Shovel-Ready Solutions for Youth Enterprise

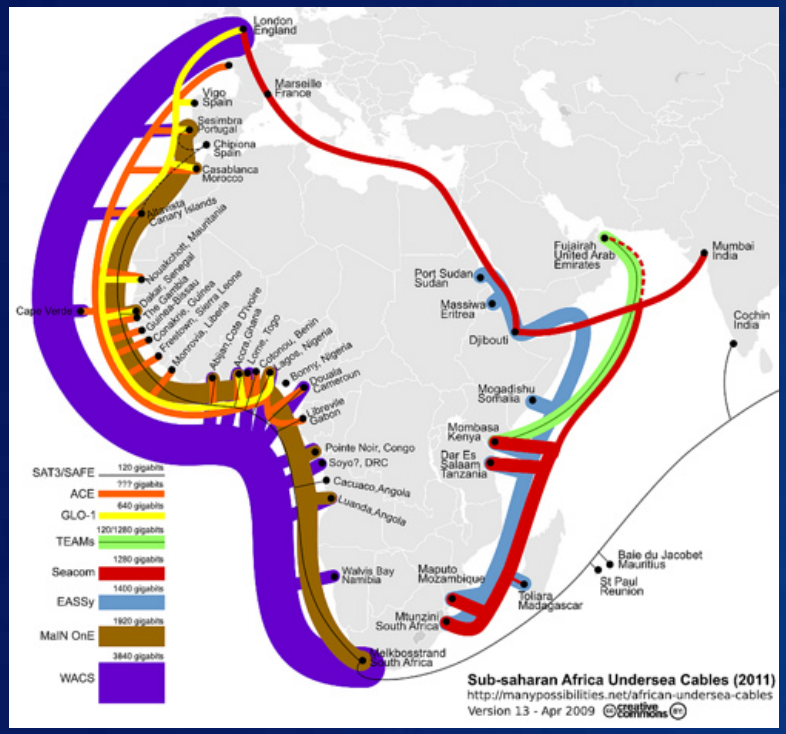
Rapid, Repeatable, Scalable, Sustainable

Youth Enterprise: What's Needed to Succeed?

- Product or Service Idea
- Ability to Communicate
  - Internal, customers, suppliers
- Skills
  - certifications, relationships
- Sales & Marketing
  - markets, associations
- Business & Finance
  - SSN/passport , banking, accounting,

But in an emerging market?

If it's not there yet, the Internet is coming…



…to a place <u>near</u> you…

Shovel Ready ICT Solutions…

- Overcome Rural Connectivity and Power interruptions
- Occasionally Connected and Battery Powered

- Minimize cost and complexity
- Netbook/notebook computers
- Using internet with ‘sync & go’ applications to avoid costly data plans

- Are purposed to many tasks
- teaching, learning, communicating, data capture, reporting, content creation…

What is a Netbook?

	Want a basic laptop at affordable price points?	Want your office anywhere?
Screen	< 10”	= > 12”
OS	Linux, XP Starter*, XP Home*	Windows*
Key Usages	Internet-centric, Content Consumption	Multitask Creation/Editing CD/DVD

Get A Netbook

Get A Mainstream Notebook

*Other names and brands may be claimed as the property of

PEPFAR: Mobile eHealth Educator

- PEPFAR USDoD Program for AIDS counseling with partner militaries

- A 'Netbook' Computer
  - Rugged, Low Power, WiFi
  - Multimedia Education
  - Measurement & Evaluation
  - Electronic Health Record
  - Office Productivity
  - Internet, Email, Screen Share
  - Content Creation

NetHope: Great Lakes Cassava Initiative

- The Need
  - Disease impacts $60M/year/country
  - >1M farmer families across Burundi, DRC, Kenya, Rwanda, Tanzania, Uganda
- ICT Solution
  - Mobile PCs enabling efficient data recording, worker training, reduced travel, results analysis
  - Farmer early warning, variety selection, training in seed multiplication, production & marketing
- Results
  - Solution is paying for itself
  - Initial pilot established in days
  - Full roll out in first year
  - Builds in efficiencies and M&E

aidstation
program

‘InfoLadies’ in Bangladesh
Delivering Mobile Services

- Expert Advice
- Education
- Purchasing
- Market Data
- Health Care

USAID: ICT for Small Business in Ghana

- Communicate with local and international partners
- Build banking relationships via basic accounting practices
- Find and keep customers

