

The background of the slide is a solid blue color with a repeating pattern of white line-art kiwi birds. Each kiwi is depicted in profile, facing right, with its characteristic long beak and large, bushy tail. The birds are scattered across the slide, creating a textured, patterned effect.

Kiwix

Q2 2018 quarterly check-in



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Overall

- Overall on course
- Slight delay in recruitment (Android)
- All zim files up to date



CHECK IN
Q2 /18

TEAM
Kiwix

PROGRAM
n/a

[KIWIX ANNUAL
PLAN](#)

GOAL: People without internet access use Kiwix to access Wikimedia contents.

Objective / workflow?	Tool	What impact / deliverables are we expecting?
Zim farming	MWOffliner	Release of v1.8 Launch of Zimfarm Zim files that are light, multilingual, topic-specific
Strategy	n/a	Draft strategy for partner audiences

STATUS : ALMOST ON TRACK

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Q2 /18

TEAM
Kiwix

PROGRAM
n/a

[KIWIX ANNUAL
PLAN](#)

GOAL: make it easier for contributors to develop features and maintain existing code.

Objective / workflow?	Tool	What impact / deliverables are we expecting?
Android	Kiwix-Android	Maintenance
Professionalize	OpenZIM Kiwix Android	Both starting Jan. 1st (Q3) MWOffliner & Kiwix Build

