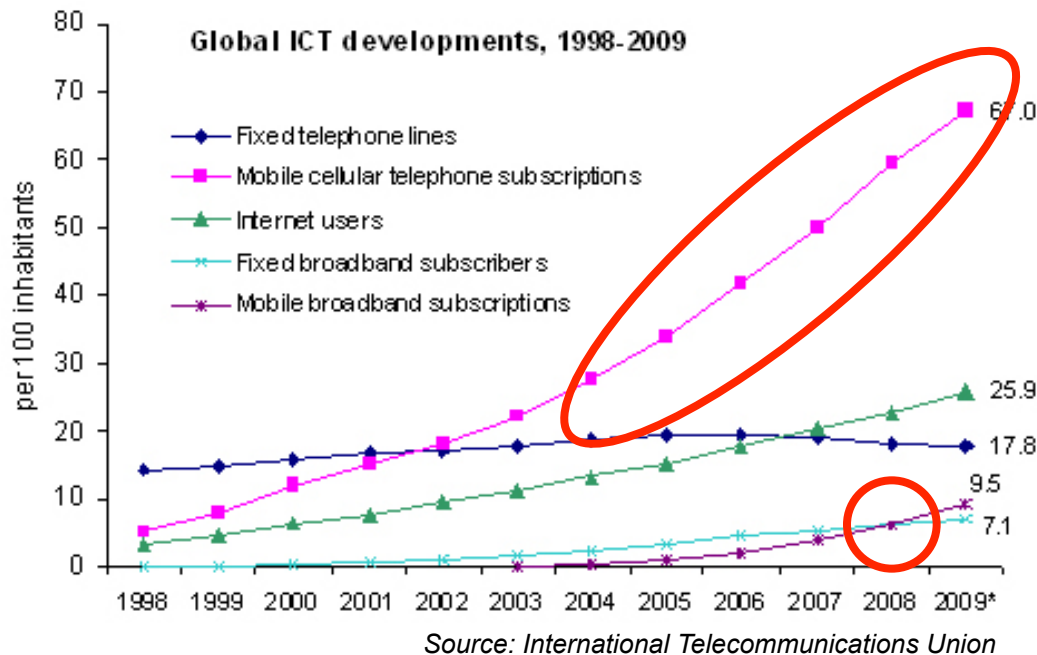


Unprecedented Growth Worldwide

- Mobile phone adoption has surpassed 4 bn cellular connections across the world. The fastest growth of a new technology in history.

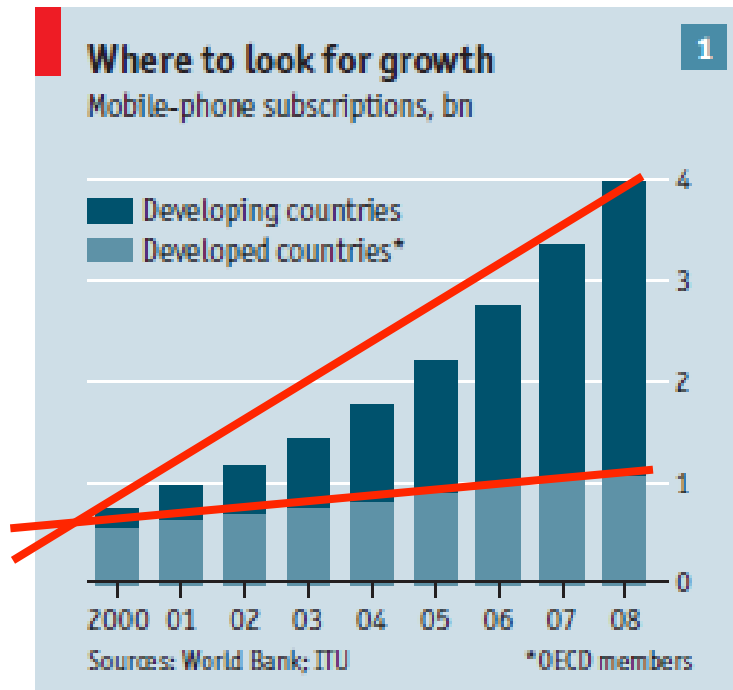


- By year end 2011: 5 bn connections out of 6.8 bn people on earth. About $\frac{3}{4}$ of all world population



