

# INCREASING REACH BY ENABLING #DATAFREE PARTICIPATION IN RESEARCH

By Thomas Chapman

**#datafree**<sup>TM</sup>  
powered by biNu



# THOMAS CHAPMAN

- biNu ~ Operations Analyst
  - Oversee the research business



# PRESENTATION OUTLINE

- #datafree
- Moya
- Veedo

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# #datafree<sup>TM</sup>

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- What is #datafree?
- How does it work?
- Where is it available?
- Trust in [datafree.co](https://datafree.co)
- SA COVID website



# #DATAFREE IN RESEARCH

- Quantitative Research
  - Surveys / Polls / Questionnaires
  - #datafree Configuration on survey link
  - Respondents participate #datafree



# STELLENBOSCH UNIVERSITY SURVEY

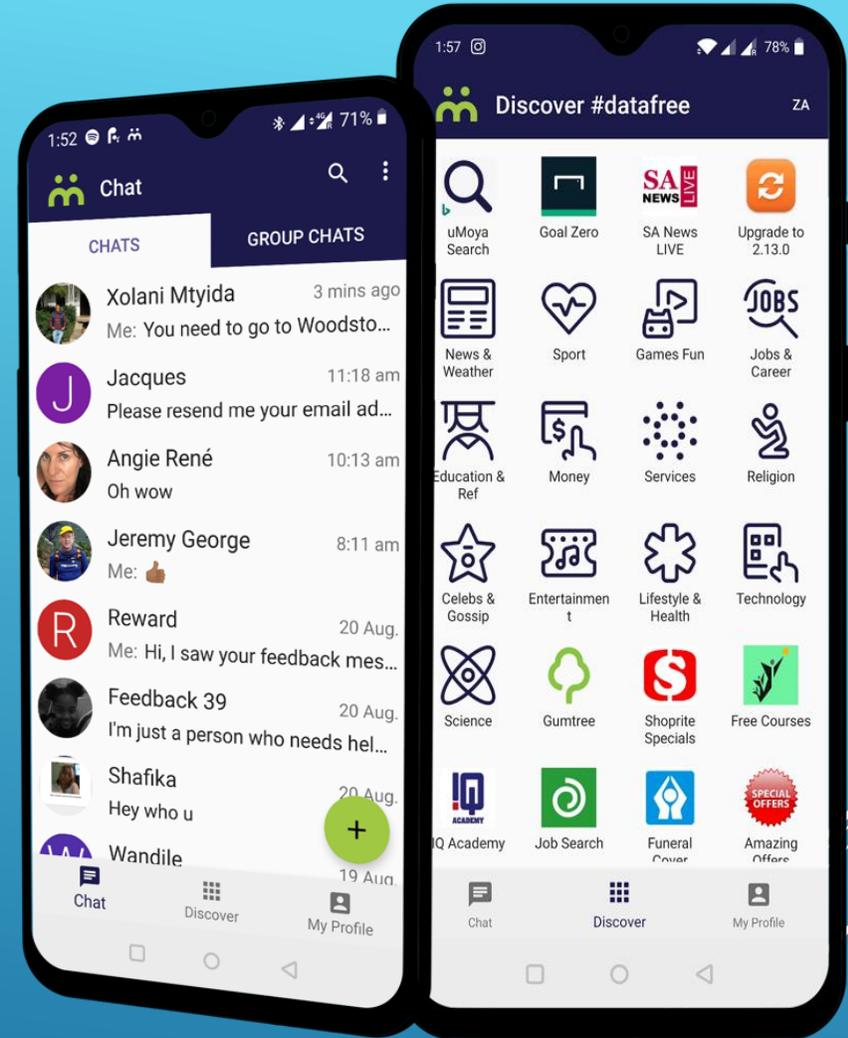
- Inter-university survey
- Enabled #datafree
- Increased participation





## ➤ What is Moya?

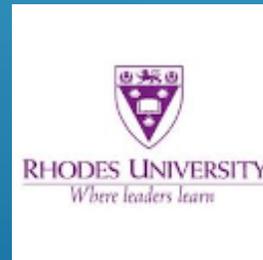
- Messaging
- Discover
- Moya API
- #datafree super app
- 1.7m DAUs & 3m MAUs
  - 30,000 new registrations a day





# RESEARCH ON MOYA

- Place a research project in Discover
  - Survey
  - Project information
  - Participant recruitment
- Powerful distribution platform





# MOYA PANEL

- Increased targeting ability
- All-round #datafree experience
- Incentives done in app (check to see if able to mention Moya wallet)
- Inter-country panels
- Moya API
  - Manage bulk participants
  - Overlap analysis





# QUALITATIVE RESEARCH ~ VEEDO

- What is Veedo?
  - #datafree Video Conferencing / Webinar
- Focus group features
- Recording feature
- Contract or ad-hoc basis



# THANK YOU

- Any questions?
- Contact me via [thomas.chapman@bi.nu](mailto:thomas.chapman@bi.nu)

