MOBILE FOR DEVELOPMENT SUMMIT CAPE TOWN 2013

Enable the Future

Agenda Day 1

Time	Room	Session	Speakers
9.00-10.00	Camphor	**Welcome Address and Opening Keynote**	Chris Locke, GSMA and Fernando de Sousa, Microsoft 4Afrika Initiative
10.00-11.00	Camphor	**What is Mobile for Development? The Landscape Today**: The Mobile for Development sector creates partnerships out of what could be considered strange bedfellows. Board rooms making investment decisions can now include representatives from mobile network operators, foundations, international development organisations, and governments. Reasons for deploying a mobile service can vary from providing essential health education to customer loyalty, but the method for delivery may look exactly the same. We will discuss how differing approaches can create both challenges and opportunities when developing new business models and new ways of gaining access to hard-to-reach populations.	Julia Burchell, GSMA Michael de Soyza, Dialog Axiata PLC Priya Jaisinghani, USAID Brooke Partridge, Vital Wave Consulting
11.00-11.30	Camphor Foyer	**Networking Break**	
11.30-12.30	Camphor	**Creative Financing** Mobile for Development brings unique challenges for the impact investor and entrepreneurs interested in mobile products and services. We will discuss the dilemma of the entrepreneur – Do you position yourself as the next hot tech start up in order to attract venture capital or do you focus on your potential impact to get more impact-driven funding? What are the unique or unusual financial vehicles that investors are introducing into this space when structuring deals? What does a mobile network operator see as the investment opportunity in this space?	Corina Gardner, GSMA Pieter De Villiers, Clickatell Miguel Granier, Invested Development Mike Quinn, Zoona
12.30-13.30	Splash Cafe	**Networking Lunch**	
Afternoon Breakout Sessions			

13.00-15.00	Summerhouse 1	**The Future for African Mobile Entrepreneurship** Over the past few years, a number of hubs, incubators, accelerators and garages have sprung up all over Africa in Cape Town, Lagos, Accra, Ghana, Nairobi and Cairo. While still nascent, the rapidly rising mobile entrepreneurship scene in Africa has real promise to grow successful businesses that provide new revenues for the mobile industry and provide innovative services to business and consumers. In parallel with the emergence of young technology entrepreneurs, venture capital, impact investment and development funds are viewing Africa as a potential investment goldmine, if they can find the diamonds in the rough. GSMA as part of its M4D Network programme has conducted an extensive 6 month study, interviewing 300 organisations, focused on the current state and future of the entrepreneurial ecosystem in Kenya. GSMA is also planning to conduct similar research in West Africa, South Africa and South East Asia. This session will be the first public presentation of this research. In addition, a panel discussion with operators, industry corporates, investors, accelerators and seasoned entrepreneurs will discuss the Future for African Mobile Entrepreneurship.	Maurizio Ciao, TLCom Hilda Moraa, iHub, Afrilabs Gibert Arum, IBM Pieter de Villiers, Clickatel Denis Guibard, Orange
	Summerhouse 2	**Creating Commercial and Social Value By Serving Women with Mobile** When implemented well, partnerships between operators and NGOs can deliver significant commercial and social value to both parties. However, partnerships are notoriously challenging. This session, developed and led by the GSMA mWomen program, will provide a practical guide to partnerships between operators and the non-profit sector to deliver value to resource-poor women. This session will explore the value proposition to operators and NGOs through case examples that highlight how to choose your partner wisely, how to partner effectively, and key challenges and barriers to implementation. In addition, the session will deep-dive into select tools and tips to identify consumer behaviours, segment effectively, and to market below-the-line to resource-poor women. This practical session is designed to help attendees implement mWomen programmes within their own organisations to drive commercial and social value into this underserved segment.	Shireen Santosham, GSMA Beth Gertz, GSMA Max Cuvellier, GSMA Kristen Roggemann, GSMA
	Summerhouse 3	**The mAgri Industry: Current Status and Future Trends** This 90 minute interactive session will bring together mAgri practitioners and subject matter experts to discuss some of the challenges and successes of delivering mobile agriculture services. Topics will include: • Current state of the mAgri industry and where it is heading next (agriculture-tailored mobile	Lesley Denyes, Agri-Fin Mobile, Mercy Corps Yaya N'djore, Tigo Tanzania Judy Payne, USAID Lara Gilman, GSMA Mobile Money for the Unbanked