Growth in Developed vs. Developing Countries

- Growth has occurred developed countries...
...but MAJOR growth in developing countries



Source: *The Economist*



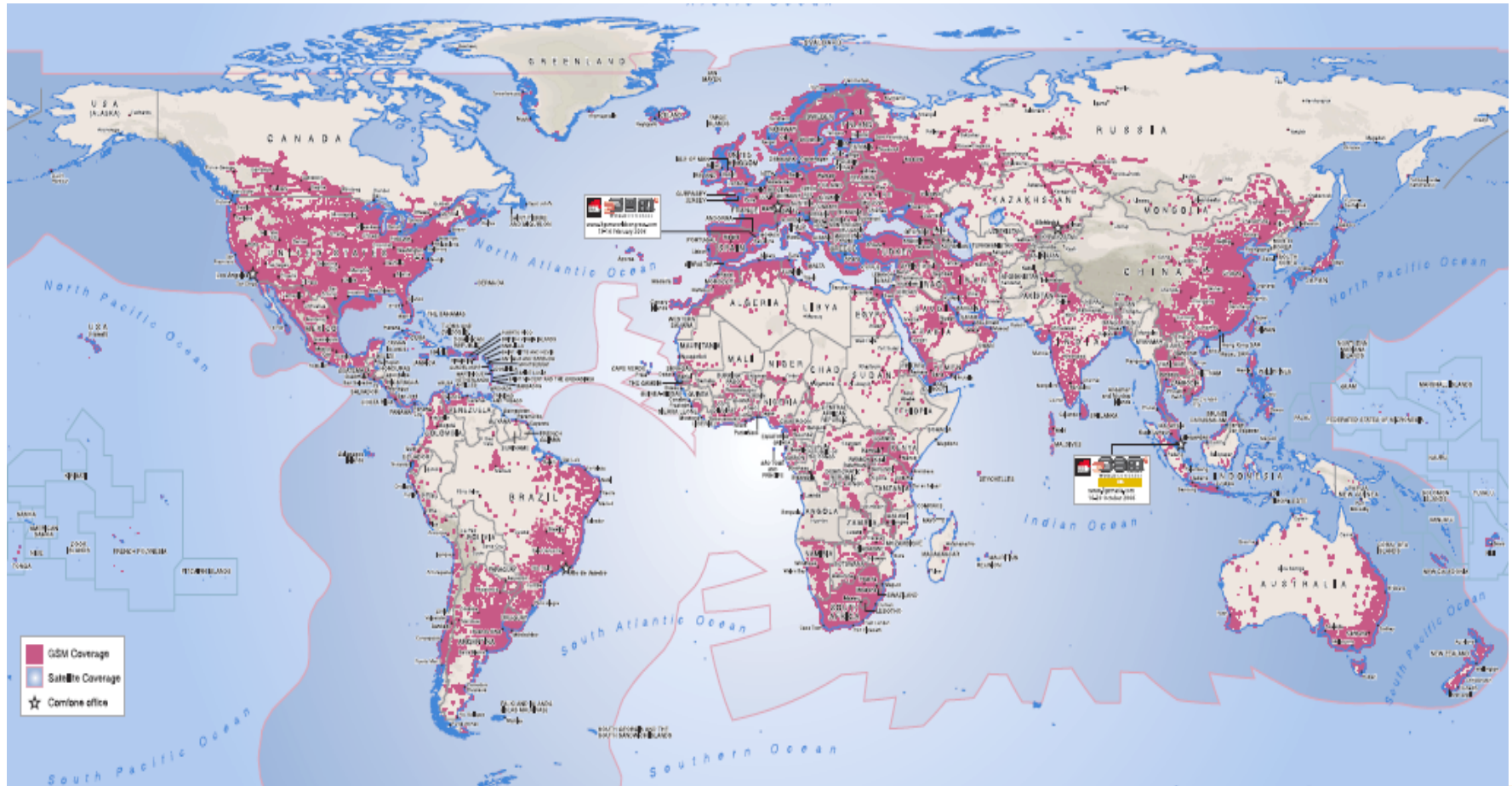
World Mobile GSM Coverage (Jan 2005)



