovative ways of accessing its legal features** through conversational user interactions.



## Oobade (coming soon)

A one-stop-shop for Myanmar legal professionals, with a **library of Myanmar legal resources**, legal education courses, quizzes, and games. Oobade will be officially launched in the fall of 2019!



## CIS

CIS is Myanmar's first Case Information System, **developed in partnership with the Supreme Court of the Union (OSCU)** and the United Nations Development Programme. The CIS includes a mobile/tablet app for data entry by court clerks and a web app for reporting and data analysis at the Supreme Court. With this **modern, low-cost technology**, the problems associated with collecting court data by hand and transmitting it to higher level courts are resolved, **saving valuable time and resources**. The software is currently being **deployed and trialed in seven courts in the Mandalay region**, providing senior OSCU officials real time data on the number and types of cases that are active; the software also provides **comprehensive, up-to-date case information in a clear, digestible and accessible format**, and allows users to generate reports based on flexible search terms.

**Looking Ahead:** After the pilot phase, KKT is hoping to secure additional funding to further refine the CIS features and **push for geographical expansion** and rollout.





# Pyo Pyo May Event



June 8, 2019



from our  
team

# why do you like working with Koe Koe Tech?

"The most important thing is that I am happy working with my colleagues. I'm also very interested in e-government, so I'm glad I get to work on Koe Koe Tech's e-government projects.

**Pa Pa Htoon**  
Project Manager

58% of our  
employees  
are women

145 total  
employees

"Everyone is friendly, communicative, and respectful. I like working on our health projects because I know how important they are. I always feel I have the resources I need, and I like collaborating with other organizations."

**Thitsar Eain**  
Project Manager

"I like that the work is challenging, and that every day I get new experiences and get to meet very talented people. I love the people at this company."

**Yin Nyein Ko Ko**  
HR Manager

"I like working for Koe Koe Tech because of maymay. We need this app in our communities because people don't have enough knowledge about their own health. I also appreciate that my manager is very supportive; she helps make this a very creative work environment."

**Hein Zaw Oo**  
Program Coordinator

all ethnic and  
religious  
backgrounds are  
welcomed

"I love my job because I find it so rewarding and interesting to engage with our users as part of our Ethnography team."

**Phyo Thinzar Oo**  
Lead Ethnographer

"I like that we work with really smart, talented people. Koe Koe Tech makes **Myanmar products for Myanmar people**, which is why we want to work here."

**Min Thit Tun**  
Software Developer



# from our partners why do you like working with Koe Koe Tech?

"KKT is by far our most innovative + creative partner."

"KKT has young people who are **energetic and creative** and most importantly are taking a **leadership role** with high professionalism."

Lai Win Phyu  
GBV Program Analyst  
UNFPA Office, Myanmar



"Working with KKT is very rewarding, as they are a team of **young, highly inspired and skilled people** who want to make a difference in Burmese society. First, KKT staff connect very well with **the realities and the needs of Myanmar's vulnerable groups**. Secondly, by working with KKT, you know the contribution to Myanmar's **development will be more sustainable**, as the skills and the capacities will remain here. Third, as a relatively small local organization, **KKT is flexible and open to new ideas.**"

