



Mission Manifesto



Simprints



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Our North Star

The world has made remarkable progress in the fight against poverty. In 1980, over **40%** of the planet lived in extreme poverty. Today, that number is closer to **10%**.¹ **This is the good news.**

% of people living under \$1.90/day

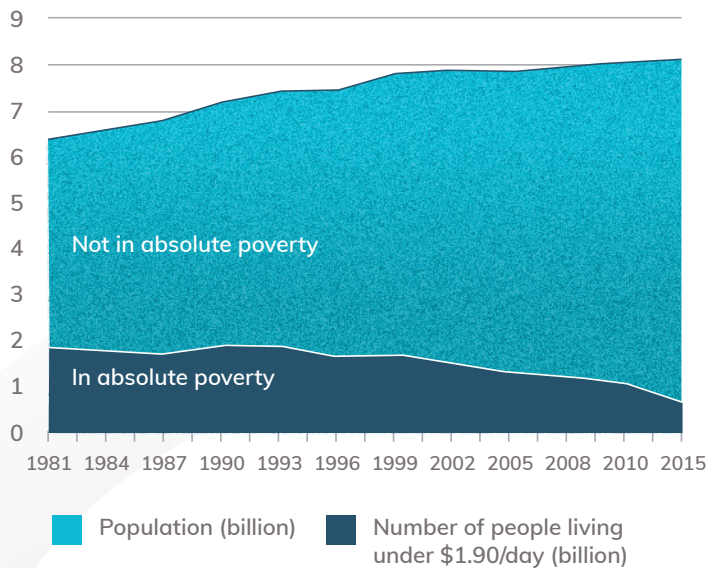


Figure 1

Figure 1: Despite a significant rise in global population, the percentage of people living in extreme poverty has fallen fourfold over the past few decades.

The **COVID-19** pandemic has also dealt this progress a significant blow, driving millions back into poverty.² The World Bank estimates that the rate of poverty reduction is declining and global investment in development has stalled.³ If we are to realise the vision of the Sustainable Development Goals so that by 2030 no one is living in extreme poverty, we have to ensure that every dollar invested has the maximum impact possible.

To do that, we need high-quality data about who's receiving services, where, and when. We need to be able to quickly identify gaps in services and close them. Yet **1 in 10** people worldwide — **over 850 million people** — do not have any official form of identification. This makes it incredibly difficult to ensure that each child is vaccinated against preventable illnesses, every dollar reaches its intended recipient, and everyone is able to access vital services.

¹ The Economist article: [The world has made great progress in eradicating extreme poverty.](#)

² Bill & Melinda Gates Foundation Goalkeepers article: [Innovation & Inequity](#)

³ World Bank Group article: [Decline of Global Extreme Poverty Continues but Has Slowed: World Bank](#)



Billions of dollars invested in programmes aren't achieving their goals

- Studies have shown that despite nearly **100%** reported vaccine coverage in Bangladesh, in reality up to **54%** of children don't receive timely vaccinations. ⁴
- Bribes, theft and embezzlement cost the world \$500 billion a year in health expenditure. ⁵
- Up to **29%** of all aid globally fails to achieve its intended outcomes. ⁶

These aren't inevitable consequences of trying to get services to some of the poorest and most marginalised people in the world. These are problems that can be solved. If we could find a reliable way to prove who has received a service and who hasn't, we could transform the fight against poverty.

This is why Simprints exists. We work with governments, NGOs, and donors to help them achieve real impact, providing high-quality, robust data on the reach of their programmes.

Figure 2

$$\begin{array}{ccccc} \text{Verified} & \times & \text{Verified} & = & \text{Verified} \\ \text{depth} & & \text{breadth} & & \text{impact} \\ \text{(Impact per individual)} & & \text{(Number of individuals)} & & \end{array}$$

Figure 2:

The impact of an intervention like a vaccine campaign is a factor of its depth (health outcomes per child) and breadth (how many children it reaches). Tools like Random Control Trials (RCTs) and clinical studies have helped us verify the depth of impact of many interventions. However, weak ID systems, corruption, and incentives for impact inflation make verifying breadth (i.e. coverage) on the frontlines incredibly difficult.

⁴ MDPI report: [Coverage, Timelines, and Determinants of Incomplete Immunization in Bangladesh](#)

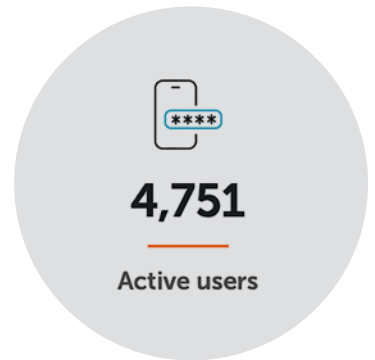
⁵ The Telegraph article: [Bribes, queue jumping and theft: the scale of corruption in healthcare revealed](#)

⁶ Centre for Global Aid article: [How Much Aid is Really Lost to Corruption?](#)



Our mission is to transform the way the world fights poverty and disease. We build technology to radically increase transparency and effectiveness in global development, making sure that every vaccine, every dollar, every public good reaches the people who need them most.

We've built a biometric solution to identify beneficiaries for better case management, stronger monitoring of programme performance, and accurate verification of coverage. Our tools and data allow implementing partners to demonstrate their reach and enable donors to invest in programmes that work, with confidence.



How we're driving change

Our Theory Of Change illustrates:

- the core problems that our work is solving,
- the work we do and the results we deliver, and
- our immediate and long-term impact.

We're prioritising building our evidence base around our Theory Of Change as a core part of our business model to prove that verified delivery works.

Go to simprints.com/toc to explore our Theory of Change in detail.



| To achieve this, we need to do some things differently from other teams working on biometrics and digital identity

1. We are an impact partner, not a technology vendor. Technology alone cannot end poverty. It can enable and magnify impact, but only if used correctly and applied to making better decisions. That is why we work closely with our partners to customise our solution to each programme, build the capacity of frontline workers, and provide data-driven recommendations for improving service delivery. We learn from the best across sectors – technology companies, development organisations, and grassroots social enterprises. Our commitment is to achieving better outcomes, not just being another input.

2. We build for scale. The challenge of ensuring that aid and development effectively reach people is huge. We can't think small or short-term. This means we develop technology and operational models that work at scale. We maximise value for our partners from Day One. We champion open standards that can plug into existing systems, preventing vendor lock-in. And we strengthen the capacity of local partners for systemic and sustainable impact.

3. We design for the last mile. The hardest to reach are often the first to be neglected by identity programmes. We design for the hardest use case from the beginning, building technology to the highest engineering standards for harsh field conditions, poor internet, and unreliable electricity. We co-create solutions that are inclusive for the last mile, for example, developing contactless solutions and optimising biometrics for worn and scarred fingerprints. And we make verifying impact simpler by integrating seamlessly into workflows and tools our partners are already using.

4. We champion privacy as a human right. Respect for privacy is embedded in our values, strategy, and operations. We recognise that digital ID systems are powerful forces for good. They promote social inclusion, grant access to rights, and facilitate transparency and accountability. However, if abused, they can also lead to exclusion, surveillance, and control.

That's why we conduct data protection and privacy risk assessments on every one of our projects. We adhere to the EU's General Data Protection Regulation in all our projects and advocate for higher privacy standards in the global development community through technical standards, white papers, and thought leadership.

For decades, the global community has worked to end extreme poverty. Enormous progress has been made, but, all too often, programmes fail to achieve their intended impact. We believe leveraging technology to help deliver verified impact could transform the way the world fights poverty and disease, helping ensure that **every person counts.**

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