



Empowering people. Changing lives.
Innovating for the world's poor.

Social Mobile Apps: A Critical Look at a Critical Space



Eric Cantor
Director, AppLab Uganda
Mobile Web East Africa Conference
February 3-4th, 2010
Nairobi

¶ Background: Grameen Foundation and ICT Innovation

- ¶ The State of Social Mobile
- ¶ Technology: Be Patient
- ¶ Marketing: Back to the Four Ps
- ¶ Operations: True efficiencies
- ¶ Looking Ahead
- ¶ Q+A



Our Mission: To enable the poor, especially the poorest, to create a world without poverty

Microfinance

- Unleashed \$145 million to create 800,000 microloans
- Aided 45 million people in 30 countries

350,000 MF clients served on open MIS (Mifos)

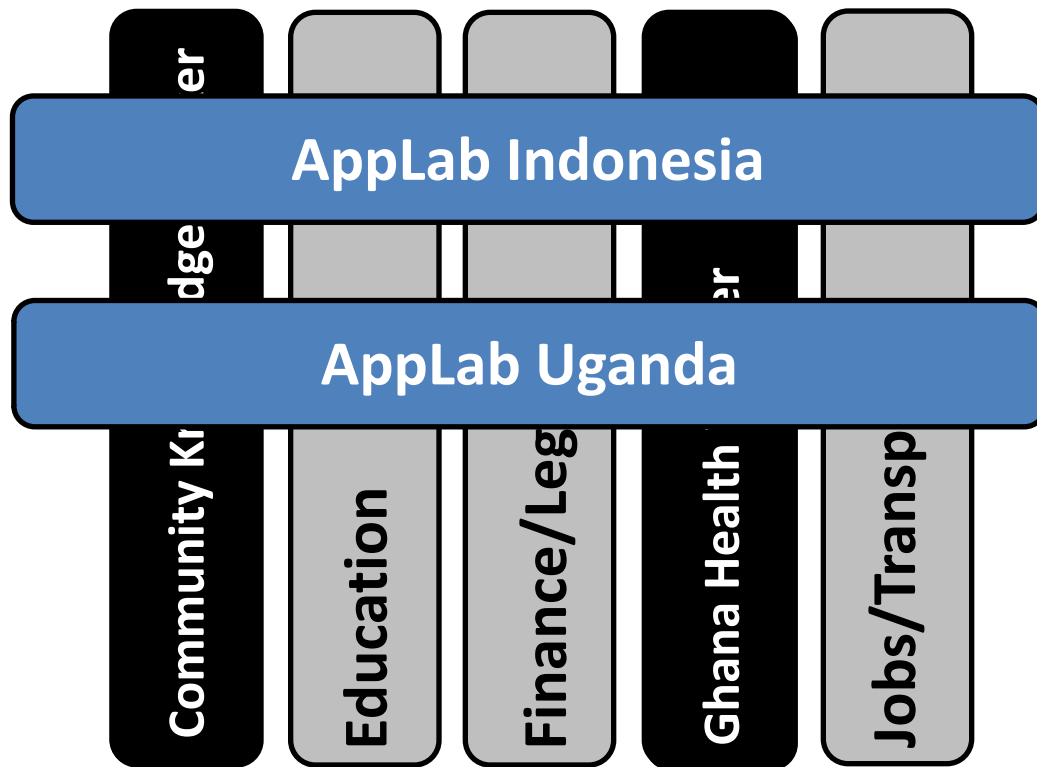
Technology

- Village Phone in 7 countries with over 25,000 businesses
- 5 applications with heavy usage



Headquarters: Washington, DC
Grameen Technology Center: Seattle, WA

Asia Offices: Hong Kong, Indonesia, Philippines
Africa Offices: Ghana



Mobile phones used to collect and disseminate information -- providing services that improve lives and livelihoods

How is our work unique?

- Sustainability and scaling
- Strategic partnerships (e.g., Google, Qualcomm and MTN)
- Innovative product development approach
- Focus on the poor



- Convening Power
- Market & Business Analysis
- Management & Oversight
- Field Operations

- Financial Support
- Technology
- User Experience Support



- Local brand appeal
- Network and Distribution
- Village Phones

- Sector Knowledge
- Rural networks



A holistic ecosystem none of the parties involved could have developed on its own

