

**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

[Video] A New Model for Emerging Market

“Don’t Start with a product.”

“Make a careful observation on customers.”



What would begging people want?

- ✓ 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

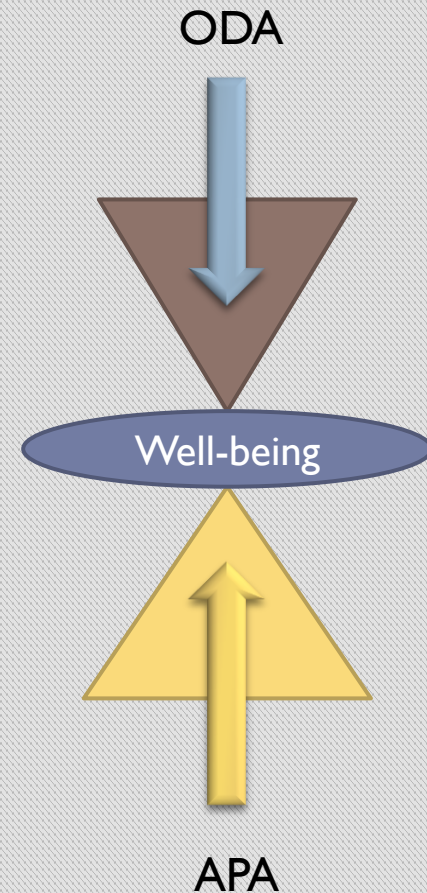


How much would you like to pay for this?



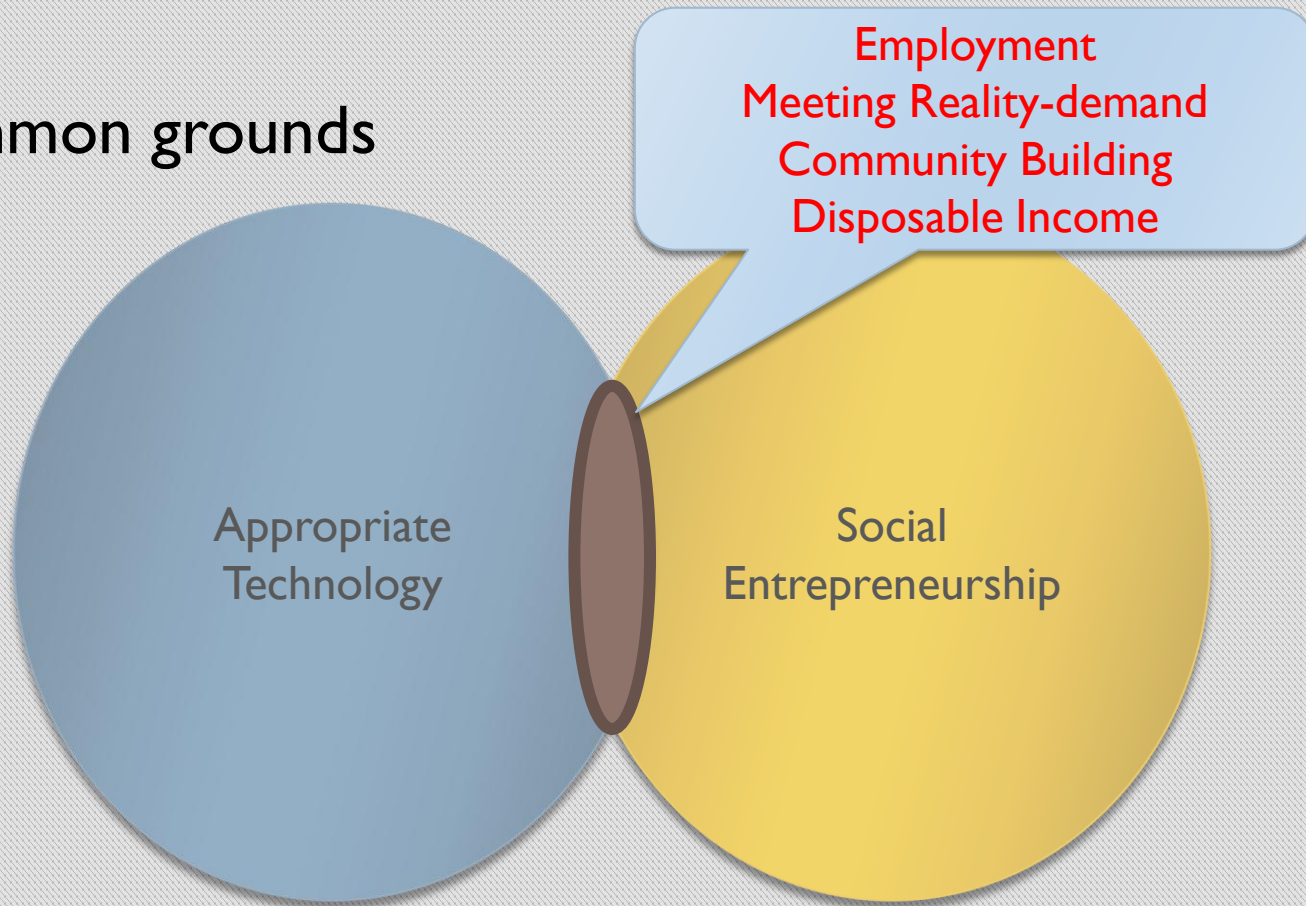
Development Agendas: Two Way

- ▶ 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

▶ 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

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.