Source: <http://www.coveragemaps.com/gsmposter.htm>

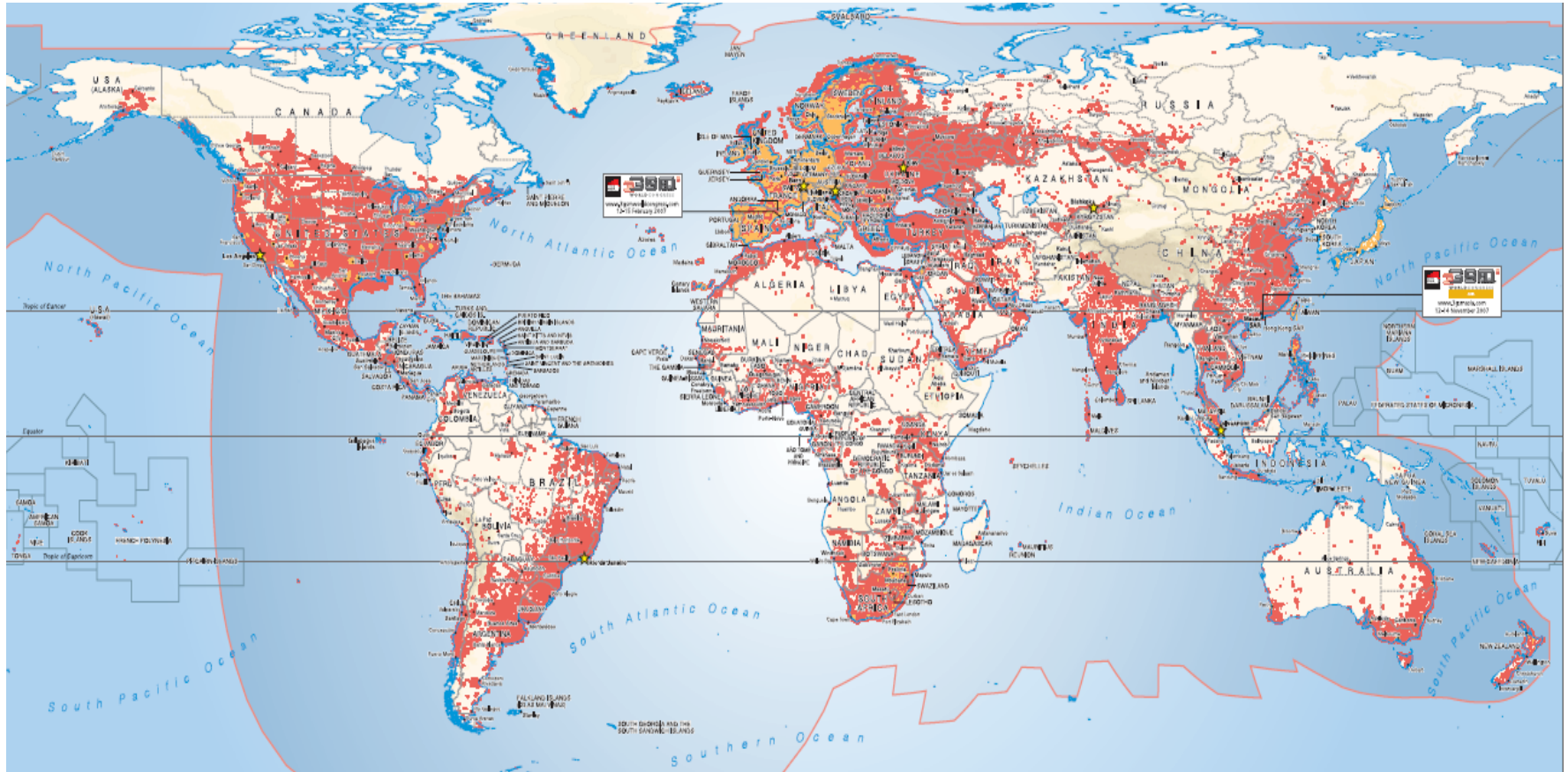


World Mobile GSM Coverage (Jan 2006)