Sexual/ Reproductive Health Tips and Clinic Directory

Farmer's Friend



Weather

Google Trader



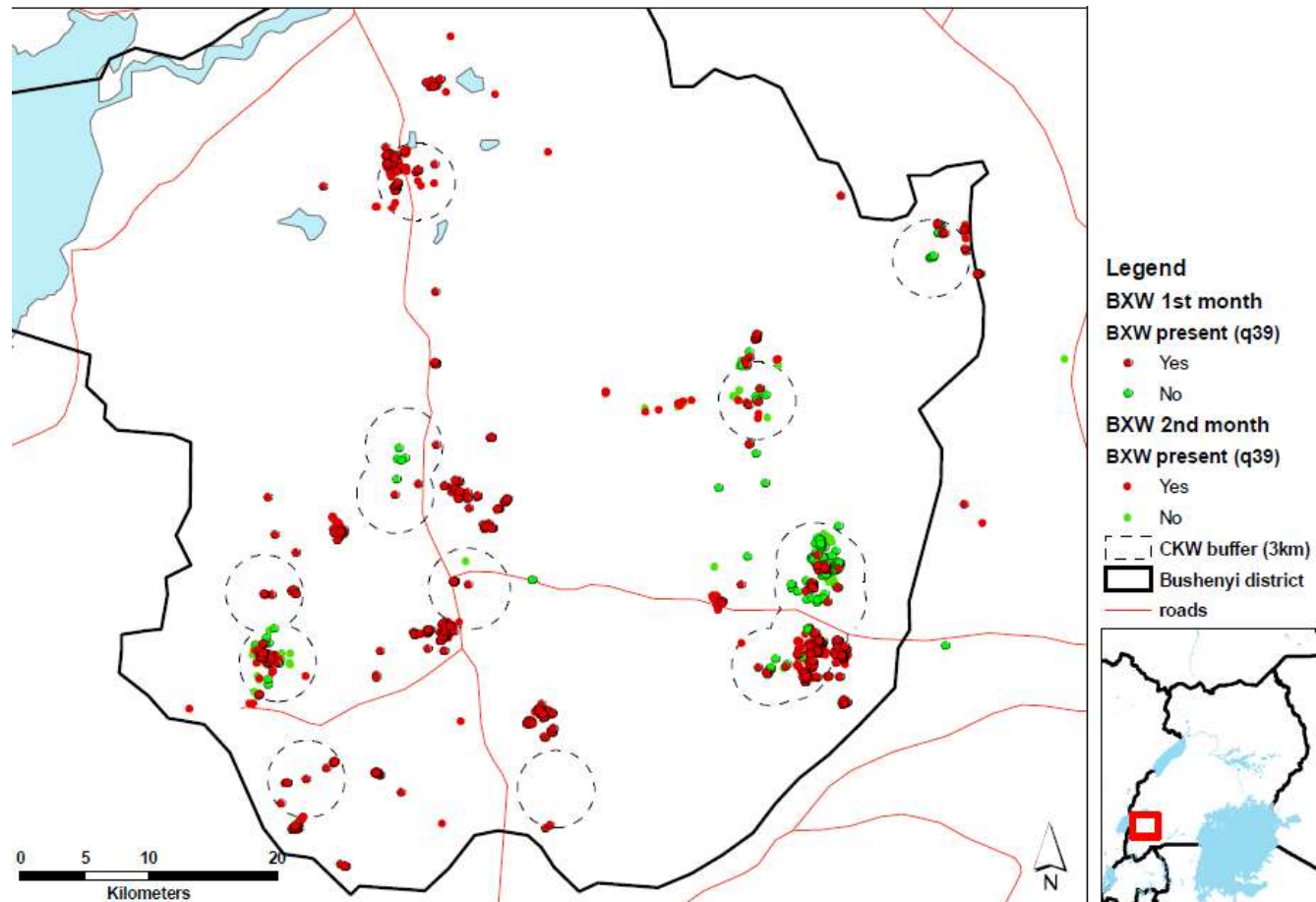
**Paul Nkooka – a CKW
in Mbale, Uganda**

Who	Smallholder farmers
What	Self-sustaining model for information dissemination and collection
How	Mobile phones
Why	Able to provide granular and actionable information to smallholder farmers and to entities working to meet their needs – improving crop yields and expanding market opportunities

Nine month test of concept:

- **8 information services deployed and tested**
- **Range of mobile technologies assessed**
- **40 CKWs conducted over 6,000 surveys and delivered 8,000 pieces of information**
- **Initial partners engaged to build a self-sustaining model**

Figure 10. Incidence of banana bacterial wilt in 5th July and 4th September, 2009



