

MOBILE TECH FAIR

mHUBS IN
VARIOUS
ISLANDS

TRAINING &
BOOTCAMPS

STARTUP
CHALLENGE

INVESTMENT
READINESS

ON THE OCCASION OF THE LAUNCH OF THE

[CMIP]

CARIBBEAN MOBILE INNOVATION PROGRAMME

June 10, 2014

UWI Regional HQ,
Jamaica

startupland

a documentary series

WORLDWIDE
PREMIERE
'STARTUPLAND'

SHANNON
CLARKE
MEDIREVU

JANICE MCLEOD
AGROCENTRAL

MADONNA
CORRIAN
M.A.D.E.

'Growing
Mobile Entrepreneurship
in the Caribbean'

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WELCOME TO

[CMIP]

CARIBBEAN MOBILE INNOVATION PROGRAMME

Welcome to the Caribbean Mobile Innovation Programme (CMIP), a new partnership to recruit and nurture the next generation of talented mobile entrepreneurs in the Caribbean. CMIP, a regional initiative executed by the UWI Consortium under the Entrepreneurship Program for Innovation in the Caribbean (EPIC), and funded by the Government of Canada, is the latest major infoDev/ World Bank incubation and startup program to be launched in 2014.

2 EPIC continues to support its mobile entrepreneurs with training, pitching and mentorship, giving infoDev the ideal conditions to assess and prepare the market for them. From these activities, we've selected the most promising group of mobile startups, all of whom are preparing themselves to be business-ready when they are paired with investors.

Truly regional in nature, the CMIP, from its first base in Jamaica at UWI, will shortly spearhead the establishment of six mobile innovation hubs chosen from among the other Caribbean territories. These will in turn spread their reach, connecting mobile startups to each another and to the rest of infoDev's global network of entrepreneurs, financiers and technology leaders.

On show are eight Caribbean mobile enterprises and the problem-solving apps they have developed. Experience the highs and lows of life in a tech startup by watching the worldwide premiere of the new documentary series, 'startupland'. Finally, share in the evening's hot topics via a high-powered panel discussion by industry experts, led by Jason Gutwein, the director of the film. Enjoy!



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 **Shannon
Clarke**

MOBILE APP: MediRevu

CORE TEAM: Samora Reid, lead designer; Lybron Sobers, iOS app developer; Shannon Clarke, web and mobile application developer.

START: June 2014 trial launch

infoDev/EPIC EXPERIENCE:

Won expert developers prize at Digital Jam 3.0.

BACKGROUND

MediRevu is a mobile health app that empowers physicians and caretakers to easily manage patients by tracking compliance with doctor instructions regarding diet, exercise and medication. Patients download the free mobile app to access diagnosis, treatment instructions and automatic reminders for helping them stay on track. Subscribers pay a monthly fee to access the MediRevu online dashboard to track and monitor the patient's compliance as well as an analysis of their response to prescribed medications. This allows doctors to adjust patients' medication plan and/or re-diagnose the patient as needed.

TARGET MARKET

According to the CDC (Centre for Disease Control and Prevention), 54% of physicians had adopted an electronic health record (EHR) system by 2011 with more than 75% of them

reporting that it has assisted with improved patient care. The aim is to serve 2,000 physicians over the course of five (5) years across the Caribbean. **MediRevu** plans to enroll at least 35 doctors in Barbados within the first year of operation, after which the scope will expand to others across the Caribbean and the Americas.

BUSINESS MODEL

Doctors and caretakers will pay monthly subscriptions of US\$99 and US\$25 monthly respectively in order to access the MediRevu online dashboard. **MediRevu** will also attract group rates for clinics and elderly homes starting at US\$3000 and US\$1000 monthly, respectively.

FINANCIAL SUMMARY

MediRevu seeks an investment of US\$35,000 at 6% equity stake. Cost drivers are primarily online marketing and equipping sales/marketing assistants.

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- iPhone: <https://www.testflightapp.com/install/00827ffe9abd9b90d8ac7d44b4aeb415-OTY1MzAwNg/>
- Android: https://www.dropbox.com/s/aibjftuk1krljxi/MediRevu_23Feb_3.apk



MOBILE APP: ezLearner

CORE TEAM: Troy Weekes, digital developer; Gregory Hinkson, consultant/accountant; Katyann Fletcher, marketing lead.

START: 2011

infoDev/EPIC EXPERIENCE: Mobile Startup Camp 2013

BACKGROUND

EZLearner Inc. is a provider of educational technology solutions for students in the English-speaking Caribbean. In 2011, the corporation commercialized the design, development and online distribution of educational web apps and premium content for children between 8 to 12 years old.

