

**Appropriate  
Technology  
Academy**

26 March 2011

Business for the Other 90%

**Appropriate Technology**  
**viewed from**  
**Social Entrepreneurship**

Jeongtae Kim  
Edit the World/Empower the World

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**[Video]** A New Model for Emerging Market

“Don’t Start with a product.”

“Make a careful observation on customers.”



# What would begging people want?

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- ✓ Food? Money?
- ✓ What they need is a **job opportunity** that can make their life sustainably expected, and generate some income by which to purchase services and products that meet their needs.
- ✓ Employment provides human security and platforms for sustainable development.



# What would you do with m-phone?

Register **FREE** of any Authorized m-PESA Agent\*

**m-PESA** Send pesa by phone

m-PESA is the new, easy and affordable way to send money home.

\* Please see following advertisement for a list of Authorized m-PESA Agents.

See m-PESA on TV  
www.m-pesa.co.ke



**How much would you like to pay for this?**

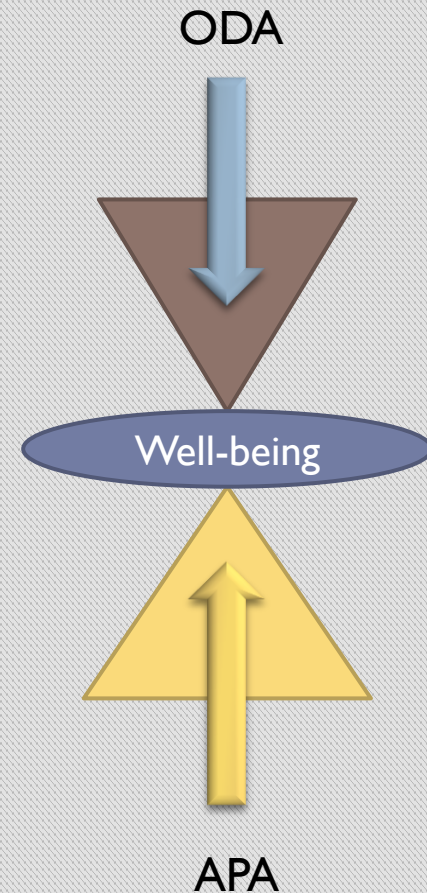
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# Development Agendas: Two Way

