

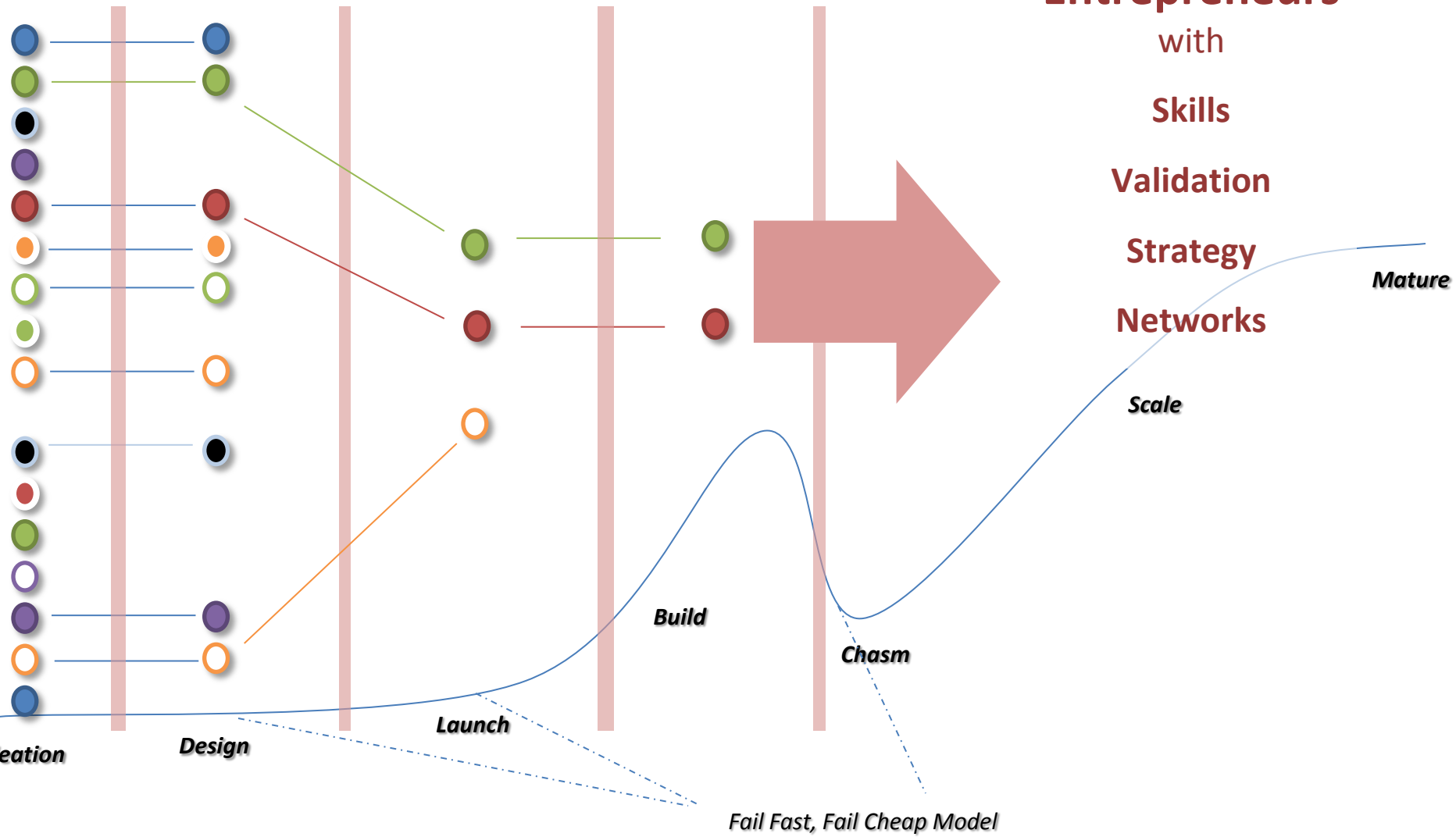


# infoDev's mInnovation model for the Caribbean



# Suggested Model

From mind-to-market: turning ideas into