Source: <http://www.coveragemaps.com/gsmposter.htm>

World Mobile GSM Coverage (Jan 2007)



Source: <http://www.coveragemaps.com/gsmposter.htm>



World Mobile GSM Coverage (Jan 2008)



Source: <http://www.coveragemaps.com/gsmposter.htm>

World Mobile GSM Coverage (Jan 2009)



Source: <http://www.coveragemaps.com/gsmposter.htm>

An Unexpected Opportunity



A Dedicated Academic Program at MIT



NextLab

Mobile Innovation for Global Challenges

- NextLab's objective is to address global challenges through the development of mobile platforms
- These m-platforms are designed to scale through:
 - a) academia-corporate partnerships
 - b) the creation of new open source initiatives
 - c) the launch of for-profit ventures



Program Facts

- Number of students taught in 3 years: 143
- Students from: MIT, Harvard, Tufts (US), ITESM (Mex), UWI (Trinidad)
- Number of projects engaged: 29
- Areas of human need that projects are focused in:
 - m-health, m-payments, m-jobs, m-education, m-commerce, m-activism, m-logistics, and m-banking
- Listed/validated in 5 MIT departments: EECS, Sloan, MAS, HST, ESD
- 3 spinoffs in 3 years: Moca/SANA, IA4CP, Celedu, EmpleoListo & Dinube (with Dev Ventures) – more to come!
- NextLab is a featured course in MIT's Open Courseware



Geographical Reach of our Projects



Countries in which projects deployed: 12

- Americas: Mexico, Colombia, USA, Brazil/Nicaragua, Ecuador
- Asia: India, Pakistan, Vietnam, Philippines
- Africa: Zambia, Malawi, Kenya



Putting “m-” in Industries in Dev. World

NextLab has addressed various areas and delivered m-prototypes:

- m-Health
- m-Commerce
- m-Education
- m-Banking
- m-Employment
- m-Pricing and Trading
- m-Civic Activism
- m-Disaster Management
- m-Journalism
- m-Logistics



An unprecedented insight into the demand for mobile applications in developing countries



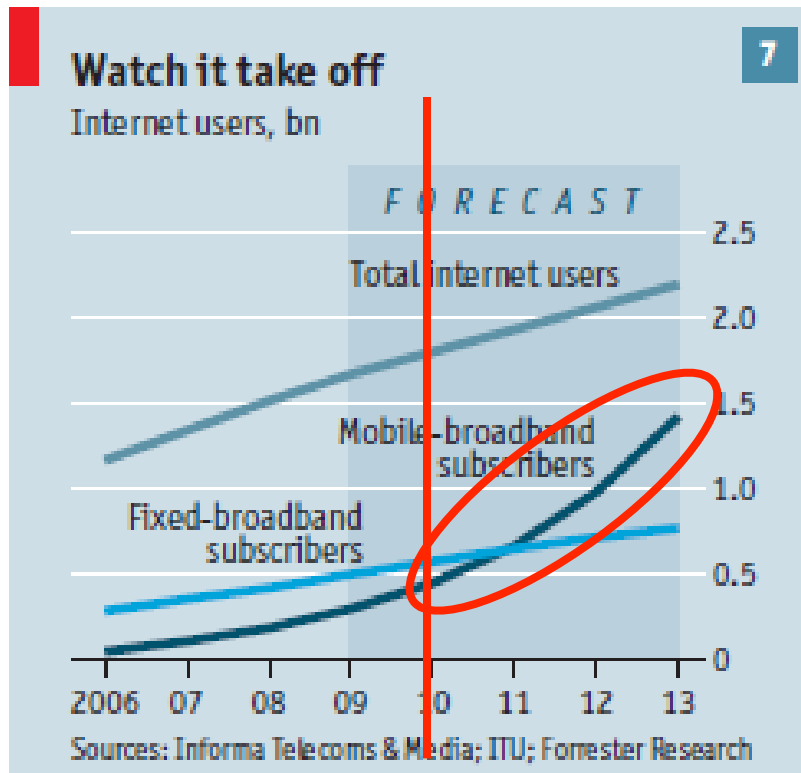
The Next Big Wave (Handsets)