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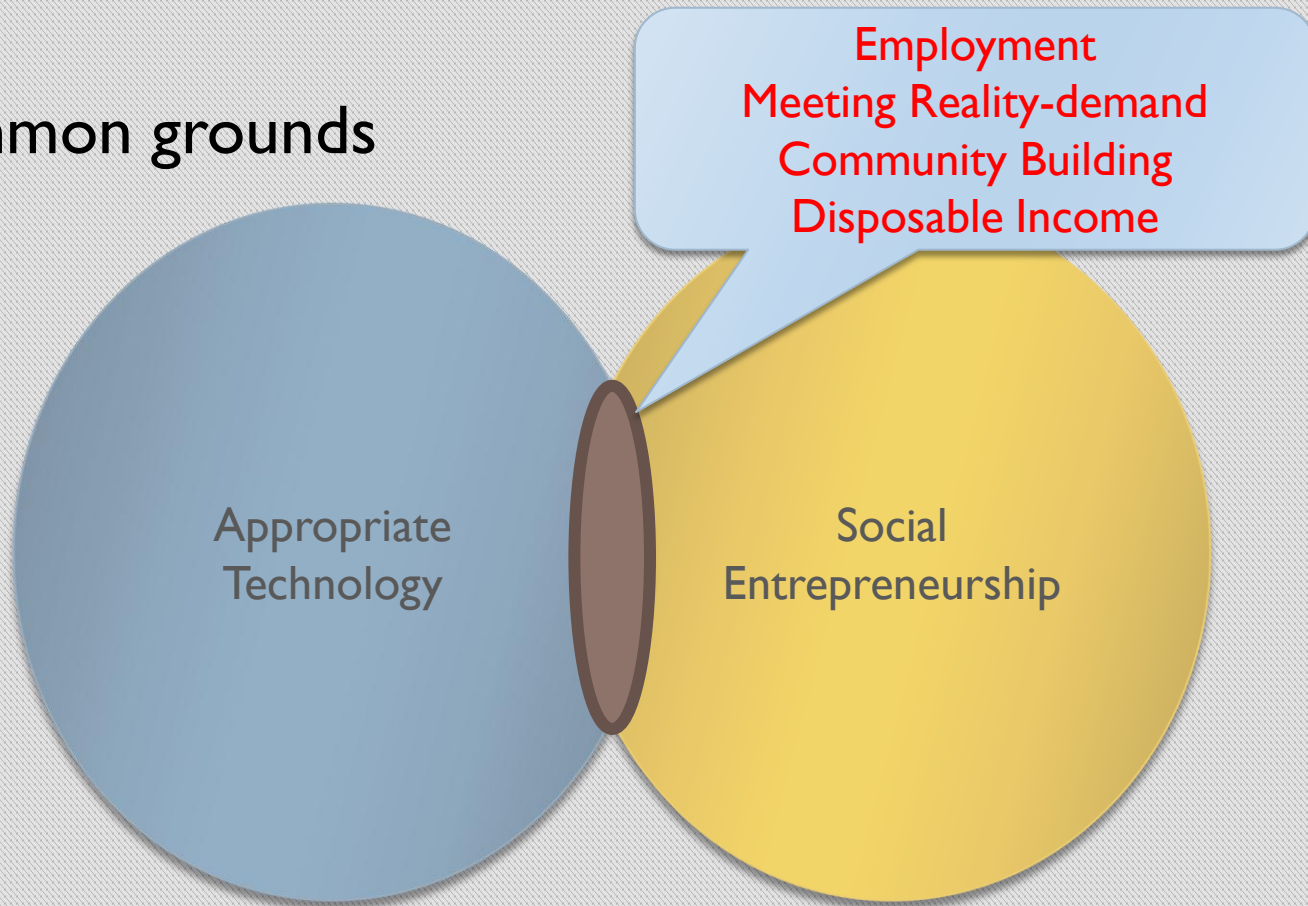
- ▶ Top-down approach: **Official Development Assistance (ODA)** mainly going through receiving countries to be invested in infrastructure
- ▶ Bottom-up approach: **Appropriate Technology Assistance (ATA)** mainly aiming to enhance capacity of each user




# AP and Social Entrepreneurship

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▶ Common grounds



# MDGs as a NBM (new business model)



**1**  
ERADICATE EXTREME POVERTY AND HUNGER

**2**  
ACHIEVE UNIVERSAL PRIMARY EDUCATION

**3**  
PROMOTE GENDER EQUALITY AND EMPOWER WOMEN

**4**  
REDUCE CHILD MORTALITY

**5**  
IMPROVE MATERNAL HEALTH

**6**  
COMBAT HIV/AIDS, MALARIA AND OTHER DISEASES

**7**  
ENSURE ENVIRONMENTAL SUSTAINABILITY

**8**  
A GLOBAL PARTNERSHIP FOR DEVELOPMENT

MDG logo by UNDP/ineei

## Millennium Development Goals to achieve by the year 2015

**Goal 1 Eradicate extreme poverty and hunger**

- ★ By 2015, reduce by half the proportion of people living on less than \$1 a day.
- ★ By 2015, reduce by half the proportion of people who suffer from hunger.

**Goal 2 Achieve universal primary education**

- ★ By 2015, ensure a full course of primary schooling for all boys and girls.

**Goal 3 Promote gender equality and empower women**

- ★ By 2005, eliminate gender disparity in primary and secondary education, and at all levels of education no later than 2015.

**Goal 4 Reduce child mortality**

- ★ By 2015, reduce by two-thirds the number of children dying under the age of five.

**Goal 5 Improve maternal health**

- ★ By 2015, reduce by three quarters the number of women dying from complications of pregnancy and childbirth.