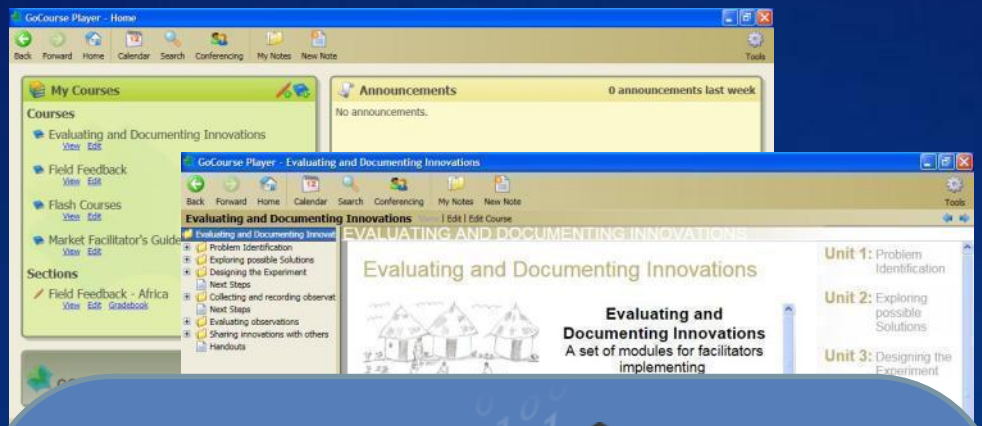
PEPFAR: Enabling Youth Enterprise

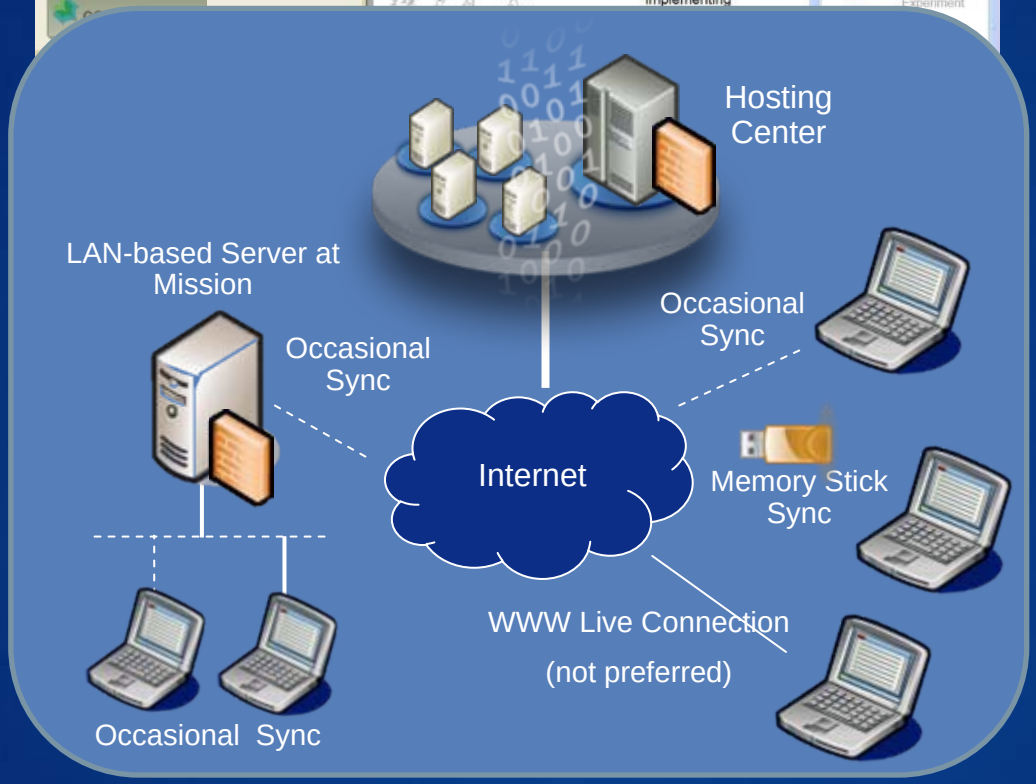
- AIDS prevention AND youth enterprise PPP

- G-Bases (Youth Centers)
  - Exploring Intel Computer Clubhouse Model
  - Training in video/audio production
  - ICT and Life Skills
  - Access to connectivity & business services

Mobile Learning Management

- Training, Assessment, Discussion
- Easily import rich content: web pages, presentations, audio / video, etc.
- Built-in M&E





- Occasionally connected & disconnected

Free Localized Content Creation Tools

iSpring Free: Convert Narrated Powerpoints to Flash

- Simply create Powerpoint presentation, add narration…
- Then select iSpring Free -> Quick Publish within Powerpoint

Jing: Capture Narrated Screenshows of Anything!

- Start Jing, select the 'Sun' and '+'
- Make a box and capture a 'video'
- Record, stop, review, and save it to disk

Challenge: What Do Youth Need to Succeed in the 21st Century?

- Communication & Collaboration (customers, vendors, suppliers)
  - voice/text, email
- Skills (certification & relationships)
  - Continuing access to education & certification, mentors
- Sales & Marketing
  - Collateral creation , on-line communities, web site
- Business & Finance
  - Banking, accounting software, mobile money

What ‘Starter Kit’ should we offer them?

Intel: Making Shovel-Ready Solutions to Enable Education and Enterprise

Creating effective learning and working environments worldwide with technology, programs, and resources

- Public-private partnerships to provide solutions
- Programs that improve education
- Access to technology, teacher training, and more

More than 160 programs in over 60 countries

Investment of over $1 billion (USD) in the past 10 years

Thank you!

mathew.h.taylor@intel.com

Connecting people to a world of opportunity

Intel is connecting the next billion people to technology that helps them learn, succeed economically, and improve their health.

Four Pillars of the Intel World Ahead Program

Accessibility

PCs

- Targeted platforms
- Purchase Program Development

Connectivity

Telco and Cable

- WiMAX
- Wi-Fi
- Universal Service

Education

21st Century Skills

- Technology solutions
- Education programs
  - Teach
  - Skoool

Content

e-Services

- Localized digital content, applications, and services
- eGov, eHealth, SMB, Education

Intel-powered classmate PCs

Clamshell

Convertible / Tablet

Common Features

- Durable Design
- Embedded WiFi, SD, USB
- Nand-Flash or HDD Storage
- Built-in Camera & Microphone

Convertible Adds…

- Tablet Touchscreen & Software
- 802.11n WiFi
- VGA Port
- Rotating Camera

WorldVision Case Study

- Foundation of Thailand
- In-country partner provides localization and support
- Cutting costs, mobilizing staff
- Saving more than $200/week per worker in travel alone

"Normally, I have to spend 45 minutes to travel to the community and another 45 minutes to travel back to the office for data recording. My classmate PC enables me to do data entry right in the field, allowing me to do my other tasks and truly helping me become more productive in my field work."

Suchira Thongnork
Monitoring and Evaluation Officer
World Vision