infoDev’s mInnovation model for the Caribbean
From mind-to-market: turning ideas into competitive mobile startups

- **Ideation**
- **Design**
- **Launch**
- **Build**
- **Chasm**
- **Scale**
- **Mature**

**Suggested Model**

- Entrepreneurs with Skills
- Validation Strategy
- Networks

**Fail Fast, Fail Cheap Model**
Suggested Model

Assumptions

• The initiative should be a regional effort as deal flow for mobile incubation facilities on individual islands is likely to be too small (Jamaica a possible exception).

• Initially, the focus should be on a few islands (max 6) to test the model before rolling out to all interested islands.

• A networked model should be employed with a regional hub in one of the major islands (Jamaica, Trinidad, Barbados). Choice will be determined by submission of a proposal by interested parties.

• The main drive will be to initially rally interest and grow the communities. Limit infrastructure requirements to minimize expenses.

• Financial sustainability will be an important decision factor.
Suggested Model

Activities:
A range of services, from sourcing talent to enabling mobile businesses

Class of 2013, etc.

Global infoDev A2MF Network and Initiatives

Caribbean mInnovation Alumni Network

Mentorship & Coaching

Incubation

Pre-Incubation: Launch!

A2MF*

Pre-Incubation: Launch!

Startup Weekend

Regional Pitching and Developer Event

Open Community & Tournament

Coaching

Challenge

Prototyping

Training

Online Caribbean mInnovation Community

Ideation

Design

Launch

Build

Chasm

Scale

Mature

Fail Fast, Fail Cheap Model

* A2MF: Access to markets & finance

More detailed information on the activities at www.infodev.org/en/document.1171.html
Governance:
One Regional Coordinator, local mHubs for several islands

- Jamaica
- Trinidad
- Barbados
- St Vincent
- St Lucia
- Grenada
- Antigua
A single Regional Coordinator ...
- administers and coordinates all activities with mHubs.
- run by an existing organisation focusing on regional enterprise development and promotion.
**Suggested Model**

**mHubs with customizable service portfolio**

**Mobile Application Hubs (mHubs) ...**
- established on up top 6 islands.
- may not have physical infrastructure, unless housed in an existing university/incubator
- current activities and funding opportunities should be leveraged

**Actual service portfolio and business model to be designed by local stakeholders.**
In-depth modeling and analysis to be completed during next phase.