**Goal 6 Combat HIV/AIDS, malaria and other diseases**

- ★ By 2015, halt and begin to reverse the spread of HIV/AIDS.
- ★ By 2015, halt and begin to reverse the incidence of malaria and other major diseases.

**Goal 7 Ensure environmental sustainability**

- ★ Reverse the loss of environmental resources.
- ★ By 2015, halve the proportion of people without sustainable access to safe drinking water.
- ★ By 2020, achieve significant improvement in the lives of at least 100 million slum dwellers.

**Goal 8 Develop a global partnership for development**

- ★ Address the special needs of the least developed countries, landlocked countries and small island developing states.
- ★ Deal comprehensively with the debt problems of developing countries through national and international measures in order to make debt repayment sustainable in the long term.
- ★ In cooperation with the private sector, make available to developing countries the benefits of new technologies, especially information and communications technologies.

✓ These issues represent some of the urgent problems underway in around the world.

✓ Much talk has been on “Business and the MDG” “Empowering the Poor through Markets” “Inclusive Business”

✓ What problems make you most uncomfortable?

# What is Entrepreneurship?

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- ▶ **Entrepreneur** is the one that creates values with whatever resources one has, even under harsh conditions.
- ▶ **Social Entrepreneurship** is an attitude and capability that makes a profit AND make a difference through adding values often related to social problems.



# Business as un-usual (1)

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- ▶ It is often reported and analyzed that the Conglomerates or Multi-national corporations often fail to enter into the emerging markets or minister to so called 'the other 90%'
- ▶ Business as un-usual approach is so essential that the majority of the successful stories using AP for business comes from medium and small enterprises(MSEs) or NGOs.
- ▶ Why you think is this so?



# Business as un-usual (2)

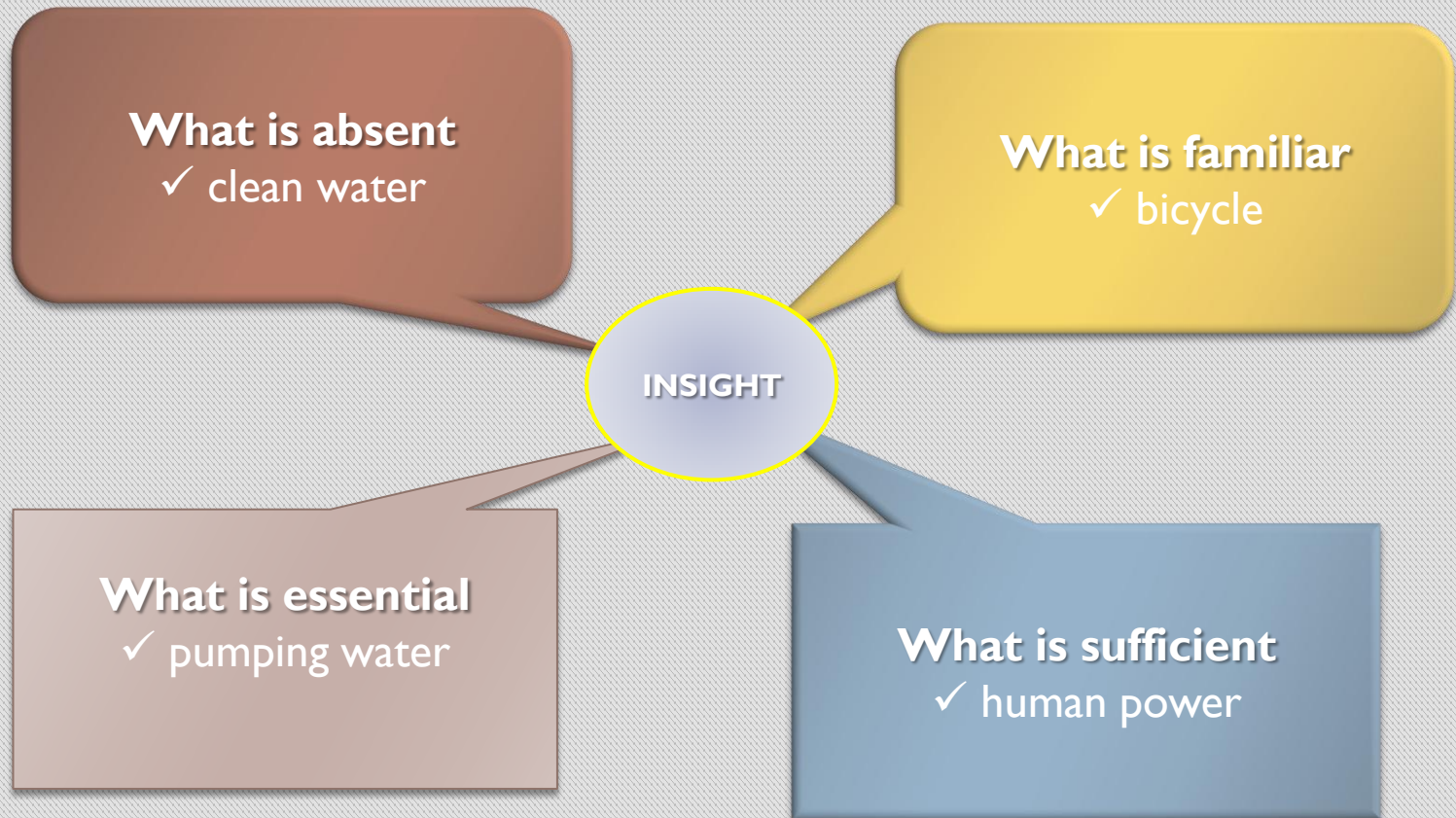
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- ▶ Emerging markets and 'the neglected other 90%' often do not comply with conventional 'game rule'
- ▶ Hence, **change the game rule** if needed and when necessary.
- ▶ MSEs and NGOs have more flexibility to change the game rule: **Disruptive Innovation**