competitive mobile startups



# Suggested Model

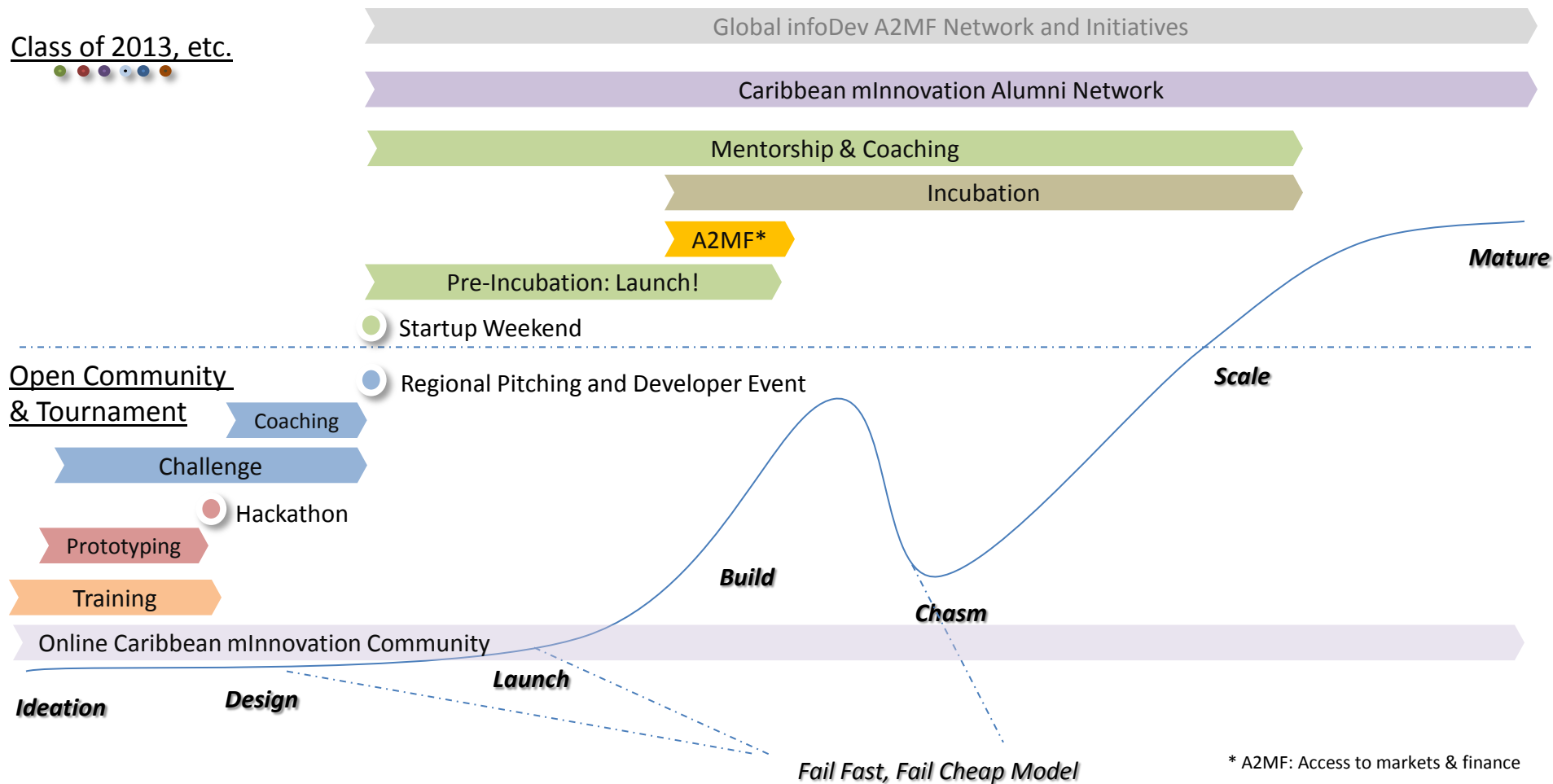
## Assumptions

- 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:

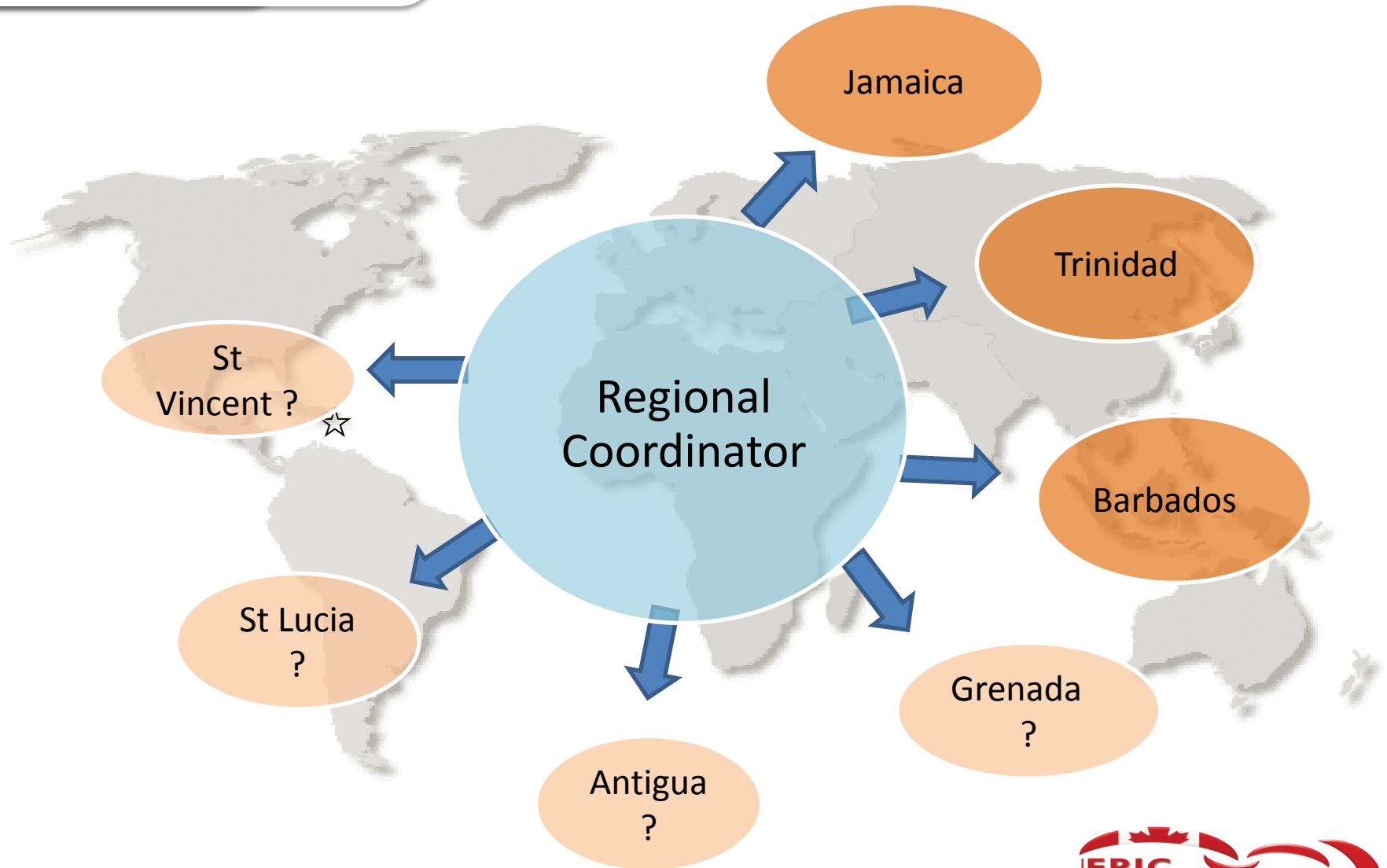
A range of services, from sourcing talent to enabling mobile businesses



More detailed information on the activities at [www.infodev.org/en/document.1171.html](http://www.infodev.org/en/document.1171.html)