EZLearner has created an award-winning learning platform comprising four integrated learning apps, **Composer, Comprehend, Compute** and **StoryVille**. The apps feature gamified activities that are compliant with national curriculum standards.

The learning content showcases relevant Caribbean culture and values. The mobile app, **StoryVille**, is a digital storytelling social feed that motivates students through peer recognition and acquires customers for the other apps on the platform.

- <http://appworld.blackberry.com/webstore/content/33939897>
- <http://www.ezlearner.com>

Other apps for entrepreneurship, science and social studies are planned for 2015 and 2016.

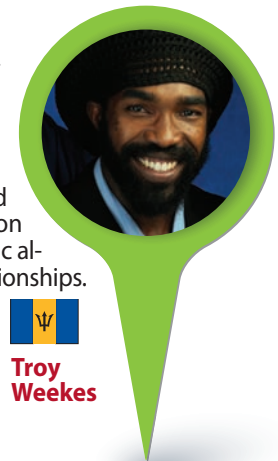
TARGET MARKET

Children 8-12, plus parents and teachers who use educational technology. The total addressable market size represents approximately 4 million Caribbean students, growing by 0.5% in 2015. **EZLearner** serves 13% of the Barbadian market and projects growth in St. Vincent and the Grenadines during 2014.

COMPETITION

Alternative online products and teachers who offer private tuition. The product is unique because of its highly accessible, credible, multidisciplinary and exclusive content offering.

Proprietary expertise in user experience design, social and mobile integration gives **EZLearner** an edge in technical agility. They apply lean production strategies and innovative business processes to enhance speed and market fit. The **EZLearner** brand is gaining traction through strategic alliances and relationships.



Troy Weekes



M.A.D.E.

MOBILE APP: M.A.D.E.

CORE TEAM: Madonna Corrian, co-founder; Ade Inniss-King, co-founder

START: May 20, 2014 (DB-117 Ltd.)

infoDev/EPIC EXPERIENCE:

Won 2013 VentureOut Challenge; 3rd place in 'Stunning Beginners' category, Digital Jam 3.0

BACKGROUND

M.A.D.E. (My App for Disasters and Emergencies) gives users actionable and location-specific information on what to do before, during and after hurricanes, earthquakes, flooding, wildfires and other disasters in the Caribbean. M.A.D.E keeps loved ones connected and helps reduce the overall cost of recovery after a disaster or emergency.

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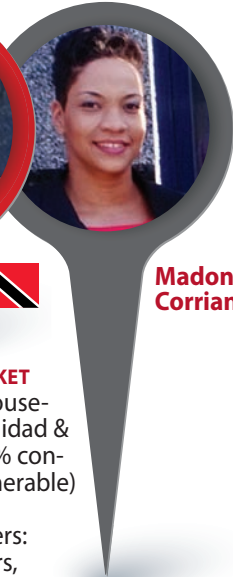
The app has 3 components:

1. M.A.D.E – Early Warning System; Disaster Response Plans and Interactive Checklists; Family Circle; Offline Access
2. M.A.D.E Biz – Integrated Insurance, Identical to M.A.D.E but with a secure link dedicated to insurance services
3. M.A.D.E DRM – Online Disaster Risk Management training

db-117@live.com



Ade Inniss-King



Madonna Corrian

TARGET MARKET

- 401,382 households in Trinidad & Tobago (50% considered vulnerable)
- Insurance policy holders: homeowners, renters, auto, life
- 222,800 fixed broadband subscribers
- 20 medium to large insurance companies (local and regional: T&T Insurance, SAGICOR)
- 1.6 million intraregional tourists

BUSINESS MODEL

Three revenue streams will generate income from a) 3rd Party Advertising b) Integrated Insurance and c) M.A.D.E DRM, with the introductory version for 39.99 and the complete version for 59.99

KEY MILESTONES

- 250 signups and beta-testers 7/14
- Alpha Build Complete 7/14
- Media Launch 10/08/14 (Int'l Day for Disaster Reduction)
- First 1K downloads 3/15



MOBILE APP: CariOla

CORE TEAM: John Francis (St Kitts), founder/CEO: over 20 years in music industry; Ramakant Gupta (India), Programmer/ Developer: 10 years' experience; Andre Fritz (Germany), Graphic Design: 15 years' experience; Valmar Kass (Estonia/UK), Content Manager with 10 years' experience

START: July, 2012

infoDev/EPIC EXPERIENCE: PitchIt participant



John Francis

COMPANY BACKGROUND

DanceBEAT Records will bring sought-after Caribbean musical titles, videos and books to market on its streaming mobile app, **CariOLA**. The project makes content universally available by Genre, Island, Artist and Label similar to Youtube or Spotify and music distribution sites like iTunes, eMusic, Amazon, Nokia and Vodafone.

