



Innovator Spotlight: Daniela Rubio and Chris Watson Premise Data



Q: What does Premise Data do, and what is your role?

A: Premise Data is a global, on-demand, integrated human data collection and analytics platform. We recruit and manage an Uber-like network of over 650,000 ordinary citizens across the developing world that get paid to collect data that helps their communities. Our partners use this data and Premise's cloud-based analytics platform to optimize the performance of development programs.

Daniela: I am a program manager at Premise and the person behind the implementation of the Zika Citizen Network program in Colombia over the past 18 months.

Chris: I lead business and use case development in the international development market. Right now I'm focused on data-driven adaptive management for global health, humanitarian assistance, and democracy and governance.

Q: How have you and your team worked with USAID, particularly through the Combating Zika and Future Threats Grand Challenge?

A: USAID has been a catalyzer for Premise. The Zika Citizen Network success has become a leading case study for similar health-focused Premise projects around the world. There has been a strong focus since the beginning of the pilot program to think about strategies for growth and sustainability.

Daniela: Premise established key milestones which have helped us keep an open communication with USAID of how the pilot advanced through time, and what worked and didn't work. USAID also continuously introduced us to other organizations where they saw potential for collaboration and partnerships, and acted as facilitators to translate ideas into action plans.

Chris: USAID has been great about including us in broader ecosystem conversations. We've participated in a workshop on unlocking private capital for global health and were given the opportunity to consult with the President's Malaria Initiative on data collection and analytics.

Continued on next page...



USAID
FROM THE AMERICAN PEOPLE

**CENTER FOR
INNOVATION
AND IMPACT**

Q: What makes you passionate about your work?

Daniela: My work requires interdisciplinary skills: on one side I am in the global health and development space, implementing a program in an emerging country (Colombia) where I am helping change people from underserved regions to improve their health practices, and on the other, I work at a tech company based in San Francisco and get to see the state of the art innovations and technologies being developed.

Chris: The success of companies like Splunk and Palantir demonstrate the private and defense sectors' embrace of "operations intelligence" — the concept of giving professionals the ability to use data to make things happen on a daily basis. The international development space and the communities whom we help deserve such a capability, and I'm passionate about Premise's role in that new world.

Q: What topic(s) in global health interest(s) you the most and why?

Daniela: I am particularly interested in the design of policies, practices and programs with a systems thinking and human-centered approach, and how these can result in a higher level of local engagement and ownership. The key aspects of this methodology are that any policy, program or practice should be acceptable to the end user (or participant), scalable, and viable over the long term.

Chris: Over the last few years I've become obsessed with deep-in-the-weeds implementation problems. Strong policy-making requires strong implementation to be successful. Consequently, I'm really interested in service delivery challenges and how to scale solutions to the entire health system — especially the private sector since ~50% of health service delivery in Africa comes from them.

Favorite Quote:

Daniela: "We spend a lot time designing the bridge, but not enough time thinking about the people who are crossing it." — Dr. Prabhjot Singh, Director of Systems Design at the Earth Institute

Chris: "Remember, the enemy's gate is down." — Orson Scott Card, Ender's Game