STATUS : ON TRACK

CHECK IN

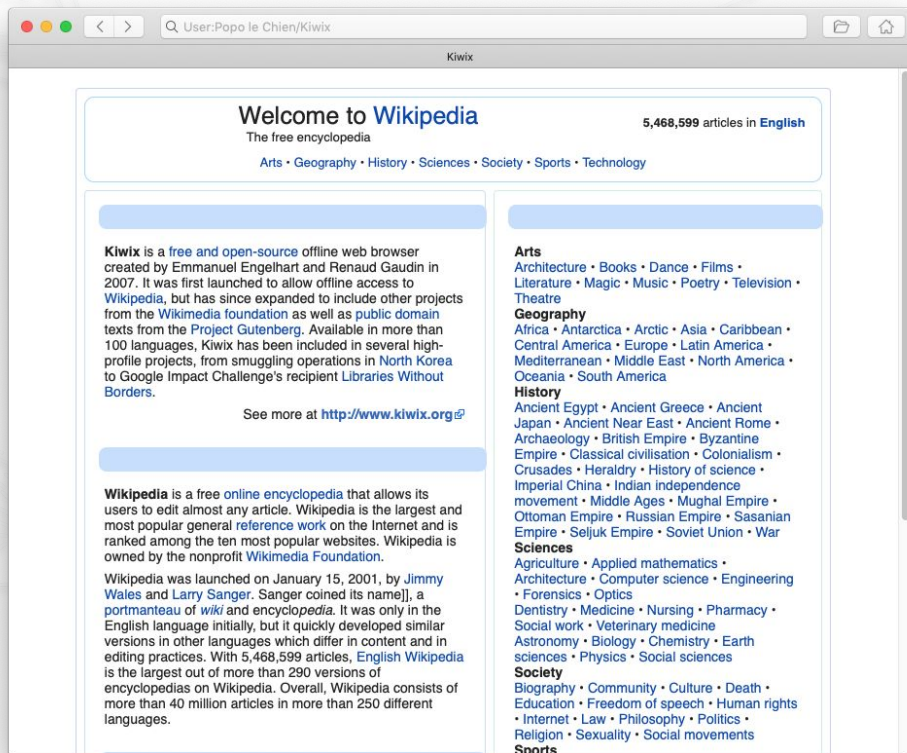
Q2/18

TEAM

Kiwix

PROGRAM

MWOffliner



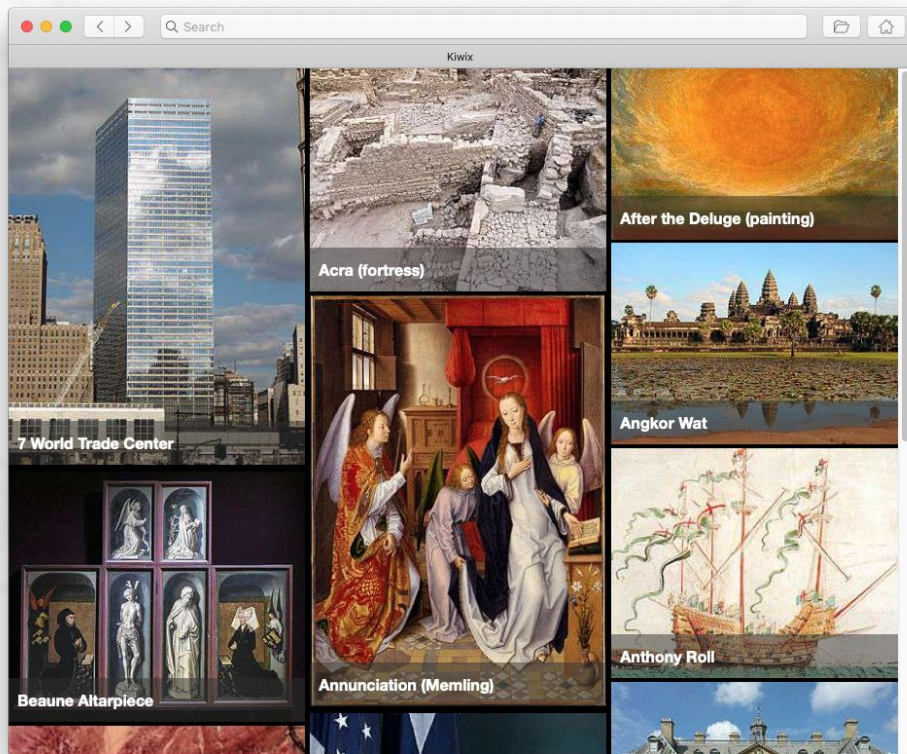
Current Wikipedia zim files:

- Layout is manually redesigned to replace sections of Wikipedia design that can go stale
- Obvious language limitations

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Kiwix

PROGRAM
MWOffliner



MWOffliner 1.7 redesign

- Automated layout based on most popular / best rated algorithm
- Landing page has top 100 articles with a Wikidata image
- Works for every language

First round of selections:

Football, basketball, cricket, history, geography, maths, physics, chemistry, movies, music, comics, bollywood, nollywood

Languages:

EN/ES/PT/AR/FR/DE/ZH/HI/RU/TR

Other projects

- WikiFundi 2.0 out
- Desktop UX grant completed



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Financials

- Currently within budget because of underspend
- Will catch up during Q3/Q4



Financials (cont'd)

Expense item	Spent (CHF)	Comments
Hackathon	6'000.-	-50% vs. 2017
MOOCs	2'000.-	
Hotspot	10'500.-	Costs Q3/Q4 expected to decrease Costs Q3/Q4 expected to increase
Infrastructure	14'000.-	
Admin	19'000.-	
Contractors	94'000.-	
Total Q1/Q2	145'500.-	

