

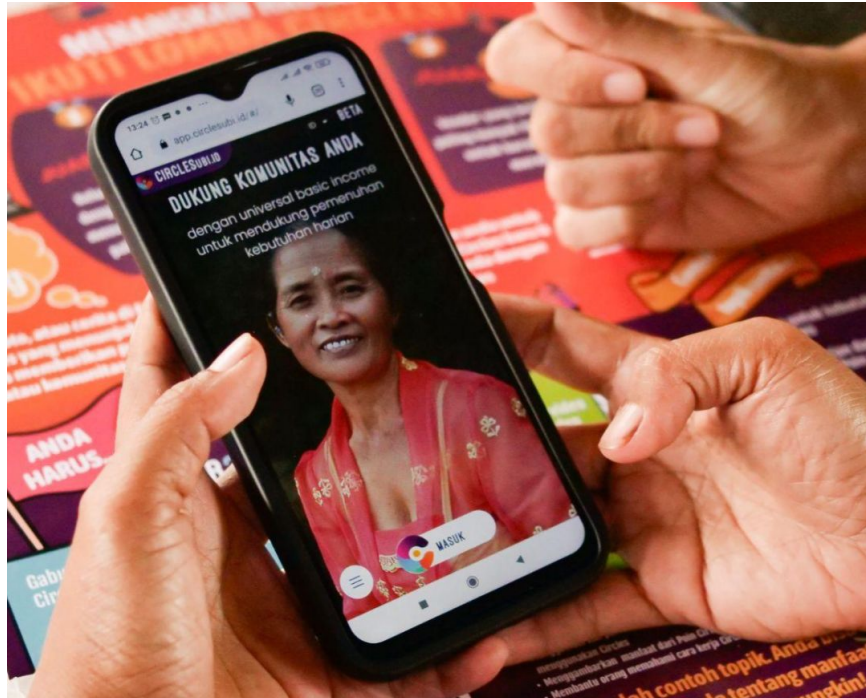


# CIRCLES UBI.ID

2023 Report



# GOALS



## The aim of this report is to:

Deliver concise key learnings from the CirclesUBI.id Field Testing conducted in 2023, that will:

Inform future roll out /scale

Inform product development for global south persona users

Summarize supporting data and documents and provide access to user testimonials & impact stories



# CONTENT



## **Problem & solution statement**

### **Field test activities**

- Timeline
- Snapshot
- Key figures
- Key Outcomes

### **Learnings**

- User onboarding
- Stimulus
- Impacts
- User feedback
- User stories
- Community collaborations

## **Product recommendations**

## **Index of attachments**



# PROBLEM + SOLUTION

## 01 THE PROBLEM

- Rising economic inequality
- Job displacement / increasing wealth gap due to automation and AI
- Traditional welfare systems fail to provide to those in need
- Government or central bank backed fiat UBI programs are financially unsustainable

## 02 THE CIRCLES SOLUTION

- Circles as a human centric UBI
- Cryptocurrency & blockchain technology allow for decentralized minting & innovative monetary policy
- Exchanges are based on trust networks among users
- Accessible & inclusive



# CIRCLES INDONESIA FIELD TESTING 2023





# FIELD TEST 2023 SNAPSHOT

## 01 AIMS

- Product testing
- Insights for rollout
- Impact measurement

## 02 TESTING ECOSYSTEM

Over 5 months:

