mozilla



Mobile for
Development Impact

Mobile Opportunity Initiative

for partnership discussion
v4, august 2014

What:

GSMA & Mozilla are coming together to **accelerate local content creation on entry-level smartphones**, driving digital inclusion, innovation, economic growth, and increases in ARPU in emerging markets.

Why:

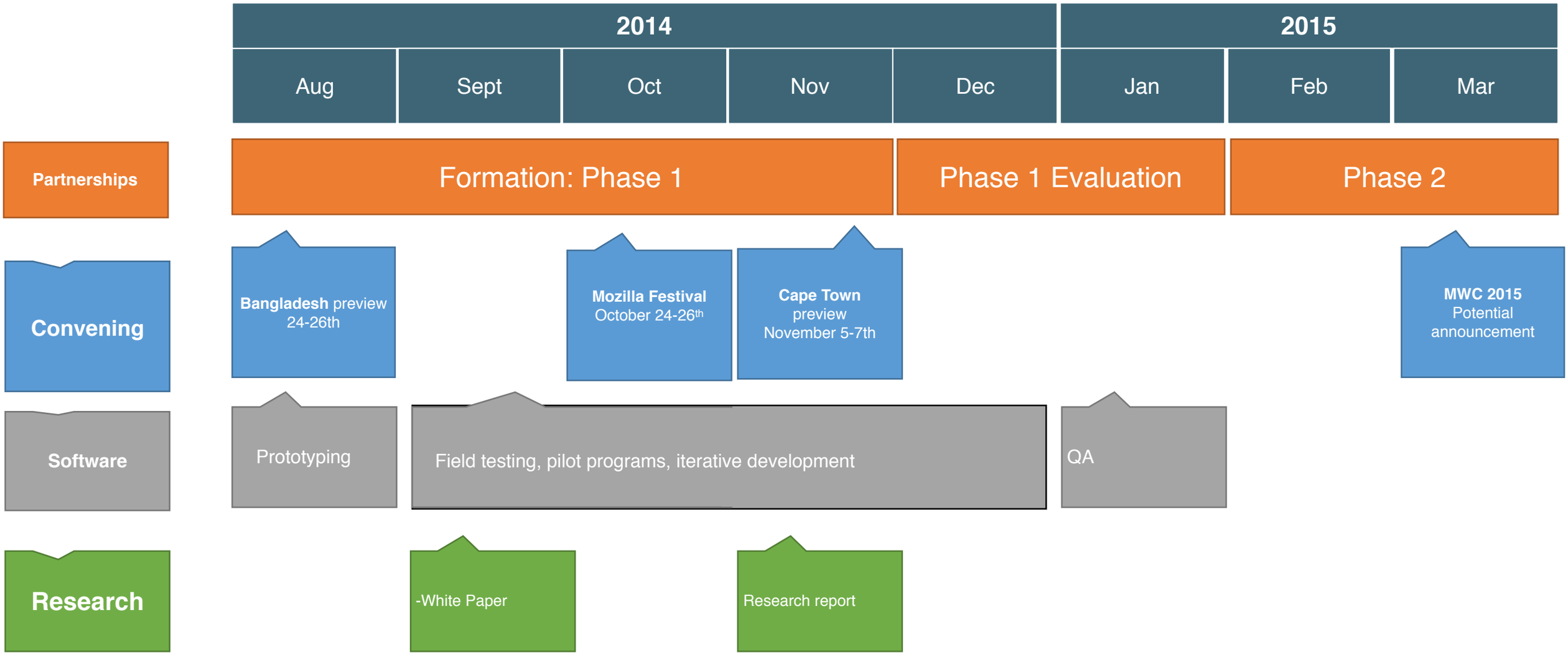
To ensure that mobile is an open and competitive platform for economic development, we must build services that **empower people as creators and enablers**.

How:

Over the next six months, we will work with MNO partners to test and improve on Webmaker software, training, and partnership models, **planning for a scalable global initiative**.

contact: mobileopportunity@mozilla.org

Expected timeline



We invite organizations with an interest in building the Mobile Opportunity Initiative to help shape the program in advance of its anticipated Q2 launch.

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Program model

Participation

Mozilla
- product groups
- education group
- global volunteers

GSMA
- M4D impact
- industry association
- Mobile World Congress

Lead operators
- VAS managers
- innovation/R&D
- digital skills programs

Donors
- youth education
- entrepreneurship
- financial/digital literacy

Activities

Shared goals & advocacy
Supporters invited to join in our digital inclusion platform

Produce free / open software
Dramatically lower bar to create / distribute content; invest in open platforms (HTML5, Firefox, Webmaker, etc)

Facilitate skills training
In-person and online training; global volunteer network (webmaker.org)

Produce training materials
Free open educational resources for many locales (web skills, digital business, open data...)

