i290-7: ICT for Social Enterprise

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This class is for YOU

- Can a bunch of UC Berkeley graduate students make a difference in the lives of people around the world?
- We think the answer is YES
- This class guides you towards making your ideas a reality
Our Values

- Developing ideas through committed partnerships and rigorous fieldwork
- Refined through iteration and feedback
- By teams with diverse backgrounds
- With a commitment to making it happen
What is Fair Game?

- New social enterprises
- Must have an ICT component
- Must address a social / developmental issue
- Can be domestic or international
What makes SE different?

• Q: Why can’t we apply traditional business models?
• A: Because you are also trying to achieve some social good, which may not be adequately measured or rewarded
• Solution: Communicate impact & values to “customers” (incl. donors, aid agencies, govt., NGOs)
ICTs and SE

• Traditional models of data collection, management, analysis, reporting, etc. are outdated, inefficient and expensive

• Internet and New Media technologies can revolutionize how we document and communicate social impact and values

• Either directly, or as a by-product of providing other services using ICTs
ICTs enable provision of services

1) More efficiently

2) More transparently
Examples

• NextDrop: Water Alerts for Urban Slums
• Local Ground: Mapping Tools for Youth
• MobileWorks: Fair-trade Crowdsourcing
• Awaaz.De: Voice Internet for next 4B
Awaaz.De
Voice-based social media
Agricultural Extension

- Farmers have many questions
- Treating specific pests?
- Amount, type of inputs to use?
- Extension programs are costly, and still don’t reach most farmers
- Difficult to contextualize knowledge
- Only accessible resource is local input dealer
Awaaz.De

- Farmers and experts call a voice system to:
  - record questions
  - provide answers
  - review previous questions and answers
- Popular questions broadcast on radio
- Voice Internet for the next 4B users

Published at ACM CHI 2010 (Best Paper Award)
Salute to farmer friends, <name> from Kolava. For an earlier question about green and black sucking pests, which pesticide should be sprayed?
Moderate
<table>
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<tr>
<th>Date</th>
<th>User</th>
<th>Message</th>
<th>Crop</th>
<th>Topic</th>
<th>Assigned Responders</th>
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</thead>
<tbody>
<tr>
<td>2011-05-07 09:31:37</td>
<td>Bharat Rajgor</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
<farmer’s name>,
emidacloplete is for controlling large sucking pests, and will not be effective for [green and black] sucking pests. Instead of that you can use phosphamidon or metasystock.
Receive & Broadcast
A Farmer Responds

I give praise to Avaaj Otalo. I will be forever in your debt for the knowledgeable response you gave to my question ... Farmers will learn so much if an ordinary person is able to ask a question and you send me a message while I am sitting in my house.

In the seven years I have been farming this is the first and only time that I have received satisfactory information.

So much gratitude to you, and also if I want to sow something now, I’ve got a little extra water, so what should I sow that would be best suited for me?
Pilot Evaluation

- Pilot from Dec 2008 to July 2009
- Averaged 1000 calls per month
- One farmer self-reported a $6K increase in income due to AO!
- Questions covered a variety of topics
- Launched statewide in Gujarat, and in Madhya Pradesh, India
Business model

Subscription fees for organizations
Airtime charges billed directly
Flat charges for custom IVR, reporting
Freemium version for mass adoption
Advertising and subscription revenue
Revenue sharing with phone operators
Group Project

• Working in groups of 2-4, you will conceive, develop and refine an idea for an ICT-based social enterprise
  • Idea and Values
  • Prototype
  • Partners (Customers and/or Users)
  • Evaluation Plan / Sustainability Model
  • Pitch to funders
Schedule

• Developing an idea (weeks 1-3)
• Refining it through prototyping and critique (weeks 4-5)
• Establishing the right partnerships (weeks 6-7)
• Developing an evaluation and/or sustainability plan (weeks 8-10)
• Pitching your project (weeks 11-13)
Milestones

- 9/16: Project Idea and Group
- 10/14: Executive Summary
- 11/5: Prototype & Pilot Evaluation Plan
- 11/18: Mini-Business Plan
- 12/1: Final Pitch w/ Prototype*

* (open to public)
Keeping it Real

• Teams will present to a panel of external judges on December 3rd

• Winners will receive seed funding to do fieldwork in support of their ideas

• Teams can also submit to other competitions
  • GSVC (deadline in Jan.)
  • Bears Breaking Boundaries (deadline in Mar.)

• Other on- and off-campus opportunities
Forming a Team

- If you have an idea to propose, email me to let me know, and then prepare a 5-minute presentation summarizing:
  - your idea
  - potential partners
  - potential revenue / impact models
Administrivia

• Class meets Fridays 1-4 in SH 205
• Lectures, presentations, case studies, critiques and discussion
• My OH are Fridays 10-11 (SH 303B)
• Course website: http://blogs.ischool.berkeley.edu/ict4se/
• Google group: http://groups.google.com/group/ict4se
For Next Time

• Join the ICT4SE Google group
• Start thinking about projects!
• Next week:
  • Pitching your ideas and recruiting team members!