# Game-Rule-Change Matrix

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# Business and Appropriate Technology

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1. Limitations show innovative solutions.



# Business and Appropriate Technology

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2. Reanimate whatever is wasted  
or discarded.

(ex. Solar-powered LED)



# Business and Appropriate Technology

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3. Trace back what we're familiar in the past years.



# Business and Appropriate Technology

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4. Keep the function to the simplest possible.



# Business and Appropriate Technology

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5. See whatever is ordinary  
as extraordinary energy or resource.  
(ex. Keep the Change)



# Business and Appropriate Technology

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6. Use different mode of power  
(from electricity to human power)  
(20-dollar Drum Laundry)



# Business and Appropriate Technology

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7. Focus on what we all do in daily lives.

(ex. unclean water box)



# Business and Appropriate Technology

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8. Think over your unpleasant experiences or discontents.  
(ex. Dignified Mobile Toilet)



# Business and Appropriate Technology

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9. Provide and link several solutions to multiple issues.

(ex Solar-3)



# Business and Appropriate Technology

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10. Observe people's hidden desires, not just asking what they need.  
(ex. a Satellite TV in Latin America)



# Business and Appropriate Technology

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**And 10+ more!**

“What would you add?”



# Severe Problems to Serious Business

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**“The best design often comes in a situation where there are lots of limitations and barriers.”**

**Tim Brown, President of IDEO**



# Severe Problems to Serious Business

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**“Good designer observes things.  
Great designer observes people.”**

**Tim Brown, President of IDEO**



# PAPER THAT WORKS: concept design

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- ▶ Paper Soap
- ▶ Paper Against Food Poisoning
- ▶ Paper... what?



# Thank you for your attention

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- ▶ [danhovision@hanmail.net](mailto:danhovision@hanmail.net)
  - ▶ [www.theUNtoday.com](http://www.theUNtoday.com)
  - ▶ @theUNtoday
  
  - ▶ Recommended readings:
    - <Emerging Markets, Emerging Models>  
(Monitor Group)
    - <Growing Inclusive Market> (UNDP)
    - <Change by Design> (Kimyoungsa)
    - <Market 3.0> (Time Biz)
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