MDG logo by UNDP/Insee

✓ 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?

- ▶ **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)

- ▶ 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?

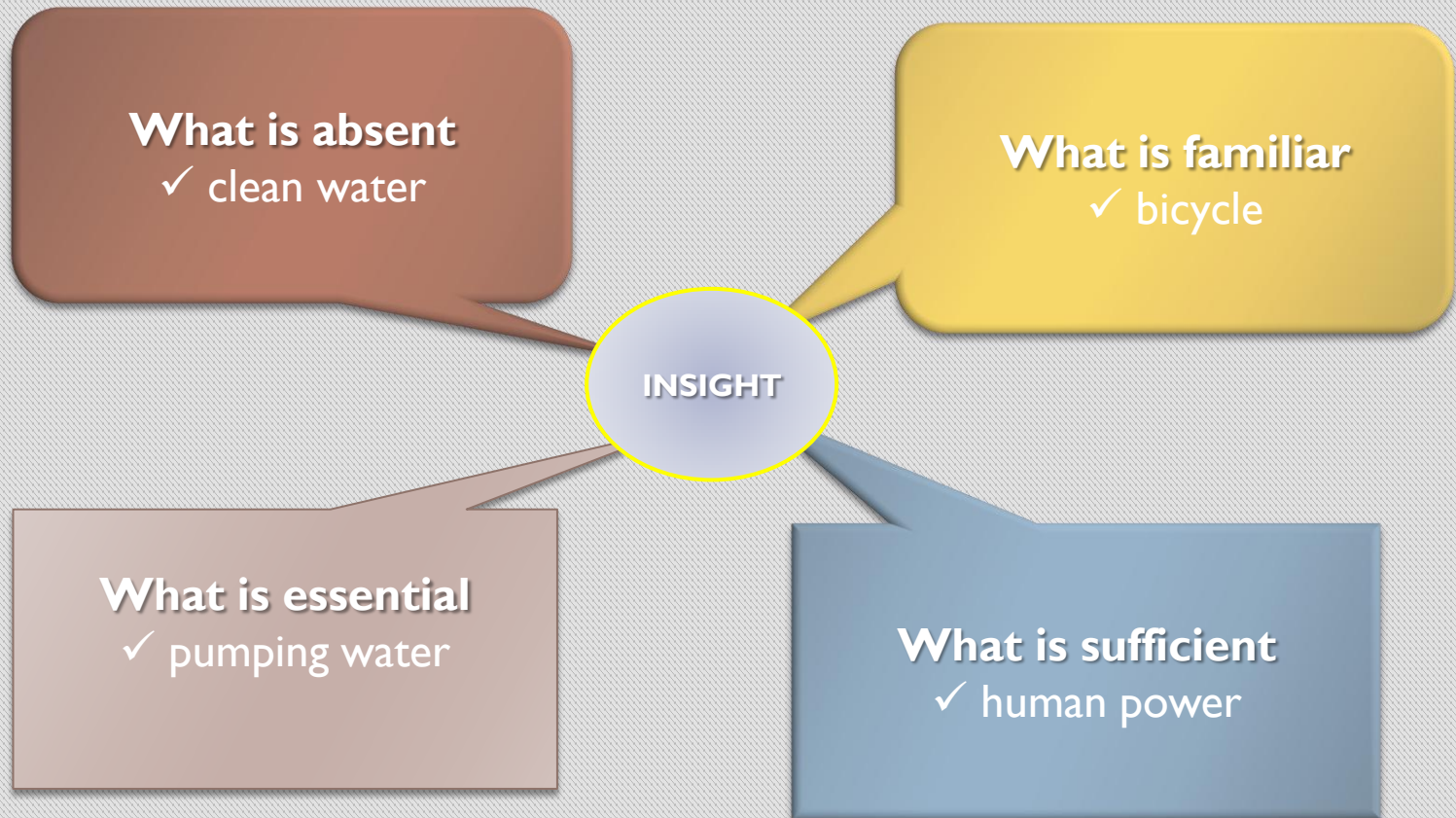


Business as un-usual (2)

- ▶ 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



Business and Appropriate Technology

1. Limitations show innovative solutions.



Business and Appropriate Technology

2. Reanimate whatever is wasted
or discarded.

(ex. Solar-powered LED)



Business and Appropriate Technology

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



Business and Appropriate Technology

4. Keep the function to the simplest possible.



Business and Appropriate Technology

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



Business and Appropriate Technology

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



Business and Appropriate Technology

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

(ex. unclean water box)



Business and Appropriate Technology

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



Business and Appropriate Technology

9. Provide and link several solutions to multiple issues.

(ex Solar-3)



Business and Appropriate Technology

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



Business and Appropriate Technology

And 10+ more!

“What would you add?”



Severe Problems to Serious Business

“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

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

Tim Brown, President of IDEO



PAPER THAT WORKS: concept design

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



Thank you for your attention

- ▶ danhoivision@hanmail.net
 - ▶ 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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