

Helping solve the world's biggest challenges in collaboration with the people who live them



Community-centred technology, globally scalable impact



Winner of the UK Social Enterprise
2024 International Impact Award

the problem

Technology should help affordably, sustainably scale impact.
Instead it fails the underserved communities who need help the most.

One-Size-Fits-None

Built to replicate,
not adapt, there's
one tech solution
for infinite realities.

Dependency Reinforcing

When tech doesn't
work, breaks, or harms,
communities can't fix it
or seek recourse.

Tech-Centring

Remote experts design
solutions that fail to
harness essential
community value.

the solution

Low-resource communities adapt world-class, proven impact programmes to their own lived realities to improve impact locally *and* globally.

Context-Adapted Applications

One living programme system with unlimited local app variants; no new forks or silos

Community-Owned Local Tech & Data

Local stakeholders adapt their apps, own their data, iterate their adaptations

Human-Centred, Answerable Tech

Localised apps align with, support offline best practices; can be audited, improved

It's all made possible by pioneering **IDEMS CommonTech middleware** innovation.

the impact-enabling product

IDEMS CommonTech middleware: Three layers working together.

LAYER 1: INTEROPERABILITY IP



IDEMS IMPACT BRAIN

The Knowledge Library

Expert software & resources,
structured as reusable data

*IP-protected interoperability
framework & software*

LAYER 2: AGENTIC AI



IDEMS AI HANDS

The Expert Support

Narrow, bounded AI agents
enable programme adaptation

*Safe, reliable, auditable,
resource-efficient AI*

LAYER 3: SCALE ADAPTATION



IDEMS IMPACT WEAVER

The Community Home

Non-technologist stakeholders
adapt and own local variants

*Local innovation emerges from,
feeds back to a living system*

The Continuous Improvement Loop. Real-world adaptations flow back automatically, strengthening the core and improving programming for everyone.

EXPERT-OWNED LIBRARY

Continuously evolving core of expert-curated and maintained software and resources

▼ IDEMS IP TRANSFORMS THE LIBRARY INTO

BRAIN SURFACES NEW VARIANT DATA ▲

IMPACT BRAIN

The Brain is the “under-the-hood” operations centre, holding Resource Library content as structured data in a novel deterministic core

▼ THE BRAIN’S DATA INSTRUCTS

HANDS MAINTAIN ALIGNMENT ▲

AI HANDS

AI Hands are the expert, auditable “go-betweens”, making sense of the Brain’s complex data for local adaptation—and of local application adaptation & innovation—for narrow use cases

▼ HANDS MAKE BRAIN DATA USEABLE IN

THE WEAVER SHARES VARIANT DATA ▲

IMPACT WEAVER

The Weaver is the user-facing platform from which representative community stakeholders “weave” their own custom applications out of the Brain’s data foundations, with the support of AI Hands

▼ THE WEAVER ENABLES DEVELOPMENT OF

VARIANTS DYNAMICALLY SYNC WITH ▲

COMMUNITY-OWNED VARIANTS

Custom architecture, functionality, language, examples and images for local context & practices; local orgs control without outside IT support; all community data is owned and managed locally

BOUNDED GLOBAL IMPACT OPERATING ENVIRONMENT

IDEMS COMMONTECH MIDDLEWARE

in early application now

Five expert-developed programmes. Dozens of countries. A shared impact model.

IDEMS embeds in global innovation collaborations with researchers, NGOs and community stakeholders for a novel model of technology R&D in application.

Reducing Child Abuse through Parenting

Programmes reducing sexual, physical abuse in 4.5M families in 21 countries.

Climate Resilience for Smallholder Farmers

PICSA* has trained 200K+ farmers in 23 countries for a 75% increase in yields.

Participatory Research Methods for Farmers

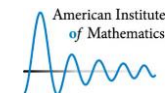
Digital tools and practices in 10 countries in Africa and South America.

High-Quality STEM Education

AI-enabled open educational resources (AI-OER) in development or pilot in 14 countries.

Bioeconomic Ecosystem Resource Prediction

Applying 50 years of research, prototype tech could save €48.9B/yr, preserve biodiversity.



*Participatory Integrated Climate Services for Agriculture

what the problem looks like in practice: public health

1.1B children under the age of 18 are abused.

This has **lasting negative consequences** on child development, education, health, and economic outcomes.

Parents and caregivers need education and support to protect children and support their development.



The **University of Oxford Global Parenting Initiative (GPI)** programming is proven to reduce child abuse and improve child outcomes. At \$106/family it is too expensive and labour-intensive to scale offline.

Despite exploring options with technology platform partners and custom-built tech with UNICEF, GPI couldn't scale programming across variable global contexts with existing tech. Programmes only deliver impact by enabling, sharing ownership with:

- **Local facilitators and parents**, who hold household context information, data & trust
- **Local NGOs & organisations**, which hold community knowledge, relationships & structures

collaborative, adaptive scaling in practice: oxford’s global parenting initiative

With GPI and its global NGO, Parenting for Lifelong Health, IDEMS built foundational adaptive digital programming (ParentText, ParentApp, FacilitatorApp, CrisisText) on **prototype IDEMS CommonTech middleware.**

Adapted digital programme versions are now in **20+ countries**, with nine new government-backed national rollouts planned by 2028.



