

GSMA Mobile for Development Impact Breakout Session**Launching VAS with Social Impact: Evaluating your service through data analytics****Friday 9 October 2015 / 14:30-16:00**

Those launching mobile services in emerging markets targeting underserved customer segments generally report they wish they could do more with the data they produce to understand, refine and improve delivery of their services. Most report that lack of frameworks and tools is the primary barrier to achieving this aim. In this short workshop we will go over a step-by-step framework and two exercises to bring to life an approach that can help organisations make better use of their data. We'll be using real data and real experiences from our working relationships with organisations facing data challenges to construct the exercises so that participants can come away with a practical flavour of conducting an evaluation using our approach.

<i>TIME</i>	<i>CONTENT</i>
<i>14:30-14:45</i>	<i>Welcome and introductions</i>
<i>14:45-15:00</i>	<i>An introduction to the 9 step framework and 3 case studies</i>
<i>15:00-15:20</i>	<i>Exercise 1: Measuring what matters</i>
<i>15:20-15:30</i>	<i>Exercise 1 discussion: share thoughts in the room about what was interesting about case studies</i>
<i>15:30-15:50</i>	<i>Overview and highlights of findings from 3 case studies</i>
<i>15:50-16:00</i>	<i>Q&A, open discussion, wrap up</i>