**Preparatory Meeting for
Connect the Americas 2012**

Developing Apps for National and Economic Development

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Where do we begin……

- Economies are transitioning to knowledge based economies and societies, which create, share and use knowledge for the prosperity and wellbeing of their people
- Access to knowledge is now seen as an inalienable human right and a means of:
  - bridging the digital divide
  - providing all citizens of the world with an equal opportunity to participate in the global economy
  - Assist economies to become more competitive
- We are living in a connected world - one third of the world population of seven billion persons is online
- The Caribbean has been said to be lagging behind the rest ofthe world in terms of fixed line and ADSL penetration based on ITU statistics

Reality Check

- The proliferation of lap tops, tablets and smart phones has assisted in closing the digital gap

- As smart phone usage grows, so will the "app economy," which according to a recent study, has already created nearly 500,000 jobs in the U.S since the advent of the iphone in 2007

- Facebook's app economy contributed 182,000 new jobs and more than $12.19 billion in wages and benefits to the U.S. economy in 2011 alone

- This is era of " the millennial generation" - comprising over 50 million people between ages 18 and 30

- Youth are born 'wired' and ready to face this digital world and are the prime users of the technology

- Research firm Gartner, reveals that 46 per cent of American teenagers (ages 18 to 24) prefer to have smartphones rather than cars

- The youth worldwide therefore play an important role in driving the direction of the apps economy

The Project:

Developing Apps for National and Economic Development

Why

- The Caribbean is rich in content
- Some apps are already being developed by our innovators region wide
- Apps directory launched last year
- Exciting opportunities for apps to be developed for local and global consumption and for national development
- Huge opportunity for the development of apps as a new sector, generating employment and earnings both locally and globally
- Opportunity for job and wealth creation for our people
- This will require tapping into existing skills and talent and developing new and necessary skills to support provide worldclass output

Apps Categories

- M- business and commerce
- M – government
- M- learning and education
- M- entertainment and lifestyle
- M-tourism, heritage and culture
- M-media and news
- M-entertainment and health
- M-inclusion and empowerment

Project Approach

- Create a programme to :
- Train entrepreneurs to develop, commercialise and market multi-platform apps for local, regional and global communities
- Also teach commercial elements - the value of protecting intellectual property, developing business and marketing plans, branding, testing, launching and marketing apps, customer service and conducting surveys to determine customer satisfaction
- To provide a forum for entrepreneurs to network with global experts/innovators
- To provide opportunity for apps to be submitted to World Summit Awards competition
- Overtime, to embed basics requirements in rscience and computer science curriculi in regional primary and secondary schools
- Ultimately to launch an online certification programme in UWI, local colleges
- Goal: to position region as centre of excellence for apps development and ICT skills

How

- Phase 1
  - Develop the criteria for participation and the training programme
  - Stakeholder meetings
  - Call for innovators
  - Priority -persons between 18 and 25 but all welcome
  - Quota for women and disabled persons
  - Develop directory/distribution list
- Phase 2
  - Series of face to face <u>and</u> online workshops across the region -fellowships to be provided to assist participation by innovators
    - devices to be given to students
    - Meeting to include operators, experts
    - Brainstorm – what apps are needed
    - Sharing – what is going in region and worldwide
    - Teaching on various platforms – Android, i- phone

How

- Phase 3
  - i- create competition - *"to search out and reward the most creative and innovative e-content developers in the Caribbean region"*
  - Submission of best entries to World Summit Awards which selects and promotes the world's best in mobile content and innovative applications
  - Parallel activity preparation of apps for market and commercial launch
- Phase 4
  - Work with local educations/institutions to create programmes to embed skills from early stages

Min. Success Factors

- At least 10 graduates per annum of which at least one must be a woman and a member of disabled community
- At least 5 apps launched commercially regionally and globally after year 1
- Track number of downloads of each app launched
- At least 80% of participants have a positive evaluation of the programme
- Well populated and growing Caribbean directory
- Increased response at next annual business of Apps conference to allow new learning and networking

Target Budget

- **USD 1,500,000**
  - Staff, consultant and expert costs
  - Devices for students
  - Course materials
  - Stakeholder meeting
  - Workshops
  - Fellowships – travel and accommodation
  - Communication, facility and infrastructure costs for online teaching
  - Annual conference

Thank You