From Cell phones to Smartphones to AppPhones



The Next Big Wave (Applications)

- Mobile broadband on AppPhones will have far reaching socio-economic effects, significantly greater than fixed-line Internet



Source: The Economist



The Logistics Challenge in Developing Countries

- Last mile distribution in rural/remote villages

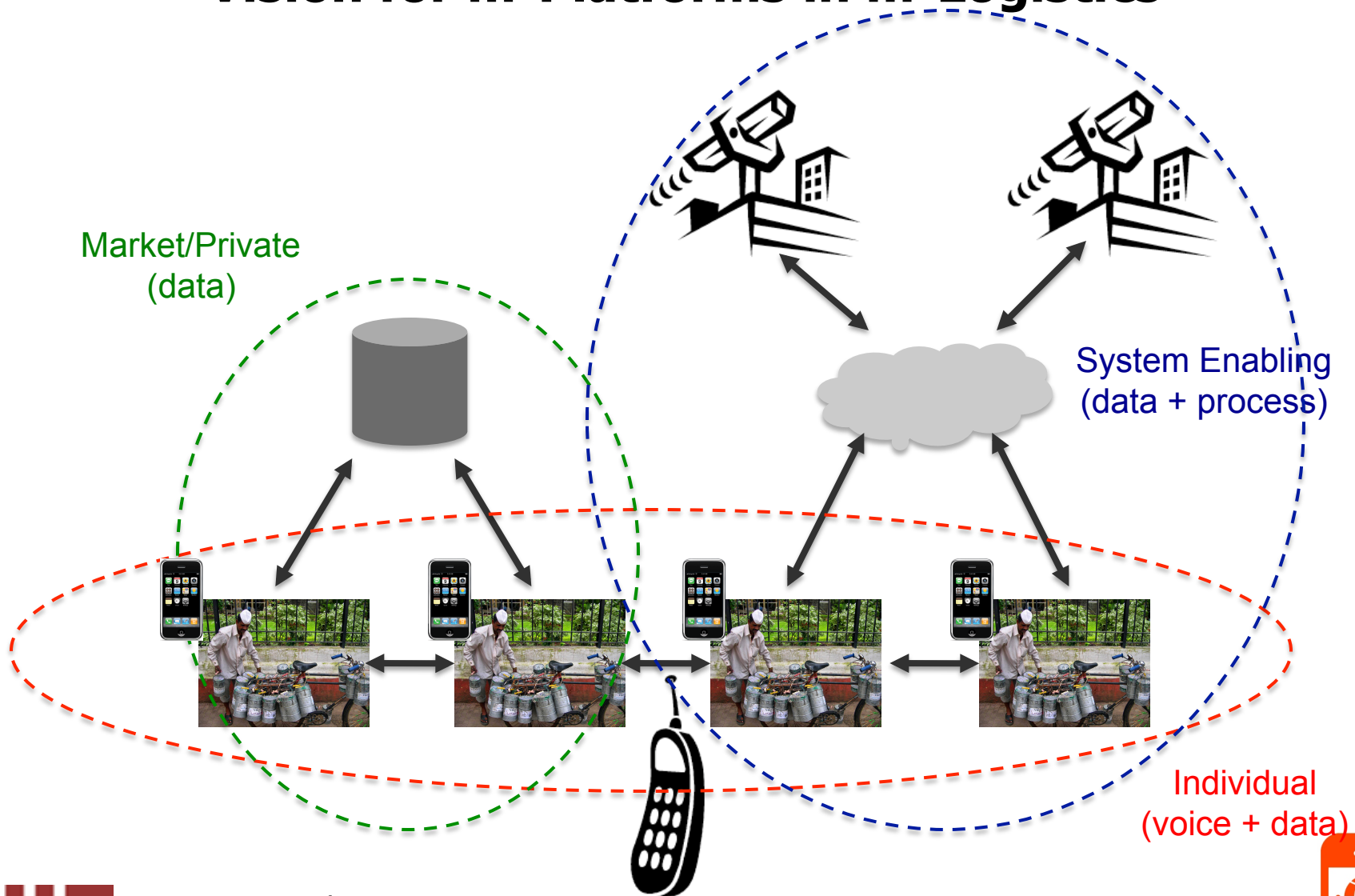


Innovation Logistics and Technology

- New technologies, new ways of managing and optimizing distribution networks
- Inspired by India's Dabbawala phenomenon: using smartphones to assemble informal distribution networks in the rural villages