STATUS : ON TRACK



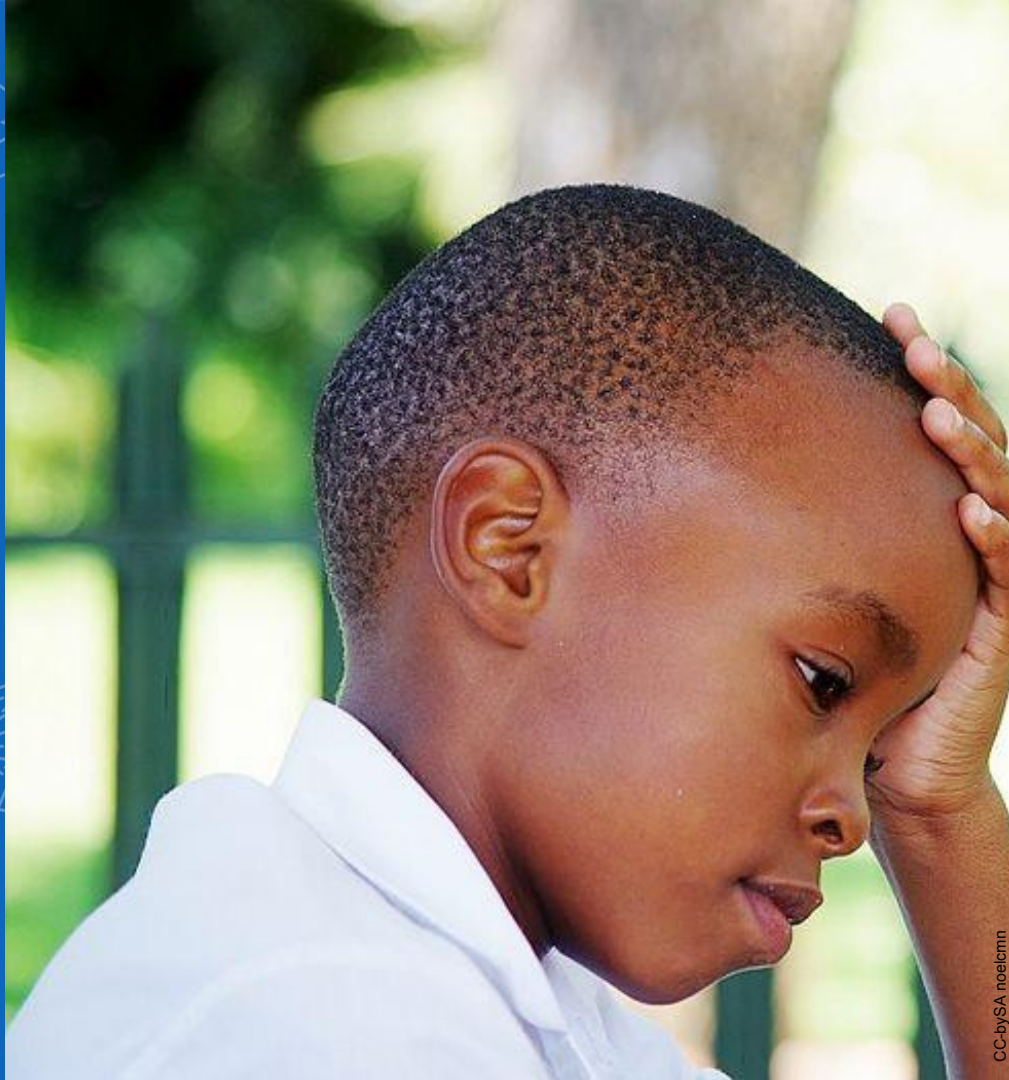
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Strategy



Strategy Cascade

What is our winning aspiration?

Where will we play?

How will we win?

What capabilities must we

What management systems do



What is winning?

- Kiwix is the go-to solution for offline access to knowledge
- 100+ million users by 2023
- Offline access is the goal, it does not matter if it is directly through Kiwix (can be a competitor)



Where will we play?

- **Customers**

Large-scale deployers. Let's call them **Partners**

- **Channels**

B2B, Website, Play Store

- **Products or Services:**

Android, Hotspot, Desktop (Kiwix)

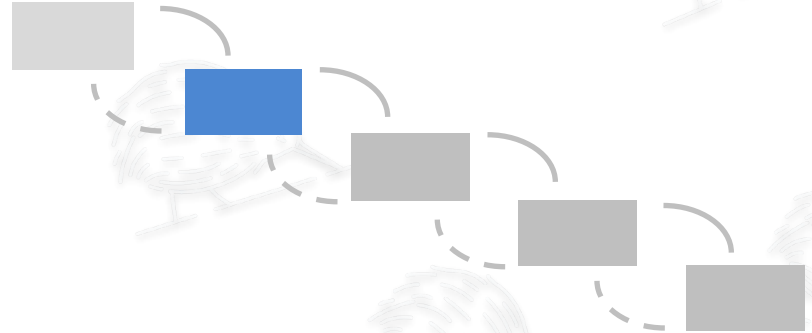
Ad hoc conversion of contents (openZIM)