		financial services, supply chain solutions, etc.) • Lessons so far: approaches to service design, agriculture content for mobile channel, partnerships and business case. • Introducing the mFarmer Challenge Fund. There will be short presentations, a panel discussion and lots of time for audience participation and Q&A.	
15.00-15.15	**Summerhouse Foyer**	**Refreshment Break**	
15.15-16.45	**Summerhouse 1**	**Defining the Business Model for Maternal and Child mHealth services: Lessons from South Africa** This session will: • Highlight the importance of cross sectoral partnership to catalyse the integration of mobile • Promote a predictable and competitive environment for ICT investment and innovation to respond to growing health demands • Define an approach to launching interoperable, sustainable and scalable mHealth services. Participants will leave with a greater understanding of what the key enablers are that help create an open environment that fosters mHealth growth and development. The session will provide sufficient opportunity for participants to share, learn about and reflect on the key drivers to stimulate investment in mHealth across emerging markets amongst the mobile industry, governments, development organisations and implementers of health care services.	Dr Michael Mol, Hello Doctor Gustav Praekelt, Praekelt Foundation Andrew Milne, Hello Doctor Maruis Conradie, Vodacom Yogan Pillay, National Department of Health of South Africa Dr Chris Seebregts, Jembi Health Systems
	Summerhouse 2	**Enabling Disaster Affected Communities through Diverse Mobile Services** Preparing for and responding to crises requires a nuanced approach that recognises the interdependency of players. Many agencies in the Mobile for Development sphere collaborate to build greater resilience, provide innovative solutions and allow continuity of service under extreme pressure. This intersection point of the complementary streams of agriculture, mobile money, education, and big data forms the space in which the Disaster Response Programme operates. The Disaster Response session will highlight the need for interaction between streams in aiding vulnerable communities facing disaster and crisis. Although MNOs have a critical role to play in both facilitating the rapid deployment of emergency responders, the rich data and access provided by MNOs have increasing roles to play in cross-sector collaborations. This panel offers the opportunity to learn about interventions currently taking place and provides a chance to discuss the challenges of working within disaster response contexts.	Erik Wetter, Flowminder Chris Mikkelsen, Refugees United Yazeed Sheqem, Souktel Mwamvita Makamba, Vodacom

		Summerhouse 3	**Mobile Identity – Where is the Potential in Africa?** **In Partnership with Gemalto** This roundtable aims to bring thought leaders together to understand what mobile identity solutions are most effective in developing countries today and where new opportunities lie. GSMA Mobile for Development, currently run ten programmes ranging from Mobile for Employment to Mobile Money for the Unbanked and already we are seeing how Mobile Identity can play a role in these areas – identification of taxi drivers and farmers, to patient privacy and birth registrations - and how it is as important for those who live in developing countries to feel secure. How can Mobile help? We will be discussing a number of these topics at the roundtable but in particular interest appears to be around Land Rights, registration and protection which we are keen to explore further.	Dawn Haig-Thomas, GSMA Marc Christian – Gemalto Stephane Glaziou – Orange Peter Benjamin – mHealth Alliance Yannick Kashila, Product Manager, Movirtu Limited
15.00-19.00		**Terrace Room 1**	**VAS Managers (Invitation Only)**	
18.15 onward		**Vineyard Hotel Gardens**	**Mobile for Development Summit Cocktail Night sponsored *by Facebook***	

Agenda Day 2

Time	Room	Session	Speakers
9.00-10.30	Camphor	**Data, Design & Innovation** Mobile for Development represents a huge opportunity through sheer numbers of global mobile subscribers, it also represents a unique opportunity to deliver and refine services through technological innovation, design, and use of data from mobile. This topic also raises key questions - How does opening up access to data lead to opportunities for innovative mobile services that have social impact? What issues does it represent? Will this give rise to viable partnerships between smaller and agile players and larger ones? And, from the point of view different players, what is the practical role of data and user-centric design in driving successful mobile services in the M4D space at large?	Martin Harris, GSMA Adam Wills, GSMA Denis Guibard, Orange Dr Tim Murdoch, University of Cambridge Engineering Design Centre Jesse Moore, M-KOPA Yaya N'djore, Tigo Tanzania
10.30-11.00	Camphor Foyer	**Networking Break**	
11.00-12.30	Camphor	**Internet Players – Disruptors or Enablers?** Over the last few years, in the developed world, we have seen a huge increase in the choice of mobile applications and services as over-the-top players offer more and more web based services/applications. Companies such as Facebook, WhatsApp and Skype offer social media, instant messaging and VOIP. In the developing world, mobile internet access is on the rise, and over-the-top services are emerging which brings the potential for a wider range of impactful products for the underserved. How can operators form partnerships with over-the-top players to harness disruption? How can we use these new services to deliver more impactful services to the underserved? And finally, how can mobile operators disrupt other industries?	Tim Hayward, GSMA Tim Hatt, GSMA Nicola D'Elia, Facebook Andrew Rudge, Mxit Reach Maria Pienaar, Cell C Arnauld Blondet, Orange
12.30-13.30	Splash Cafe	**Networking Lunch**	
Afternoon Breakout Sessions			
13.30-	Summerhouse 1	**From Smart Cities to Connected Communities**	Mary Roach, GSMA

