



Market Opportunity Analysis

Background

The GSMA believes that Mobile Health innovation needs to follow customer needs rather than traditional technology push strategies. In addition, the ability to correctly size market opportunities and address enablers necessary for scalability and sustainability can significantly increase the likelihood of success.

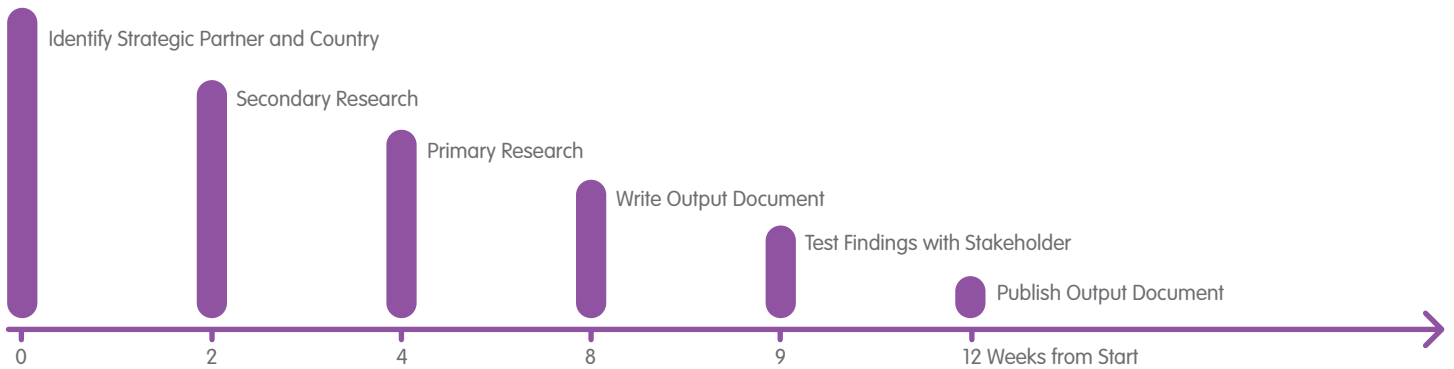
In order to help the mobile industry identify and quantify the health opportunities for mobile in developing countries, the Development Fund's Mobile Health programme is working directly with mobile and health stakeholders to determine where the opportunities exist for greatest impact, cost reduction and improved access. The output of this work will be the GSMA's Market Opportunity Analysis.

Market Opportunity Analysis

Objectives	<ul style="list-style-type: none"> ■ Maps the current state of the health ecosystem. ■ Identifies the needs of the health ecosystem. ■ Overlays the mobile opportunities onto the health needs.
Deliverables	<p>Interactive Web-based tool</p> <ul style="list-style-type: none"> ■ Aggregated quantitative health ecosystem data. ■ Publicly available. <p>Market Opportunity Analysis for identified countries</p> <ul style="list-style-type: none"> ■ Analysis of the quantitative data. ■ In-depth analysis of qualitative country data and interviews. ■ Publicly available country-level market opportunity report. ■ Workshop Mobile Health opportunities with relevant stakeholders.
Success Factors	<ul style="list-style-type: none"> ■ Interactive Web-based tool enables basic analysis and comparison between countries. ■ The market opportunity report is used to inform, educate and stimulate conversation around the health ecosystem and Mobile Health opportunities. ■ Learnings are fed back into case studies, reports, white papers and advocacy opportunities which feed into the Market Entry Toolkit.

Market Opportunity Analysis Process

The GSMA's Mobile Health programme follows a structured process to deliver the Market Opportunity Analysis. This includes primary and secondary research and testing of findings, leading to a published Market Opportunity Analysis report within a 12 week timeframe. The process and timeline are outlined in the following diagram.



Participating in Market Opportunity Analysis

The Mobile Health programme works closely with strategic partners to develop and deliver country-level Market Opportunity Analysis. The roles and responsibilities of the GSMA and the strategic partners are as follows:

Roles and Responsibilities	GSMA	Strategic Partner or funded component of research
	<ul style="list-style-type: none"> ■ Research guidelines and project management. ■ Primary research. ■ Co-develop output document. ■ Test findings with stakeholders. ■ Convene key decision makers and stakeholders. 	<ul style="list-style-type: none"> ■ Provision of in-country resource(s). ■ Secondary research. ■ Co-develop output document. ■ Facilitate future in-country Mobile Health work.

About the GSM Association

The GSMA represents the interests of mobile operators worldwide. Spanning 219 countries, the GSMA unites nearly 800 of the world's mobile operators, as well as more than 200 companies in the broader mobile ecosystem, including handset makers, software companies, equipment providers, Internet companies, and media and entertainment organisations. The GSMA also produces industry-leading events such as the Mobile World Congress and Mobile Asia Congress.

About the Development Fund

The GSMA is uniquely positioned to capitalise on the growing global penetration of mobile and to convene key stakeholders to accelerate service delivery to previously underserved populations. Within the GSMA, the Development Fund works to catalyse economic, social and environmental development through the use of mobile technology at the Base of the Pyramid.

The Development Fund leverages the industry expertise of the GSMA and its members, and the development expertise of international agencies and non-profit organisations to accelerate mobile services, with a focus on health, agriculture, mobile money for the unbanked, green power and community power, learning and access to life-enhancing services for women.

Together with our partners we incubate, replicate and scale new mobile services in communities where they can make a positive difference.

For more information on the GSMA's Market Opportunity Analysis, please email mobilehealth@gsm.org