# Suggested Model

**Governance:**  
One Regional Coordinator,  
local mHubs for several islands

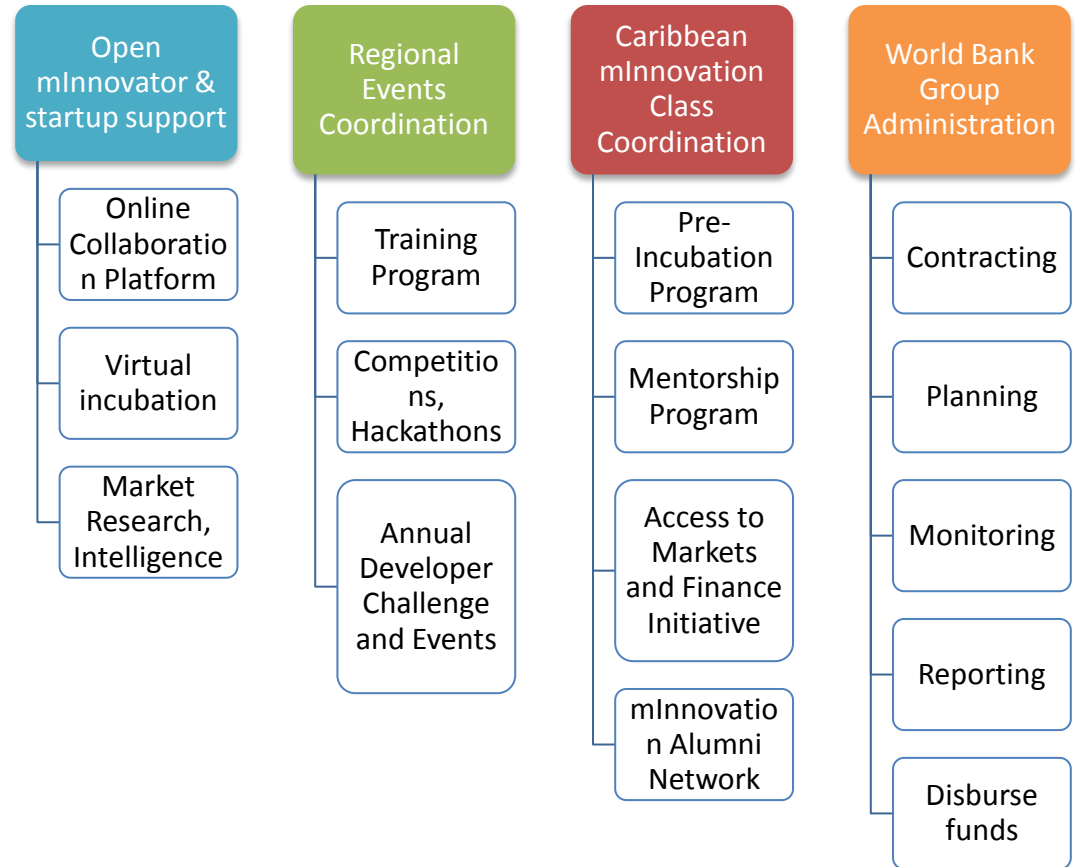


# Suggested Model

## Regional Coordinator's Role and Responsibilities

### A single Regional Coordinator ...

- administers and coordinates all activities with mHubs.
- run by an existing organisation focusing on regional enterprise development and promotion.