15.00		From urban to rural areas, mobile networks have become the predominant infrastructure in emerging markets and more people are now covered by GSM networks than have access to energy and water. The presence of mobile signal provides opportunities to disrupt traditional service delivery and drive the use of "smart technologies" from cities to peri-urban and rural communities. Join leading mobile operators, entrepreneurs, and public sector players to hear why they are investing in the future of connected communities. This session: • Discusses the role that mobile and the internet of things can play in improving access to infrastructure from rural to urban markets • Provides concrete examples from operators, start-ups and the public sector • Explores the future outlook of a connected world from an emerging market perspective.	Michael Nique, GSMA Jesse Moore, M-KOPA Laura Szczuczak, SeeSaw Luc Tanoh, Econet Solar
	Summerhouse 2	**Forming Partnerships in Mobile for Development** **In partnership with Accenture Development Partnerships** In this session MDI have partnered with Accenture Development Partnerships, who will present their partnering model to engineer a mobile health solution in Kenya, the HELP Platform. This session will: • Aim to give practical insight on the topic of partnerships, relevant across sectors, where we will discuss the example of a partnership created between Accenture Development Partnerships (programme and partnership management partner), Safaricom (mobile partner), AMREF (content partner), and Mezzanine (technology partner) • As part of the session, representatives from Accenture and Mezzanine will openly discuss the partnership formation from different organizational perspectives, taking questions from the room • We will close with a participatory exercise, led by Accenture, aiming to share experiences and insights in setting up or managing partnerships for development	Adam Wills, GSMA Vernon G. Allport III, Accenture Development Partnerships John Vorster, Mezzanine Ware RF
	Summerhouse 3	**Defining a Regional Strategy for Mobile Operators around Mobile Education and Employment** A facilitated roundtable discussion to strategise around local challenges within the fields of education and employment and how to best develop mobile services to meet these. The session will include an introduction to the GSMA developed Operator Toolkit which serves as a go-to-market guide.	Lauren Dawes, GSMA Pratapa Bernard, Vodafone Group
15.00-15.15	**Summerhouse Foyer**	**Refreshments Break**	
15.15-	**Summerhouse 1**	**Mobile Service Design for Mobile for Development Services**	Dr. Tim Murdoch –

16.45			This session will: • Give an overview of service design theory and practice relevant to developing scalable and user centric M4D mobile services. • Look at specific design issues found in implementing agricultural services. • Workshop on applying user-centric design criteria to the above issues. Participants will be exposed to current thinking and research around the creation of mobile services in a user-centric way. Real world issues shown in the agricultural mobile services sector will reinforce this and give the participants an opportunity to apply these methods in a group environment.	University of Cambridge Engineering Design Centre mAgri Programme
	Summerhouse 2	**Bridging the funding divide: resolving the asymmetry between business models and investment criteria** The last 3-4 years have brought about a big rise in entrepreneurial activity and the number of small businesses in the M4D and wider ICT space in emerging markets. Many of these organisations have brought about business growth alongside social gain – seemingly a win-win. However, there is still innovation potential that stands to remain just that, potential, in the absence of funding from outside investors – be they investment groups, foundations or donors, or mobile operators. What is needed to bridge this funding gap? This session will explore ways of solving this problem, primarily from the investor point of view in the context of entrepreneurial business models and risk (business, economic and political). Key questions include: • Where are investors placing their capital in ICT in emerging markets? • How does the investment assessment differ for a start-up compared to a mature firm? • How much of the risk taken into account by investors can be controlled by entrepreneurs? • What are the preferred models of financing ICT ventures in emerging markets? • Are there alternative models that would work more effectively in catalysing scalable businesses? Participants will come away with a rich and varied set of perspectives on these issues, informed by on-the-ground practitioners. There will be a set of short presentations given by practitioners before opening up to free flow discussion and Q&A amongst all in attendance.	Tim Hatt, GSMA Nicki Goh, DFID Kathleen McGowan, USAID Maurizio Caio, Tlcom Miguel Granier, Invested Development Rafa de la Guia, Omidyar
	Summerhouse 3		
13.30-16.30	Terrace Room 1	**mHealth Service Maturity Tool Workshop (Invitation Only)**	

17.00-18.00	Camphor	Closing Keynote and Remarks	Strive Masiyiwa, Econet Wireless and Chris Locke, GSMA