- **Geography:**

Worldwide - but if by language then ar/en/es/fr

- **Stages of Production**

Platform supplier

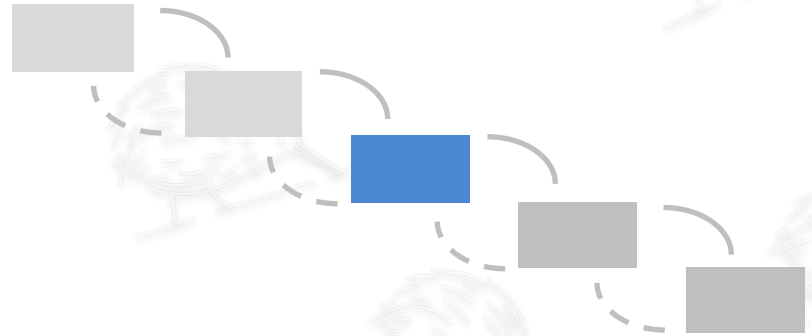


Partner segments

- International development organizations
- Integrators
- Prisons & schools
- Wikimedia User Groups
- Anti-censorship groups
- Remote locations
- Museums

How will we win?

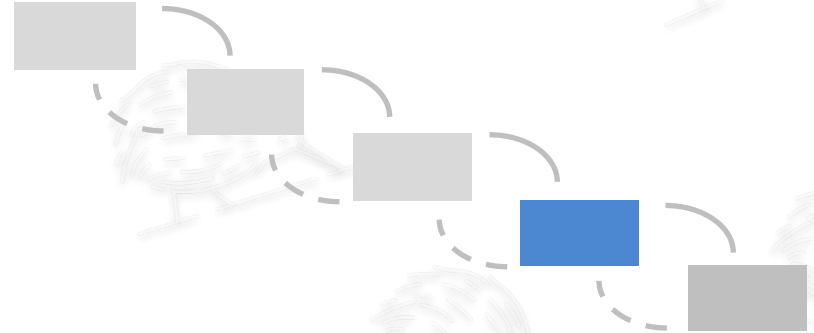
- Make Kiwix a known brand
 - SEO, networking
- Make Kiwix easy to use/install
 - Plug&Play, simple UX
 - Good compression
 - Content discovery
- Free as in speech (content agnostic)
- Freemium/service model - individual end user is always free, but some paid services for partners



What capabilities must we have?

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- Partnerships to deploy and get feedback
- Solid tech
- User experience design and product management
- Maintain low price of service
- Grant writing
- Attractive content library



How will we measure progress?

- Partner feedback
- Partners paying for service maintenance or upgrade
- Download and distribution stats



In short

What is winning?

- Kiwix is the go-to solution for offline access to knowledge
- 100+ million users by 2023
- Offline access is the goal, it does not matter if it is directly through Kiwix (can be a competitor)

Where will we play?

- **Customers:** Large-scale deployers. Let's call them **Partners**
- **Channels:** B2B, Website, Play Store
- **Products or Services:** Android, Hotspot, Desktop (kiwix) / Ad hoc conversion of contents (openzim)
- **Geography:** Worldwide - but if by language then ar/en/es/fr
- **Stages of Production:** Platform supplier

How will we win?

- Make Kiwix a known brand (SEO, networking)
- Make Kiwix easy to use/install (Plug&Play, simple UX; Good compression)
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Next steps

- Priority segments: International development (Orange, Fair Denmark) & Integrators (World possible, LWB, eGranary, etc.)
- Needs: devs, stats, UX, scrappers, sales
- Define measurement methods
- Ballpark budget: USD 600-800k