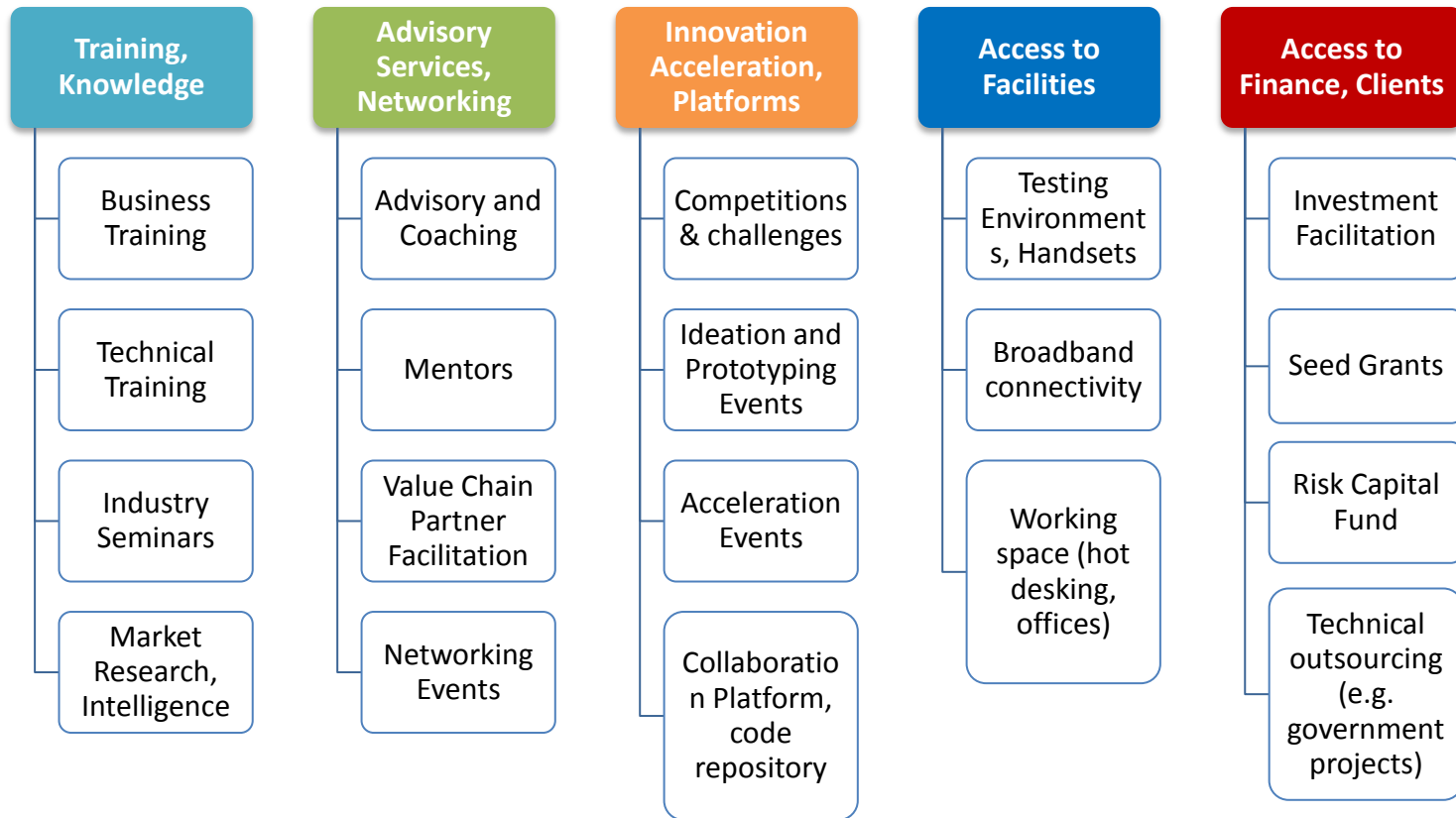


# Suggested Model

## mHubs with customizable service portfolio

### Mobile Application Hubs (mHubs) ...

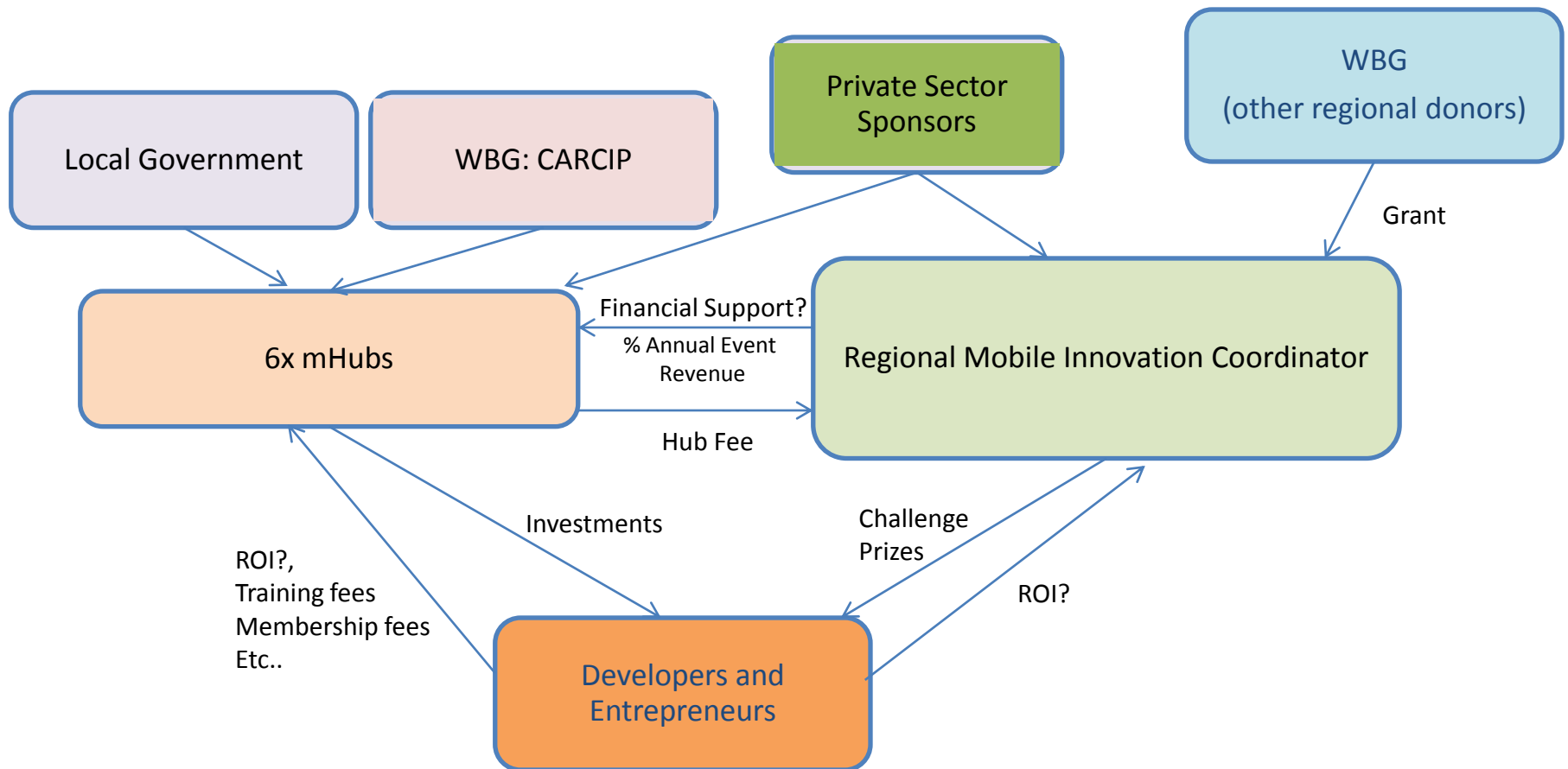
- established on up to 6 islands.
- may not have physical infrastructure, unless housed in an existing university/incubator
- current activities and funding opportunities should be leveraged



Actual service portfolio and business model to be designed by local stakeholders.

# Suggested Model

## Possible Financial Flows



In-depth modeling and analysis to be completed during next phase.



# Suggested Model

## Potential impact

### Economic impact

Job creation

High potential growth industry cluster development

Increase tax base

Increase FDI

### mlnnovation eco-system development

Acceleration of existing developer communities

Co-ordination of current efforts (locally & regionally)

Increased capacity of mobile innovation, value chain stakeholders

Community platform, forums and repository

### SME acceleration and growth

Revenue and capital growth

Access to international markets, technology transfer

Access to coaching, mentoring and support programs

Increased business & technical capacity

Strengthened culture of tech entrepreneurship (confidence)

### Accelerated Inclusive Innovation

Enterprises and products addressing key development problems in the Caribbean, WBG sectors, and MDGs

Enterprises and products targeting the local BoP markets

### Empowered Youth and Women

Women technology entrepreneurship

Youth technology entrepreneurship