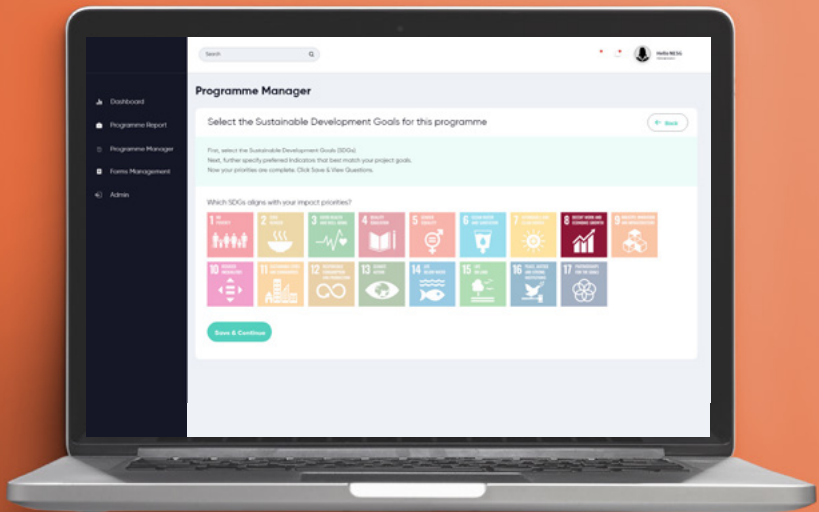


Introducing

trail



About Trail

Trail is a cloud-based monitoring and evaluation platform that allows development organizations to easily track, measure and report impact results in real time.

Using the Theory of Change Logic, Trail allows users to align their project activities to the UN's Sustainable Development Goals for context-specific impact.

Trail is flexible and can be adapted to any project structure making it easy for organizations to link overall results to underlying impact.

Why Trail?

Trail offers a wide range of cutting-edge benefits that can significantly boost the impact of your programmes, or projects has on its beneficiaries.

The image shows three benefit cards arranged horizontally. Each card has a circular icon at the top left, a title in bold, and a descriptive paragraph. The first card is orange, the second is dark brown, and the third is dark grey. Each card has a decorative line at the bottom that curves back to the left.

- Off the Shelf**
Trail offers off the shelf features that easily caters for various development projects types and sizes.
- Evidence-Based Decisions**
By offering visibility into your programme's activities, Trail helps your organization to make empirical decision that fit your impact goals and set objectives
- Easy to Use**
Compared to most monitoring and evaluation tools, Trail is very easy to use as it offers simple onboarding, data collection and analysis.

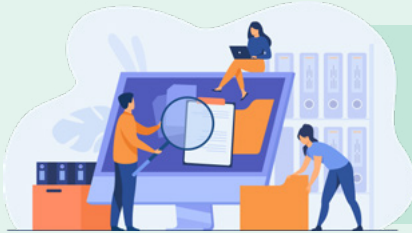


Trail Features

Trail is built specifically for monitoring development projects or programmes and provides robust end-to-end indicator management. With Trail, users can:

Collect your data

- Create survey forms via dynamic Forms Builder
- Select from pre-loaded questions library or define own question

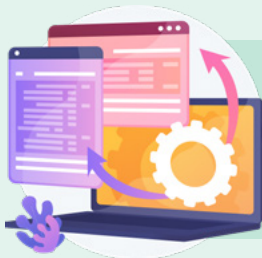


Manage your data

- Export data to CSV or Excel sheet
- Create templates and reuse them

Track your progress

- Monitor Actual Results vs. Targets
- Make Data-Driven Decisions



Visualize and share results

- Visualize and analyze data
- Create and share Dashboards

Create meaningful Impact

- Group projects in Portfolios
- Aggregate Results
- See your overall Impact



Target Market



Private sector

Companies and Firms (CSR), SMEs Commercial Bank, Private Investors (Portfolio Investors, Private Equity), Social Enterprise.



Donor organizations

Multilateral and bilateral Development Financing Institutions (DFIs), and philanthropic funders.



Government

Federal, State and LGAs, Ministries, Departments, Agencies, Parastatals etc.



Civil Society Organisations

Local community groups, non-governmental organisations (NGOs), faith-based organisations, women's groups, adolescent and youth groups, social movements, trade unions, professional associations and Academia



Development Partners

Bilateral Development partners, international NGOs, International Development agencies (CIDA, JICA) and regional entities (such as the African Union, ECOWAS)

target market