Do mLabs MAKE a DIFFERENCE?

The mobile apps created have development impact

**ECONOMIC SUCCESS OF mLAB-SUPPORTED ENTREPRENEURS**

- **97 STARTUPS** created
- **280 JOBS** created
- **32,000 DEVELOPERS & ENTREPRENEURS** reached
- **USD5.2M INVESTMENT RAISED** by startups
- **USD1.1M REVENUE** generated by startups

**STARTUPS’ SUCCESS BY REGION**

- **EAST ASIA**
  - **USD13,000** REVENUE generated by startups
  - **USD264,000** INVESTMENT raised by startups
  - **23 JOBS CREATED BY STARTUPS**
  - **62 STARTUPS CREATED**

- **AFRICA**
  - **USD97,300** REVENUE generated by startups
  - **USD4,752,000** INVESTMENT raised by startups
  - **62 JOBS CREATED BY STARTUPS**
  - **62 STARTUPS CREATED**

- **EUROPE & CENTRAL ASIA**
  - **USD134,000** REVENUE generated by startups
  - **USD190,000** INVESTMENT raised by startups
  - **12 JOBS CREATED BY STARTUPS**
  - **12 STARTUPS CREATED**

**THE MOBILE APPS CREATED HAVE DEVELOPMENT IMPACT**

- **HEALTH**
  - SMS
  - Reducing the rate of child mortality by sending text message reminders and improving the health of communities by increasing access to health care information.

- **EDUCATION**
  - Educational games are addressing important social issues in Africa and Asia, and apps for formal education have contributed to increasing children’s motivation and time studying.

- **ENVIRONMENT**
  - Providing a platform for people to find recycling resources and sell recyclable waste, and by engaging the public in fair trade and enhancing environmental awareness in aquaculture.

- **FINANCIAL INCLUSION**
  - Managing mobile payments and mobile banking has given access to the formal financial system to impoverished communities and small businesses.

- **MOBILITY**
  - Improving public transportation by giving updated schedule information to reduce delays and waiting time for commuters.

- **AGRICULTURE**
  - Providing access to up-to-date agricultural market information has increased the incomes of small farmers. Accessing information such as weather predictions and green house planting has increased small-scale farms’ productivity.

**IMPACT OF NOTABLE APPS**

- **GoMetro**
  - 450,000 downloads
  - 90% daily use

- **eNera**
  - 700 schools integrated in the platform
  - 80% of students study more

- **MFarm**
  - 6,300 farmers in the network
  - 166% increase in the crop selling price