¶ Background: Grameen Foundation and ICT Innovation

¶ **The State of Social Mobile**

¶ Technology: Be Patient

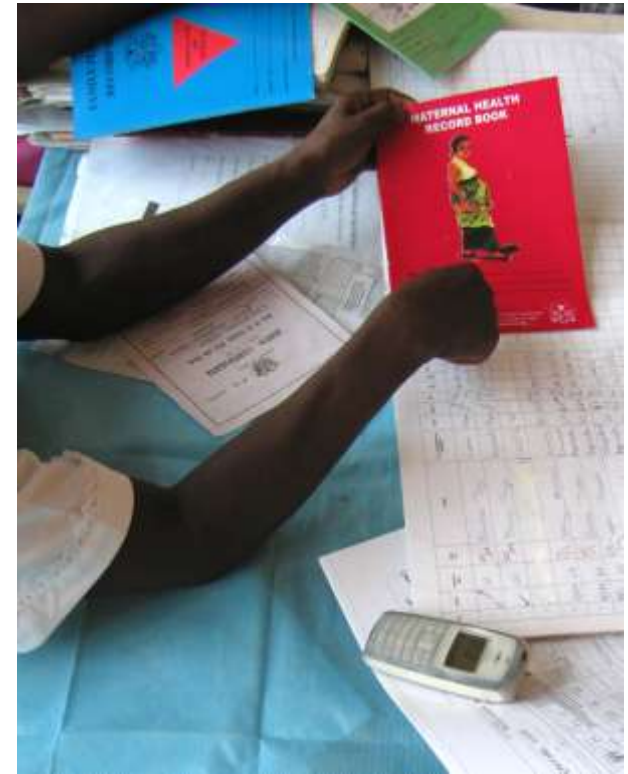
¶ Marketing: Back to the Four Ps

¶ Operations: True efficiencies

¶ Looking Ahead

¶ Q+A

- Mobile is how we reach the next billion – Yunus' GOOP card
- Apps on the upswing – Mobile Citizen, FinLit, Farmer Helpline
- Hype outpaces reality
- Too many pilots
- We need to revamp the way we conceptualize and deliver these services, starting with how we look at technology, marketing and business operations



- ¶ Background: Grameen Foundation and ICT Innovation
- ¶ The State of Social Mobile
- ¶ **Technology: Be Patient**
- ¶ Marketing: Back to the Four Ps
- ¶ Operations: True efficiencies
- ¶ Looking Ahead
- ¶ Q+A

- SMS is not the only way
- People like people
- Handsets need to evolve
- Nokia 1100 vs. Java 1680 (\$20 vs \$60)
- Waiting for Nick's \$40 smartphone



¶ Background: Grameen Foundation and ICT Innovation

¶ The State of Social Mobile

¶ Technology: Be Patient

¶ **Marketing: Back to the Four Ps**

¶ Operations: True efficiencies

¶ Looking Ahead

¶ Q+A



- You have to access it to use it
- Every product needs distribution
- Don't forget UX
- Serious but fun
- Don't believe what you hear
- Know your customer
- The Four Ps

- ¶ Background: Grameen Foundation and ICT Innovation
- ¶ The State of Social Mobile
- ¶ Technology: Be Patient
- ¶ Marketing: Back to the Four Ps
- ¶ **Operations: True efficiencies**
- ¶ Looking Ahead
- ¶ Q+A

- Big companies can bring things to large scale
- If you are in business, be in business
- Drive a hard bargain
- Integrate leverage and efficiency in the effort
- Partner and outsource



- ¶ Background: Grameen Foundation and ICT Innovation
- ¶ The State of Social Mobile
- ¶ Technology: Be Patient
- ¶ Marketing: Back to the Four Ps
- ¶ Operations: True efficiencies
- ¶ **Looking Ahead**
- ¶ Q+A

- The bandwidth shoe will drop
- Handset innovation has to be near... doesn't it?
- Keep pushing the envelope, harder and smarter
- Only the flexible and patient will win
- Measure it to Manage It



Q + A



[Resource Center](#)

[Videos](#)

[Photos](#)

[AppLab Atlas](#)

[Links](#)

[News](#)

AppLab Videos



Video Archive

[About the Application Laboratory Uganda Launch Video](#)

[Interview with Eric Cantor, AppLab Uganda Manager, Grameen Foundation](#)

[Interview with Richard Mwami, Head of Public Access and Mobile Money, MTN Uganda](#)

[Interview with Francis Ssebugwawo, AppLab Project Officer, MTN Uganda](#)

[Interview with Paul Ssenkooba, AppLab Specialist, Grameen Foundation](#)

[Interview with Rachel Payne, Uganda Country Manager, Google](#)

[Interview with Ednah Karamagi, Executive Director, BROSDI](#)

[Interview with Hassan Sekajoola, Senior Radio Programmer, Straight Talk Foundation](#)

[Interview with Fiona Lee, Terry van Belle, and Charles Warren](#)

[AppLab High End Device Trial Segment](#)

[Rapid Prototyping](#)

www.applab.org