“I spend more time with my son now. I help him with his homework. I try hard to understand him more. I speak calmly to him and always try to find out his problem when he is agitated.”

—Caregiver, **Cameroon**

\$106 → \$6 cost per family
and falling as adaptive scaling grows

40%
increase in parental engagement

67%
less sexual abuse of adolescent girls

45%
decrease in physical abuse of children

30%
decrease in caregiver stress and anxiety

Professor Lucie Cluver et al, pending publication in *The Lancet*; across 22 randomised controlled trials globally, 3 digital only; 19 programme wide

a global unmet need

Across global grand challenges and wicked problems, billions of lives (and dollars) are at stake.



PUBLIC HEALTH

1.1B children under the age of 18 experience violence; ending it **reduces poverty** in the poorest families **by 22%** for an estimated value of **US\$7B/year**



CLIMATE

500M+ smallholder farmers produce 33% of the world's food, climate change threatens to **reduce yields by 37%**. Farmers spend **US\$368B annually** adapting



AGROECOLOGY

2B people live in smallholder farmer households, with agroecological programmes worth an **~US\$349M/day** to farmers earning **under \$3/day**



EDUCATION

650M+ secondary students globally, with **50M+** in sub-Saharan Africa. **Maths failure rates** there hover near **80%**, resulting in **US\$Bs** in lost earning potential



RESILIENT ECOSYSTEMS

Invasive species **cost an estimated US\$423B** annually, increasing 20% by 2060; **billions of people** are at increased risk of disease & food insecurity

(And these are just the areas IDEMS works in now.)

frontier innovation in a lane of our own

The innovation is ambitious but big tech can't build it.

- ✗ wrong architecture
- ✗ wrong business models
- ✗ no trusted global network
- ✗ no collaborative practice
- ✗ no design for complex realities
- ✗ profits override purpose

Companies like Palantir develop solutions to the same problems for **centralised organisations** (governments, global enterprises), but *are incompatible* with community-centring, low-resource innovation.

	IDEMS	vs. existing tech
ownership	distributed ownership & control	<i>centralised ownership & control</i>
interoperability	multiple owners, flexible architecture	<i>single owner, rigid architecture</i>
security	open tech, community data privacy	<i>institutional security & compliance</i>
data	community-owned, collaborative sharing	<i>top-down data sharing & collection</i>
resources	constrained, variable resources	<i>reliable resources</i>
agency	fluid hierarchies, malleable agency	<i>fixed hierarchies, constrained agency</i>

a sustainable impact business model

Four mission-aligned ways we develop, grow and sustain impact innovation.

01 GRANT-FUNDED PROGRAMMES

Co-Develop with Partners

Build adaptive digital programmes with research & NGO partners.

02 CORE TECH INVESTMENT

Impact-Enabling Products

Series-A-equivalent impact funding to advance our middleware & AI.

03 SERVICES REVENUE

Support Adaptive Scaling

Hosting, training and support for governments, researchers & NGOs.

04 PLATFORM EXPANSION

New Domains, Continuous Innovation

Develop new products and new services; serve new impact domains

the right team

The minds to develop complex innovation. The years of experience with lived problems.

IDEMS attracts and retains top mathematical and technology talent by offering rewarding careers in deeply challenging impact innovation.



DR. DAVID STERN

FOUNDING DIRECTOR
TECHNOLOGY
& TALENT

PhD Mathematics. Formative years in Niger; later embedded as a lecturer in Kenya where he developed the collaborative practices underpinning IDEMS. Prior career in banking software.



KATE FLEMING

DIRECTOR
PRODUCTS &
COMMERCIALISATION

15 years at the intersection of tech and business. Founded a US digital agency scaling tech startups; in 2020 founded a social enterprise building community-centring tech to combat trafficking.



DR. DANIEL PARSONS

FOUNDING DIRECTOR
OPEN-SOURCE TECH &
CLIMATE DATA

PhD, University of Rwanda. Began in maths teacher training at AIMSSEC, ran university programmes across Africa, moved to Oxford to build data tools for agriculture and procurement research.

the ask

Ambitious tech innovation for the public good requires ambitious mission-aligned funding.

IDEMS seeks £1.5M in **CORE TECH INVESTMENT** to achieve our next phase of innovation, product, and operational growth milestones. Core tech innovation supports partner goals to scale impact to 2M+ new people by 2028.

IDEMS is a UK Community Interest Company with an “asset lock”. Though profits must be reinvested in the communities we serve, our structure allows us to consider a range of funding options from grants and philanthropy to patient, low-interest debt.

products & patents

Public middleware demonstrator + an impact patent strategy; foundations of IDEMS-led AI-OER* pilots

team building

Key hires in product, tech and operations as foundations to next stage of growth

impact business strategy

A detailed strategic plan for funded path to long-term, mission-safe sustainability

Funding enables IDEMS to achieve key innovation & growth milestones over 18 months.

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For more information contact:
Kate Fleming
Email: kate@idems.international
UK/Signal: +44 7852 905 801
US/WhatsApp: +1 917 215 0275