



# Learn More. Live More.

Enabling learning communities through technology

**Stephanie V. Orlino**

Smart Communications, Inc.  
Philippines

Connected Living Asia Summit  
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## Our Context

Increasingly digital, multi-media and social media-driven world

## Our Outlook

Future-ready products, services, strategies, execution and organization that will thrive in this world

## Our Corporate Action

ICT solutions that enable, empower and expand opportunities for communities

**54,000km**  
Fiber Optic  
Network

**P67.4b**  
Network  
Transformation  
Program

**over 70%**  
3G Population  
Coverage

**39,000**  
Teachers &  
Students  
trained on  
ICT

**90**  
Wireless  
Prototypes  
Developed

# Our Value Proposition

- Sachet-like packages
- Prepaid model
- Load Transfer
- Cash Remittance
- Unlimited calls & texts



Brand Promise:  
Live More

mEducation

Public school sector:  
90% of total student  
population of 20M

ICT solutions that  
empower, enable and  
expand opportunities of  
learning communities

# mEducation Business and Partnership Models

Target Market:  
Base of the Pyramid

+

Brand Promise:  
Live More

## Business Models

- Democratizing access
- Bundling of device, connectivity & content

## Partnership Models

Enabling:

- Public-Private Partnership
- Industry-academe

Content:

- Crowd-sourced
- Developed

Key learning: coalition of the willing

# Case: Democratizing Access to Content

## Smart-University of the Philippines Open University (UPOU) Online Courses

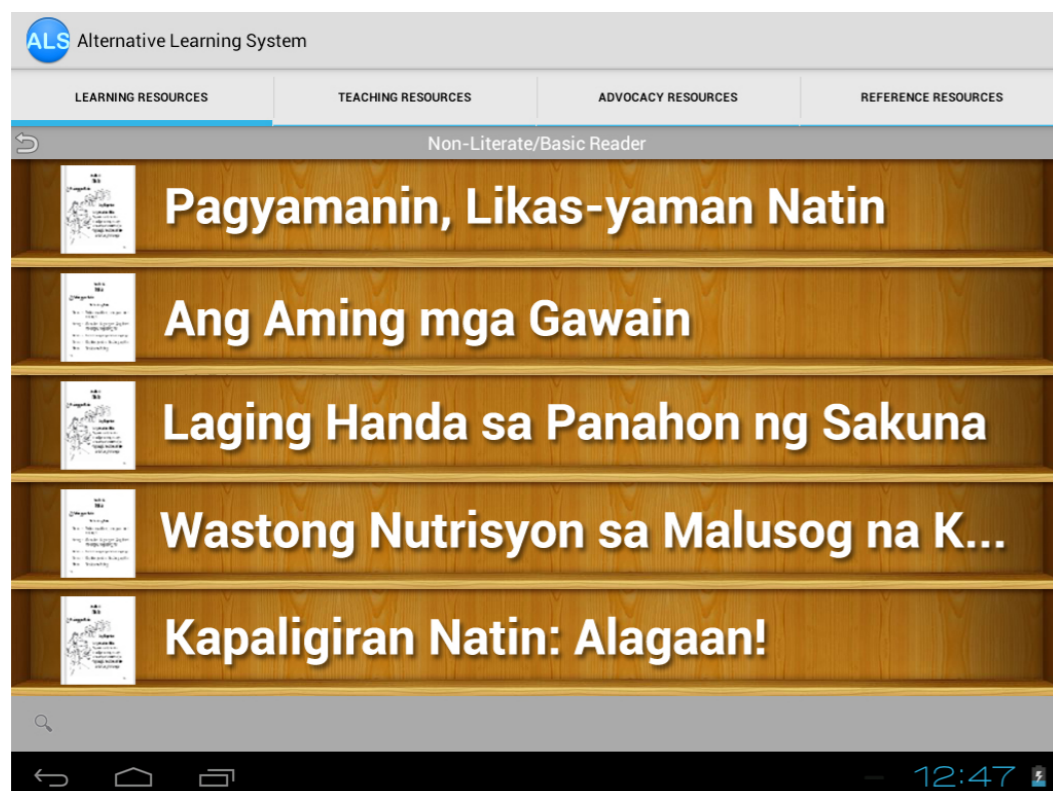
- UP: Philippines' national university
- UPOU: National center of excellence in open and distance learning
- eUP Project: Smart will assist UP in upgrading its ICT infra and education
- UPOU-Smart online content development:
  - Courses:
    - Android mobile applications development
    - Technopreneurship
  - First courses to be offered by UPOU as Massive Open Online Course (MOOC)
  - Rationale:
    - Need to develop competent pool of talent with mobile apps skills
    - Need to align capabilities with industry requirements
    - Majority of students cannot afford specialized trainings
    - Few students get industry-required skills in school
- Shift mindsets from employment to starting their own enterprise
- Create jobs, create wealth which impacts on national economy
- Make their mark in the global market



# Case: Bundling of Device with Connectivity and Content

## Smart-Department of Education Bureau of Alternative Learning System

- ALS: Non-formal education program for elementary and secondary levels
- Target: school dropouts, out-of-school youths, working Filipinos, senior citizens
- Format: community-based
- 6,000 mobile government teachers all over the country
- Equivalency
- Low-cost tablets (\$134 - \$236) bundled with connectivity through a dongle
- Pre-loaded BALS app developed by Smart
  - Content: BALS
  - App Development: Smart
  - e-Reader



Bundled with Smart Bro Power Plug It



Corporate  
Social  
Responsibility  
'doing good'

Revenue  
stream  
'doing well'

Smart and mEducation



mEducation

Human  
Resource  
Pipeline

Human Capital  
Development

Brand Equity &  
Loyalty

# Future mEducation Plans



## Technology

To enable education advocates  
To promote social good  
To reach more communities



Case study on benefits of mobile technology on boosting literacy learning for public school students in kinder



Smart Wireless Engineering Education Program

Industry-academe linkage Program  
Mobile apps development  
IP Technology  
Cloud

Key Learning: Learning by Doing



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