THE PRODUCT

The **CariOla Digital Mobile Player** is the only one of its kind offering exclusive Caribbean music and

video content. The platform is designed and developed to take full advantage of current digital and internet technological opportunities available worldwide and to present Caribbean creativity and entertainment to an international market.

TARGET MARKET

Caribbean and Diaspora; USA & Canada, Europe, Japan, China & Far East; South America, Africa

BUSINESS MODEL

- Total subscription in first 12 months – 100,000 users @ US\$10.00 per month for US\$10,000,000 in year 1.
- Aggregate Projected downloads: 100,000 tracks @ \$2 by year 2.
- Advertising & Search Engine net income per viewer: US\$0.10 (US\$25,000 per month), i.e. US\$600,000 by year 2
- Business to Business contracts and licenses income – US\$ 100,000 a year
- Total net projected income: US\$6,000,000 (2 years)

Key Milestones

- OECS Financial Support: 2013
- Establishing Caribbean Fusion (Europe) network of concert promoters and venues

<http://cariola.caribbeandownloads.com/>
<https://www.facebook.com/caribbeandownloads>
<http://magazine.caribbeandownloads.com/new/Info@dancebeat.net>



MOBILE APP: CrimeBot
CORE TEAM: Kashif Hewitt, Aldrean Smith, Dave Oakley, Garth Thompson
START: 2013
infoDev/EPIC EXPERIENCE: Grand Prize Winner, Digital Jam 3.0

BACKGROUND

This crimefighting app was developed to involve the public in alerting incidences of crime and identifying crime hotspot areas. **CrimeBot** focuses on anonymous reporting along with user confirmation feedback to verify incoming reports. In so doing, it maps crime hotspots around any specific community or country. With this information, users can view crime directly around them as well as report crimes and search other locations for crimes.

The **CrimeBot** app also aims at stopping the 'no informer culture' that has prevented witnesses of crimes from speaking out because of fear of retaliation. It does this by keeping all users of the app anonymous and their information private.

The app will be initially launched on Android devices (250,000 on Digicel network alone) via Place stores, and later on Windows, BlackBerry (World Stores) and Apple devices (I-Tunes) for an estimated 900,000 total users.

TARGET MARKET

The marketing strategy will vary according to the group targeted. In general, the web page will be accessible to all groups, providing relevant information on **CrimeBot** including availability.

BUSINESS MODEL

Marketing to closed groups (security and insurance companies, etc.) will entail face-to-face meetings between the sales representatives and the respective manager of each company. Sales representatives will be able to explain the benefits of CrimeBot to each potential customer and will be specially trained in the art of closing sales.

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**Dave
Oakley**



**Garth
Thompson**



AgroCentral

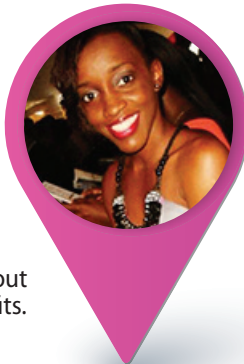
MOBILE APP: AgroCentral
CORE TEAM: Jermaine Henry (CEO),
Janice McLeod (CMO)
START: 2013

BACKGROUND

AgroCentral is Jamaica's first digital agricultural clearing house using Web to SMS/SMS to Web technology to connect small farmers and businesses. Businesses will have the ability to source large amounts of crops directly from farmers, who will be able to sell their available produce directly to businesses.

The solution aids small farmers who have trouble locating markets by connecting them to larger businesses.

Unlike services that help them to find markets for their products, AgroCentral removes the middle-man who drives up prices and cuts farmers out of their share of the profits.



Jermaine Henry



BUSINESS MODEL

AgroCentral will have multiple revenue streams with a sustainable subscription-based business model. Revenue streams include: Paid subscriptions (for both farmers and businesses), SMS marketing for companies (agribusiness, loan entities, PC banks etc.), Selling data to agricultural stakeholders and escrow service (*2% of transactions)



KEY MILESTONES

- Gain funding, beta test, be profitable in 2013
- Expand through the Caribbean in 2015
- Expand through South America in 2016
- Expand through Africa in 2017



Janice McLeod



Roxanne Wanliss



MOBILE APP: meAgo

CORE TEAM: (Innovat Ltd.) Roxanne Wanliss, Project Manager; Oneal Anguin, Tech Architect; Owen Lilly, Developer; Jason Als, Developer; Zinzi Samuels, Marketing; Howard Campbell, Advisor (Jamaica); Caroline Howes, Advisor (UK).