- 1,530 users
- 29k exchanges
- 1.26M CRC exchanged

## 02 KEY FINDINGS

Users & community drive growth

Rewards foster growth for short and mid-term exchanges

In-app marketplace effective for CRC exchange promotion

Bigger vendor user base needed for growth in ecosystem & exchanges

## 03 OPPORTUNITIES

Product & user behaviour insights for scale

Permit from National Research & Innovation Agency for Indonesia wide use



# IN FIGURES

1.26M

CRC EXCHANGED

1.53k

USERS

29.4k

CRC EXCHANGES

1.44k

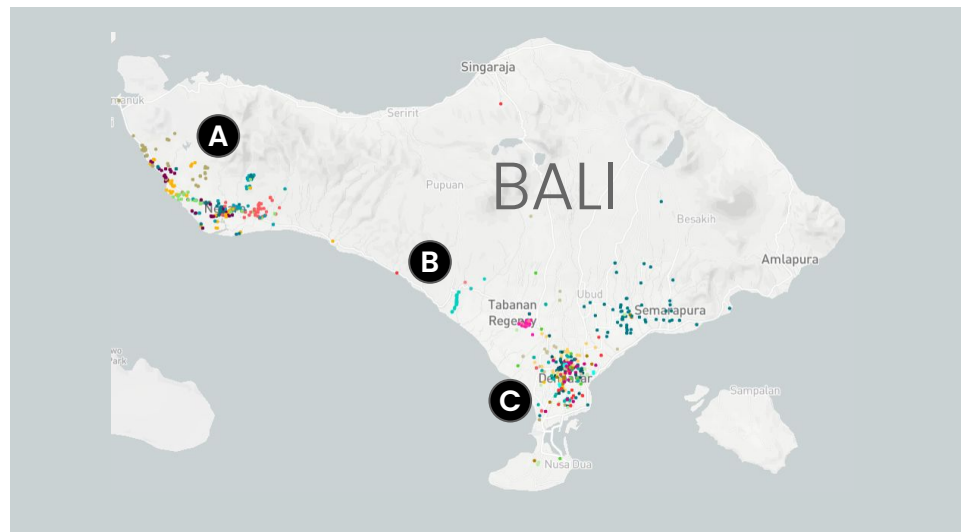
SHOPS CREATED

+9.5k

TRUST LINKS

225

ORGANIC USERS



**A: Rural**  
**Jembrana**  
Geographically  
dispersed users

**B: Semi-urban**  
**Tabanan**  
Community  
Social Groups

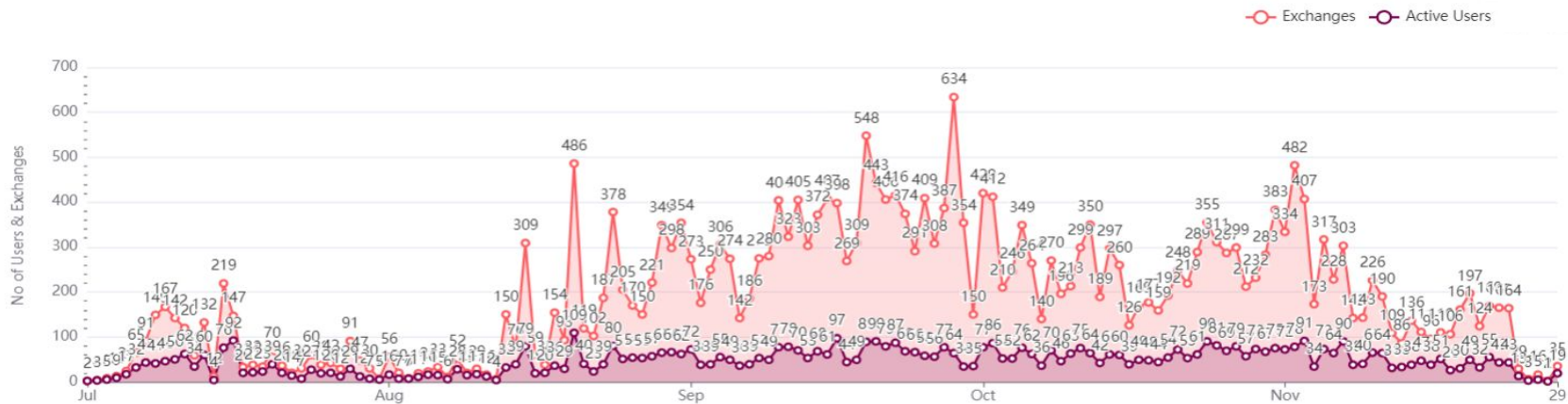
**C: Urban**  
**Denpasar**  
Innovative  
social network

All figures for between July - November 2023



# USAGE: ACTIVITY

## 573 Average Monthly Active Unique Users

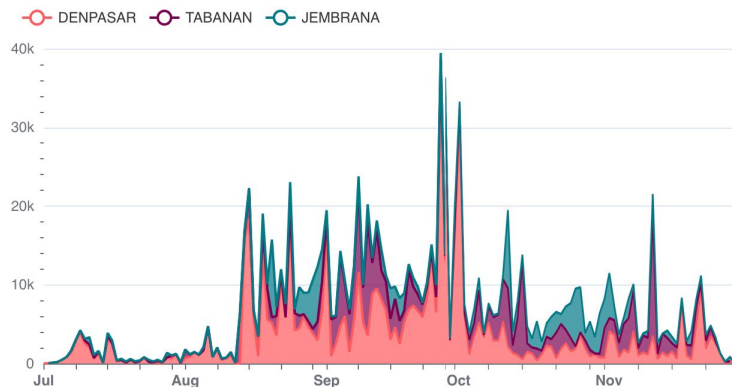






# USAGE: BY AREA TYPE

Circles Sent Stacked by Kabupaten



## RURAL JEMBRANA

623 users

**Low Activity**  
187K CRC  
exchanged

7.7K Exchanges

## SEMI-URBAN TABANAN

357 users

**Medium**  
285K CRC  
exchanged

8.2K Exchanges

## URBAN DENPASAR

554 users

**Strong**  
812K CRC  
exchanged

13.7K Exchanges



# OUTCOME HIGHLIGHTS



## 01 INCREASED CONNECTION

Dispersed community groups connect to each other  
Increase in spirit of sharing and caring among users