José María Arraiza  
ICLA Specialist  
Norwegian Refugee Council



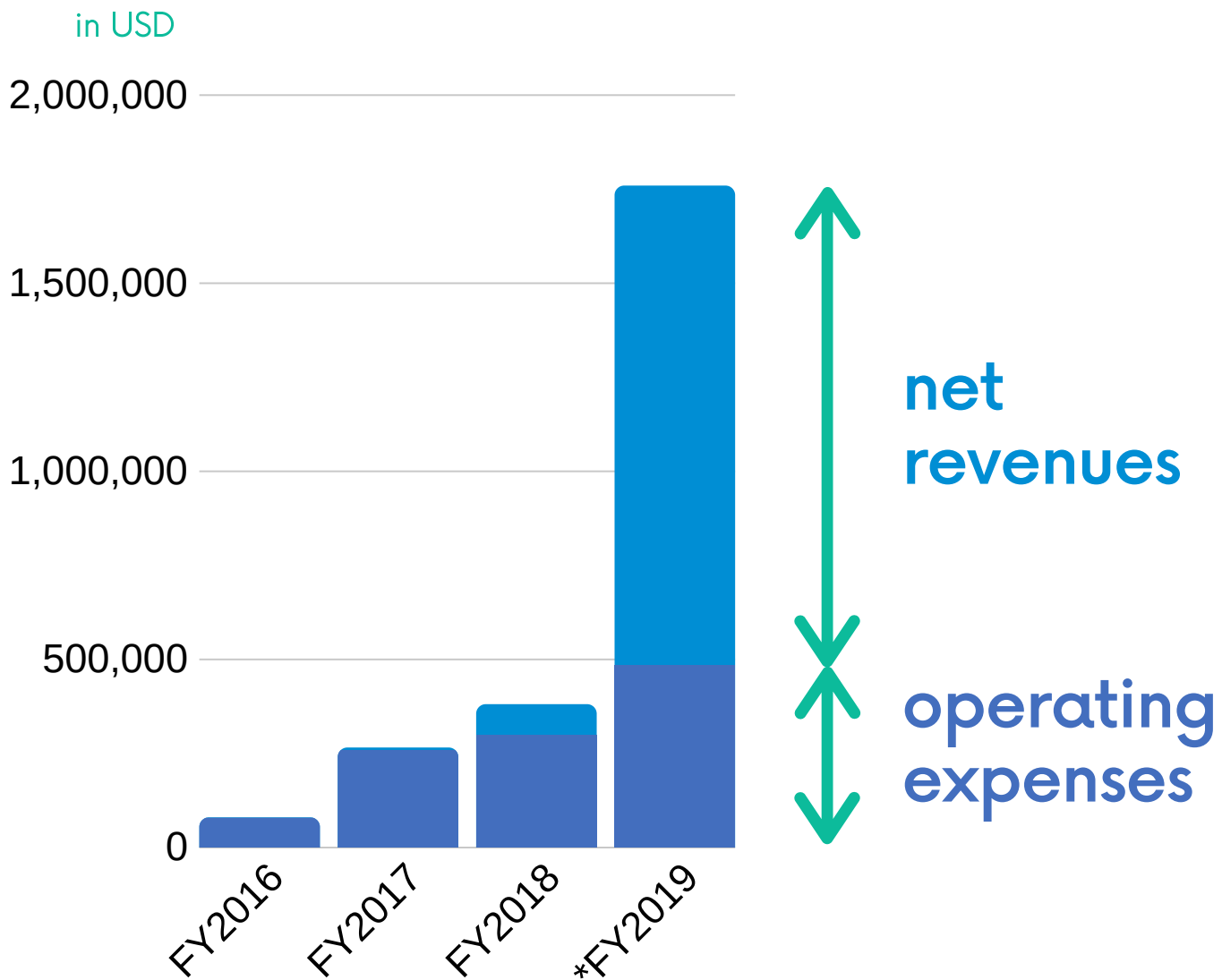
"Koe Koe Tech has shown **great capacity to understand and adapt** to the unique context and functioning of municipal authorities in Myanmar, resulting in the creation of innovative tools that are being taken to scale, which will contribute **to strengthen the local government's tax administration and accountability** to Myanmar's urban residents"

Matthew Arnold  
Country Director, the Asia Foundation



# our financials

Fiscal year runs from April 1 to March 31



Koe Koe Tech's FY2019 operating expenses grew 63% over the previous fiscal year as the company expanded its product lines to eight health and law products, and enhanced features of existing products. The company has also begun R&D into smart meter devices, and is focusing on growing its revenue-generating capabilities over the next three years. Grant funding continues to play an important role for the company as Koe Koe Tech explores increasingly complex tech innovation projects in the near future.

Grant funding covered just under \$1.2M USD of operating expenses, through to FY2019

# our funders



# our partners



koekoetech  
annual  
report  
2019