START: 2012

infoDev/EPIC EXPERIENCE: Mobile Startup Camp 2013; won Grand Prize in Digital Jam 2.0

TARGET MARKET

The target market is primarily active event goers in the Caribbean 18-35, who are smart-phone users. This market size is approximately 9 million users.

BUSINESS MODEL

meAgo will see revenue from multiple streams, including: License fees, commission from ticket sales, convenience fees; value-added services such as related in-app advertisements, reports, etc.

KEY MILESTONES

- June 2014: Seeking a first round of seed investments; branding and marketing strategy deployed; beta testing
- July, 2014: Soft launch of **meAgo**
- September, 2014: Official launch

A prototype is available and soft launch is in the works for summer 2014.

- Website: www.meAgoNOW.com
- Facebook: www.Facebook.com/meAgoNOW
- Twitter: @meAgoNOW



BACKGROUND

In Jamaica alone there are approximately one hundred events attracting over 50,000 attendees each month. This number is significantly greater when extended to the Caribbean. Unfortunately, for anyone to get tickets for these events, they must first, identify places where they can buy tickets, then get there within business hours. However, when they get there, there is no absolute guarantee that they will get the tickets they want.

meAgo is a one-stop shop for getting tickets for the events you want to attend, and is open 24/7, every day of the year, right at your fingertips. With **meAgo**, you can always get information on events tickets and availability.



MOBILE APP: Best Daily fx Rates
CORE TEAM: (Rates Central) Kemesha Tobin-Dunn, Lindel Tomlin, Ssyade Gayle and Luke Edwards
START: December, 2013

BACKGROUND

Most days, it's difficult to determine which bank will offer the best value in exchange rates. This leaves individuals with the frustration of searching for local banks by scanning websites or running around to find the best fx rates.

Best Daily fx Rates will give these users an innovative mobile/web-based app and a convenient way to find local banks and browse their rates. Today, most foreign exchange apps provide users with the ability to browse foreign exchange rates for every world currency vs. the US dollar.

With **Best Daily fx Rates**, users can browse foreign exchange rates for world currencies, and conveniently access the best rates from local banks on one screen:




**Ssyade
Gayle**

Kemesha Tobin-Dunn



- Users can access and compare the local rates of banks near their location.
- Real time (24-hour) trading rates will be provided for the top traded currencies (USD, CAN, GBP and EURO).
- The daily rates updates will occur via wi-fi once potential partners update their trading rates.

BUSINESS MODEL

Best Daily fx Rates will generate revenue through app purchase, in-app advertising and transaction fees. Customers will pay nothing for the trial version, but will pay US\$0.99 for the full version. Certain features will be offered for a US\$0.51 for 3 months. Rates Central expects to drive between US\$100 000 and US\$250 000 based on an estimated volume of 50000 app purchases and transactions through the financial apps alone within 24 months.

KEY MILESTONES

Best Daily fx Rates is in the development/introductory stage. Within 3 years, expansion is planned into gaming and animation.

<https://www.facebook.com/RatesCentral>



startupland

a documentary series



VIIBO PRESENTS "STARTUPLAND" STEVE CASE ESTHER DYSON ALEXIS OHANIAN KEVIN HARTZ AMY MILLMAN MICHAEL CHASEN CHRIS HEIVLY
AND TIM O'SHAUGHNESSY EXECUTIVE PRODUCER JONATHAN PERRELLI CO-EXECUTIVE PRODUCERS ROBERT A. COMPTON TIEN WONG TRENOR WILLIAMS AND JAMIE MARRACCINI
CO-PRODUCED BY IAN ALTMAN DEREK COBURN AND JOHANNA WILSON DIRECTOR OF PHOTOGRAPHY JUSTIN GUTWEIN VISUAL EFFECTS BY TIM INGLE ASSOCIATE PRODUCER MAXIM WHEATLEY
EDITED BY JUSTIN GUTWEIN ORIGINAL MUSIC BY ANDY FRY & EMILY WATKINS PRODUCED BY JONATHAN PERRELLI AND JUSTIN GUTWEIN DIRECTED BY JUSTIN GUTWEIN

www.startupland.tv