An Introduction to the GSMA’s Mobile Innovation Market and Development Fund

For

Massachusetts Institute of Technology

Next Billion Network Initiative
GSMA Membership Types & Stats

- **Full Membership**
  - Full Membership is open to:
    - Licensed 2nd & 3rd GSM mobile network operators (GSM, GPRS, EDGE, 3GSM, HSPA)
    - Government administrations

- **Full Membership Statistics**
  - Total number of Full members: 754
  - Total number of Associate members: 211
  - Representing All countries
The GSM Association Board

Hutchison Mobile: Craig Ehrlich (Chairman)
GSMA: Rob Conway (CEO)
AT&T: Bill Hague EVP
Bharti: Manoj Kohli, President & CEO
China Mobile: Lu Xiangdong, EVP
China Unicom: Zhang Fan, CTO
KTF: Dr Young-Chu Cho, CEO
mobilkom austria: Boris Nemsic, CEO
MTN: Phuthuma Nhleko, CEO
MTS: Leonid Melamed, CEO
NTT DoCoMo: Takanori Utano, EVP/CTO
Orange SA: Brigitte Bourgoin, EVP
Orascom: Naguib Sawiris, CEO
SK Telecom: Shin-Bae Kim, CEO
Singapore Telecom Mobile: Ng Noke Weng, CTO
Smart Communications: Napoleon Nazareno, CEO
Softbank: Tetsuzo Matsumoto, CSO
T-Mobile: Joachim Horn, CTO
Telefonica Moviles/02: Vivek Dev, COO
Telenor Mobile: Arve Johansen, Deputy CEO
Telstra: Sol Trujillo, CEO
TIM: Franco Bernabe, CEO
Turkcell: TBC
Vimpelcom: Alexander Izosimov, CEO
Vodafone: Terry Kramer, Chief of Staff
Zain Group: Dr Saad Al-Barrak, CEO
EMC Chair: Stein Hansen
Mobile Innovation Market - Summary

- **Purpose is to develop an ecosystem that brings together Operators, Investors, Innovators and Corporate Partners to drive mobile innovation**
  - Ensure mobile innovation aligns with Operator business strategies
  - Accelerate time to innovation and time to market by “vetting” and promoting top innovators
Program Addresses Growing Market Need

Flat to declining investment

*RQ 2008: % of total investment by industry*

- Communications and Media
- Internet Specific
- Computer Software and Services
- Semiconductors/Other Elect.

Source: NVCA w/ GSMA analysis

R&D under-indexes other industries

Potential of mobile is exciting, but investor excitement is tempered by:

- Role of incumbents in the eco-system
- Limited number of home run exits
- Fragmentation of underlying mobile platforms

Source – Booze Allen Hamilton
Cultivating a Following

Mobile Innovation Market Events
Barcelona, Atlanta, Tel Aviv, and Macau

Thought leadership sessions with mobile innovation ecosystem influencers

Mobile Innovation Awards Regional Tournaments and Finals

Speed dating and networking sessions

Agenda

The New Mobile Model – cooperation, cooperation, collaboration, etc

14:30-16:00 Registration and Networking
15:00-15:15 Opening keynote address:
Bill Gajita - Chief Commercial Officer, GSMA
15:15-15:50 Keynote presentation:
Dr. Mike Short - Vice President, R&D, Research & Group & Post Chairman GSMA
15:30-16:20 Virtual Top 9 Innovator Pitch Presentations: Part I
Top innovator companies will deliver concise and compelling pitch presentations, and then face probing Q&A from a distinguished panel of judges.

16:20-16:30 Coffee Break

16:35-17:25 Virtual Top 9 Innovator Pitch Presentations: Part II
Top innovator companies will deliver concise and compelling pitch presentations, and then face probing Q&A from a distinguished panel of judges.

17:25-17:35 Coffee break

17:35-18:15 Panel Discussion:
The New Mobile Model – cooperation, cooperation, collaboration, etc
Moderator:
Bill Gajita - Chief Commercial Officer, GSMA
Speakers:
Hugo Barra – Group Product Manager and Global Product Lead for Mobile, Google
Avner Mor – General Manager of the Telecom Products Group, Microsoft Israel R&D Center
Dana Porter – Vice President of Marketing, Amdocs
Eric Paz – Vice President, Marketing and Content, Partner Communications

18:15-19:25 GSMA Mobile Innovation Global Competition:
Virtual Tournament Awards Presentation
Global Semi-Finalists & Global Finalist Award Announcement

19:25-19:30 Evening Networking Cocktail Event
Discovering Top Innovation

5 Awards Categories

- Most Innovative True Mobile Start-up
- Most Innovative Consumer Application
- Most Innovative Application in a Vertical Market
- Most Innovative Carrier Infrastructure or Platform
- Most Innovative Wireless Device-centric Technology
If You Build It, They Will Come

**Innovators**
- Forum for controlled global exposure to target audiences (investors, customers, OEMs, partners, etc)
- Act as a “solver” & respond to posted requirements
- Tools to initiate dialogue with prospective customers and partners
- Tailored marketing for different target stakeholders

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**Investors/VCs**
- One stop search for mobile investment opportunities
- Due diligence tool to understand market sectors and competing players
- Track the progress of companies interested in following
- Find great companies before other investors
- Interact with “demand side” of the equation

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**MNOs**
- Understand investment landscape
- Identify and assess opportunities and threats
- Act as a “seeker” & post requirements
- Expose APIs to 3rd parties
- Propose trials and commercial relationships with entrepreneurs
- Develop trusted relationship with VCs and entrepreneurs
- Coordinate resources for analysis

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**Suppliers / OEMs**
- Improve technology scanning
- Enhance innovation management
- Establish trials and commercial partnerships one stop search for opportunities to invest in or acquire technology companies
- Facilitate collaborations across different sectors and disciplines

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www.Mobileinnovation.org
Work with mobile operators to accelerate mobile solutions for people living under $2 per day

Launched in 2006 to catalyse the uptake of GSM technology for social and economic development

Core part of the GSMA, the operator-led trade association representing the mobile industry
Our Beliefs

- Doing good is good business
- The mobile industry is uniquely positioned to deliver economic & social value
- With more than 3 billion users, base of pyramid markets are the future for mobile growth and innovation
- By working closely with mobile operators we can accelerate the benefits of mobile for all
Our Objectives

- Increase the number of effective, scalable and replicable development initiatives using mobile technology in emerging markets
- Implement these initiatives in a scalable and sustainable fashion, bringing socio-economic benefits to individuals and communities
- Increase awareness among governments and the development community of how GSM acts as an agent of development and can be used to bridge the digital divide
What We Do

- Catalyse Innovation
- Drive Market Scaling
- Increase Knowledge Networking
Our Focus Areas

Connectivity  
Energy  
mServices
Highlights To Date

- 25 projects in 13 countries with 20 operators
- Over 150,000 persons directly impacted and 1 million indirectly
- 35,000 Community Phone entrepreneurs
- 600 GSM Internet cafes in 5 countries
- 4 HSPA connected Internet cafes in Africa with 2 operators
- GSM voice and data services rolled out to 25,000 refugees in Uganda
- GSM voice and Internet services to UN Millennium Village in Rwanda
- Biodiesel powering 350 BTS in India
- Green Power for Mobile programme launched
Thank you!

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www.mobileinnovation.org