

Plenary 6B: Mobile Enabled Solutions

Moderator: Valerie d'Costa, Manager of InfoDev, World Bank

Decio Farias, Manager: mobile connectivity products, Microsoft Brazil

Microsoft's vision is integration of TV, PC and telephones. These 3 screens should be able to be used to do daily activities. \$10 billion is getting invested by MS for convergency to enable the user to operate in one space, and have a repository on the network.

Netbooks – halfway between a smart phone and a PC. It comes with connectivity tools – and is for total mobility. Smartphones is where there is more opportunity for innovation and entrepreneurship.

Roberto Rittes, Director General of Oi Paggo, Brazil

Product is “closed loop credit card” using mobile phones as end-user interface and merchant POS device. Target is banked individuals. The challenge in accessing the market was to demonstrate that this platform was safe and practical.

Benefits:

- Remote purchases using credit cards are not that safe and are open to fraudulent transactions. But usage of the cell phone as the interface eliminates this.
- Deliveries can be authorized via the cell phone, hence promoting convenience.
- Cheaper cost structure (cost/gross sales = 3% versus 15% of traditional credit card sales).

Danco Dimkov, Director of AdvertSMS, Macedonia

First mobile marketing agency in Macedonia. Started his company at 21, and battled to gain credibility because of his age.

AdvertSMS is non-intrusive (unlike TV advertising where the audience is subjected to the advert regardless of whether they wish to see it or not). Furthermore it can be focused specifically on the target market. It is far more effective i.t.o. being read by the target audience than other forms of advertising media. Mobile penetration is 93% and 94% of text messages are read - 75% instantly.

But need to be careful of spamming. A link must therefore be made between those who want to receive SMS adverts with those who want to advertise. This requires written acceptance by the user that they are happy to receive ads. This “acceptance procedure” also helps capture their demographics and interests. As an extra attractant, a revenue-share model where the user gets paid for reading the advert, is applied.

The information of the users is an attractive offering for clients. Clients are then approached with a segmented database enabling specific groups to be targeted. The methodology includes the ability to personalize the SMS, as well as select target groups according to multiple criteria, e.g. targeting students during their exam period with energy drink adverts.

Valerie D'Costa, Manager: infoDev

Developing world is leapfrogging the developed world i.t.o. density and growth of mobile communication. The mobile industry in India has created 3.6 million jobs. The largest growth percentages are, however, seen in Africa. Furthermore, mobile has a 35% greater impact on developing countries than developed countries. There is a huge potential for mobile payments.

2010 will see the launch of regional mobile applications laboratories in Africa and Asia. It will also see the launch of social networking hubs for mobile communications sector in Kenya, Mozambique, Tanzania and Uganda. This is to encourage the development of applications on mobile phones which is not as rapid as the penetration of mobile phones. Hence the focus of these new programmes will be on developing the capacity via centres of excellence.

Andre Averbug, Co-founder and President of PV Inova, Brazil

PV Inova is a spin out from a Rio de Janeiro incubator. The time people spend commuting is considerable, hence the focus was on developing a product to help commuters make better use of travel time. The product developed was a telephone on buses that uses pre-paid cards. This does away with the bad reception and flat batteries of mobile phones. Another product developed is a GPS module for cell phones to track vehicles – TELOTrack.

Difficulties in accessing the market for an SME include:

- Negotiations can take really long with mobile operators
- Lack of seed capital