## 02 USER-DRIVEN INITIATIVES

Markets and charity program initiatives by users

## 03 MSME STIMULUS

Local Micro, Small and Medium Enterprises (MSMEs)  
stimulated by Circles marketplace promotion

## 04 NATIONAL ENDORSEMENT

Buy-in from National Research and Innovation Agency  
(BRIN) with MOU for nationwide use

## 05 COMMUNITY COMMITMENT

70% of engaged Local Champions willing to volunteer  
when Circles returns



# LEARNINGS: USER ONBOARDING



## 01 USER RECRUITMENT

Diverse entrepreneurs + local leaders as early adopters

## 02 PRODUCT READINESS

Bugs & server crashes during onboarding major setback

## 03 ORGANIC USERS DRIVE GROWTH

Organic users showed highest motivation to invite users

## 04 UNDERSTANDING

User education required for organic growth

## 05 TEAM

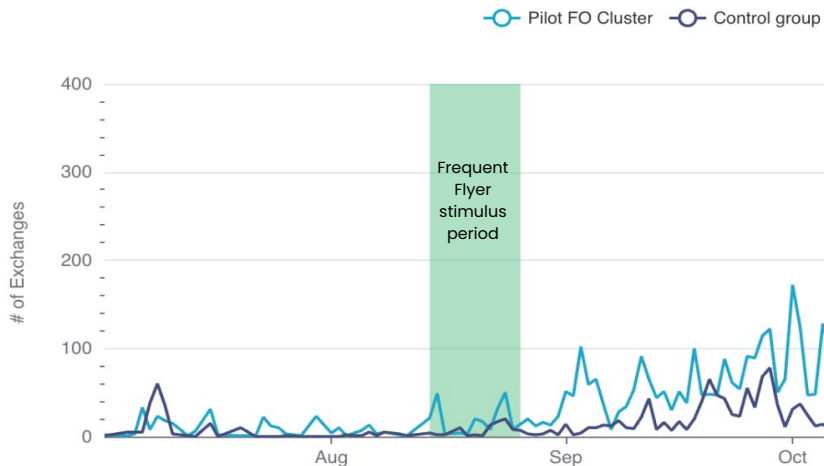
Using paid staff for onboarding users has scale limitations

## 06 AGILE MVP

Monitoring & learning needed to ensure product/market fit



# LEARNINGS: STIMULUS



**Frequent Flyer:** CRC exchanged for high value items offered for inflated CRC value

## 01 SHORT vs LONG TERM VALUE

Stimulus drives increased CRC exchanges, TBD level of connections / exchanges sustained over time

## 02 INSIGHTS DASHBOARD

Effective for real time evaluation and agile response

## 03 TESTIMONIALS

User Generated Content (UGC) from online competitions created buzz on how Circles are used



# SUMMARY IMPACTS (FROM NATIONAL AGENCY BRIN)



## 01 DECREASED CEREMONIAL EXPENSES

Tabanan

## 02 INCREASED ABILITY TO EAT OUT

Denpasar

## 03 INCREASED SENSE OF BEING TRUSTED\*

Tabanan

## 04 DECREASED SENSE ON SEVERITY OF LIFE ISSUES

Jembrana

## 05 PERCEIVED DECREASE IN DEBT

Jembrana

\*Users stated that they feel others are more likely to lend them money when asked during the field test phase.



# USER FEEDBACK INTERVIEWS

## 01 ENCOURAGES EXCHANGE GROWTH

- Marketplace is valued as a promotional tool for rural businesses
- Sustained CRC exchanges for social initiatives and charities in urban areas
- Local community buy-in is main motivator in all areas
- Events, workshops, forums drive activity
- Word of mouth referrals

## 02 DISCOURAGES APP USE

- Insufficient market offerings
- Slow application load time
- Counterintuitive User Interface
- Lack of perceived benefits
- Lack of understanding of the concept

[FOR COMPLETE REPORT CLICK HERE](#)



# USER STORIES

## HUMAN IMPACT

Real-life impact stories from users.