Short-term
direct influenced outcomes
year 1

- **Industry-wide discussion of local content strategies**
- **Entry-level devices ship with content authoring tools pre-installed**
- **Skills acquisition and peer-learning opportunities; remotely & in urban centers**
- **Mobile network operators launching digital skills programs in emerging markets**

Mid-term
indirectly influenced outcomes
1-2 years

- **Increased collaboration around open & competitive platforms**
- **New skills and career pathways unlocked for individuals**
- **Small stimulus in locally relevant content**
- **Increased support for open and competitive platforms**
- **Local content & service innovation**
- **Network API + service experimentation**

Long-term
ecosystem impact
3-5 years

- **Digital inclusion**
- **Generating new digital market value**
- **ARPU growth**
- **Economic development**

Outputs ⋯⋯▶ Outcomes ⋯⋯▶



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Elements of program

1) Mobile Opportunity industry initiative

2) Launch of Webmaker content creation app

3) Launch of digital skills training resources

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Elements of program

1) Mobile Opportunity industry initiative

- Lead operators, GSMA, and Mozilla Foundation announce new **initiative dedicated to growing digital literacy skills and locally relevant content** globally on the web (est Q2 2015)

- By **providing global training programmes and software** designed to allow users to create webpages and apps without needing to learn to code, the barrier to being a contributor to web content will be dramatically lowered.

- Guided by a commitment to an open internet, **we invite other partners to join in our movement** to ensure that the next billion internet users are not seen just as consumers but also creators.

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Elements of program

2) Launch of Webmaker content creation app

- Free / open source app to radically ease **content creation** for **users in newly digital economies.** Available for **Android, Firefox OS & web**.

- **Available in 10+ languages.** Call for participation from operators and other participants to **grow the utility and reach** of the app.

- Goal: **pre-installed on all Firefox OS devices** shipping to operators in Q1 2015. Work with MNOs on Android pre-installs.



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Elements of program

3) Launch of digital skills training resources

- GSMA, Mozilla and lead operators conceive and **develop free training modules for new smartphone owners** (i.e., web skills, entrepreneurship, automation, using open data…)



- Partners commit to **delivering in-person workshops and trainings**

- Mozilla Webmaker Mentors & Reps support the initiative worldwide, forming a **mission-based volunteer network to teach technology skills** + unlock opportunities

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Why partner with GSMA / Mozilla

•An opportunity to lead the way in bridging the digital literacy gap and empowering the next billion mobile internet users.

•Facilitate experimentation with network APIs and value added services through programs that create a positive impact

•Teams of educators, designers, engineers, researchers ready to partner with you and co-create programs to stimulate local content creation.

•A positive association with an organization known for its open source mission and its large community of volunteers all around the world



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Three ways to partner on the Mobile Opportunity Initiative

1. Facilitate a user testing session

Goal: Gather insights on user motivations and constraints to help improve the Webmaker software.

Needs: a facilitator, a target user group (any size), access to smart devices (entry level+)

Mozilla provides: facilitation materials and feedback mechanism.

Benefits:

- Hands-on experimentation with software before building larger social impact program
- Contributing to product development by surfacing user needs and reactions



2. Develop a pilot program with Mozilla

Goal: Deploy and test a skills training program for a specific user segment; learn from successes to plan long-term programs

Needs: a project manager (part time or full time), facilitators, target user group, access to devices (low-end+)

Mozilla provides: Mozilla project manager, attention from the product team, help from local Mozilla community volunteers, training material, test devices (in some cases), evaluation methods and feedback mechanism, engineering support (in some cases).

Commitment: Provide insights and data on users motivations and constraints, document and share learnings about efficacy of digital skills approaches, investigate possibilities for long-term and scalable programs.

Benefits: Hands-on experimentation with software before building larger social impact program; contribute to product development by surfacing user needs

3. Strategic technology partnership

Goal: Deliver new opportunities for digital literacy and content creation at market-scale.

Requires: mutual commitment to long range goals, resource commitments (in some cases)

Examples: Pre-install software on handsets, including digital skills and local content creation trainings, network API / VAS integration...

Benefits: Potential for ARPU increase and other derived revenue in market; product differentiation in category...

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