How Circles has empowered individuals economically, strengthened community bonds, and supported charitable actions.

Demonstrates the practical benefits, transformative potential and role of Circles in fostering sustainable economic practices and deepening community connections.

SEE MORE ON [CIRCLESUBI.ID](https://www.circlesubi.id) YOUTUBE





# CIRCLES COMMUNITY COLABS

Initiatives designed and implemented by Circles users

<b>01 IMPLEMENTATION</b>	<b>02 APPROACH</b>	<b>03 OUTCOME</b>	<b>04 CONSIDERATION</b>
<p>7 proposals were approved</p> <p>34 Million IDR was disbursed</p> <p>Implementation was conducted between Sept' 23-Jan' 24</p>	<p>Local users were encouraged to design their own programs that to engage their community.</p> <p>Circles Local Champions were entrusted to oversee initiatives</p>	<p>These 'user designed' initiatives show higher engagement than interventions lead by HQ</p>	<p>Accountable roll out requires substantial HQ involvement in micro-grant administration</p>

[FULL REPORT CLICK HERE](#)





# KEY PRODUCT RECOMMENDATIONS

Based on user feedback after using the app, we recommend to:

<b>01 INCLUDE SOCIAL ASPECTS</b>	<b>02 PROVIDE MARKETPLACE</b>	<b>03 INTEGRATE CHARITY INTERFACE</b>	<b>04 IMPROVE LOAD TIME</b>
<p>Gamified learning Earn &amp; display badges Connected social media for engagement &amp; recognition</p> <p><b>OUTCOME</b> Users will promote Circles and their Circles activities to earn rewards and recognition within their community</p>	<p><b>Vendors can</b> List multiple products Interact with customers via chat</p> <p><b>Users can</b> Provide / see ratings &amp; reviews Explore efficiently through search, filters, enhanced maps, and shop profiles</p>	<p><b>Users can</b> Send CRC to charitable organizations or causes Rate &amp; review recipients</p> <p><b>People in need can</b> Request additional CRC from charitable organizations or individuals</p>	<p>Integrate lower internet bandwidth technology for</p> <p><b>Low income users</b>, to reduce cost of using the app; and for</p> <p><b>Users in remote areas</b> with slow load times</p>

[FULL REPORT CLICK HERE](#)



# INDEX OF ATTACHMENTS



## BRIN Impact Assessment Report

Presents methodology and findings of National Research & Innovation Agency on Circles social impacts during testing.

[ACCESS HERE](#)

## Community Collab Insights

7 Projects in Denpasar, Tabanan, Jembrana in 2023  
PREPARED BY: ALAN SANI



## Community Collaborations Report

Summarizes learnings from initiatives designed and implemented by Circles Users in all three testing locations

[ACCESS HERE](#)

## Monitoring & Evaluation Findings

Qualitative M&E Findings Per Nov 14th '23  
From 66 active user & 220 non-active user in-person interviews



## Complete User Interview M&E Report

Provides qualitative user interviews insights, including drivers and for exchange growth, and deployment learnings

[ACCESS HERE](#)

Circles Product Recommendations

- Executive summary 2
- Problem statement 3
- Business rationale 4
- Key findings from beta deployment 4
- "Quipster" user 5
- Overview of the three pilot communities 5
- Behaviors that led to exchange growth 6
- Issue identification 6
- Product feedback 7
- Integration feedback 8
- Summary 8
- Conclusion 8
- Theme: Alternative Resource 9
- Epic: Account Setup and Management 9
- Epic: Transaction and Market Management 10
- Epic: Using Circles for Needs and Wants 10
- Theme: Local Knowledge 11
- Epic: Marketplace Engagement 11
- Epic: Marketplace Navigation 12
- Theme: Social Networks 12
- Epic: Community Interaction and Profile Enhancement 12
- Epic: Community Feedback 13

## Product Recommendation Report

Includes product feedback findings & strategic recommendations for future product features

[ACCESS HERE](#)



## User Testimonials & Stories Video Clips

Reveals real stories from Circles users about their and their communities' experience using the Circles app

[ACCESS HERE](#)

# DOCUMENTARY

Welcome to the Circles UBI Indonesia documentary. Join us on the journey of testing Circles Blockchain-based Universal Basic Income and how it impacts communities in Bali through regular, free digital points.

See the transformative impact Circles UBI points had on fostering community resilience and empowerment, through the stories from research participants and their experiences using Circles in 2023.



[SEE MORE ON CIRCLESUBI.ID YOUTUBE](#)



**Thank You!**