Vision for m-Platforms in m-Logistics



Source: E. Blanco

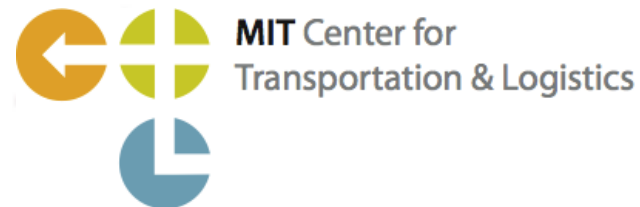
Our Team

- A collaborative relationship between industry and academia

estafeta[®]



Bank of America.

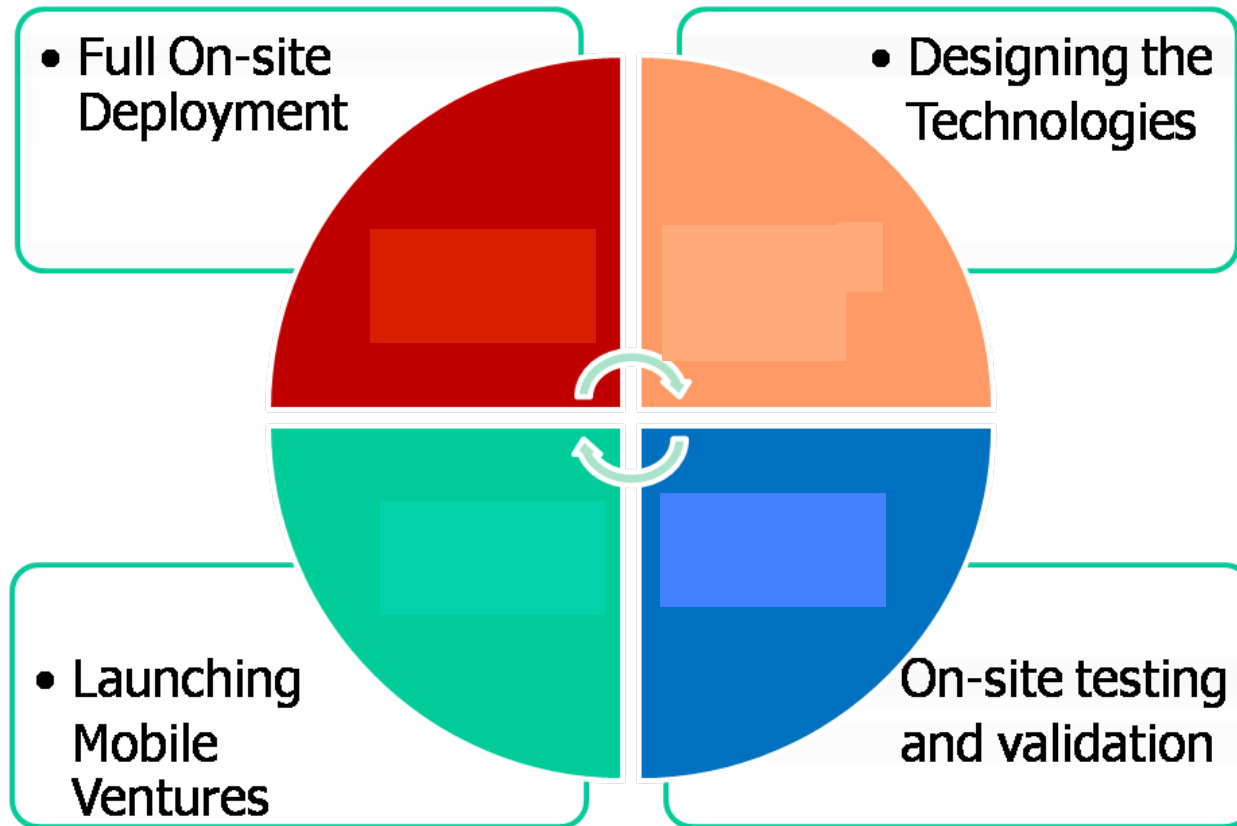


NextLab Strategy

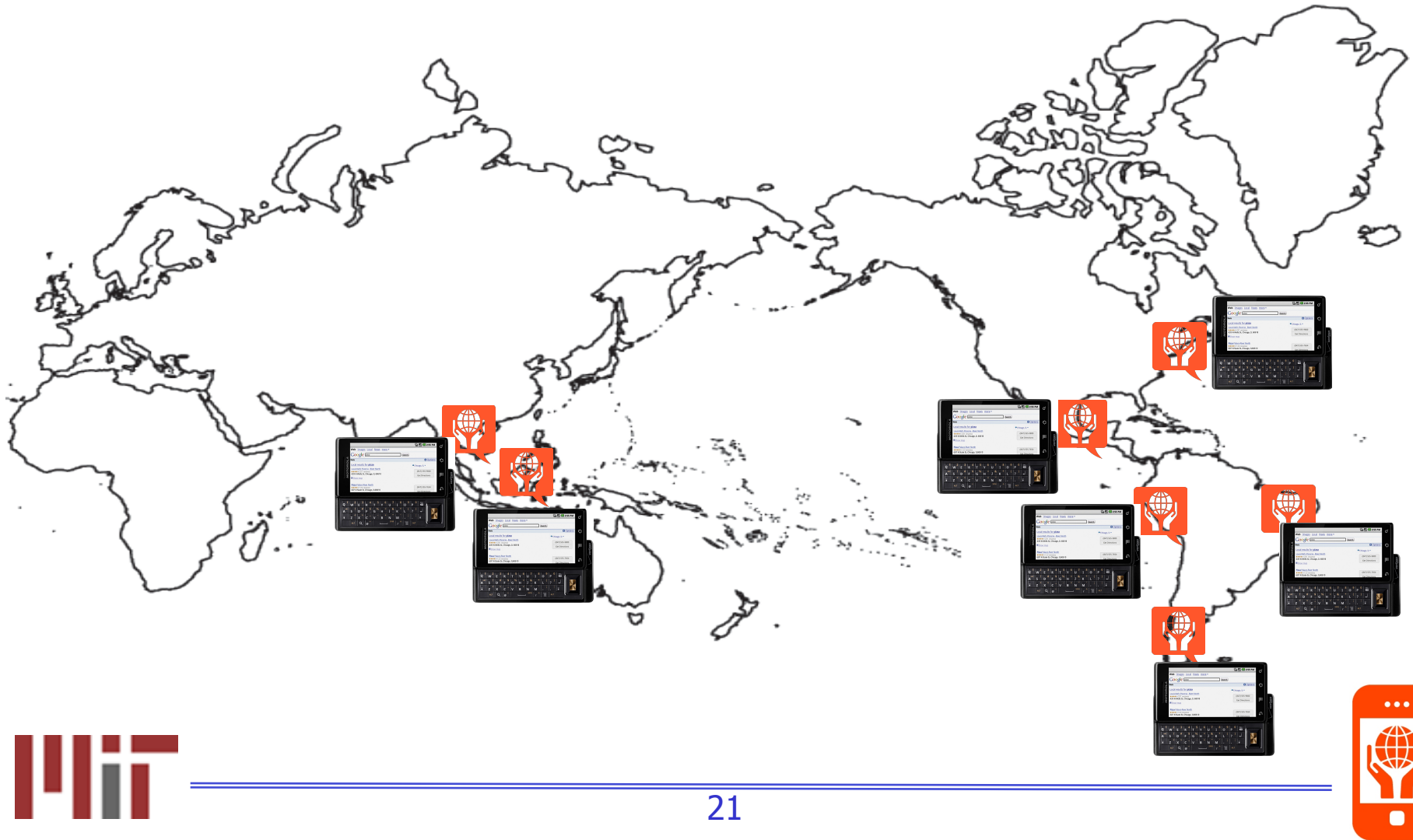
1. MIT NextLab Program and On-Site Deployment Cycle
2. Mobile Innovation Labs in Universities Worldwide
3. Mobile App Developer Community



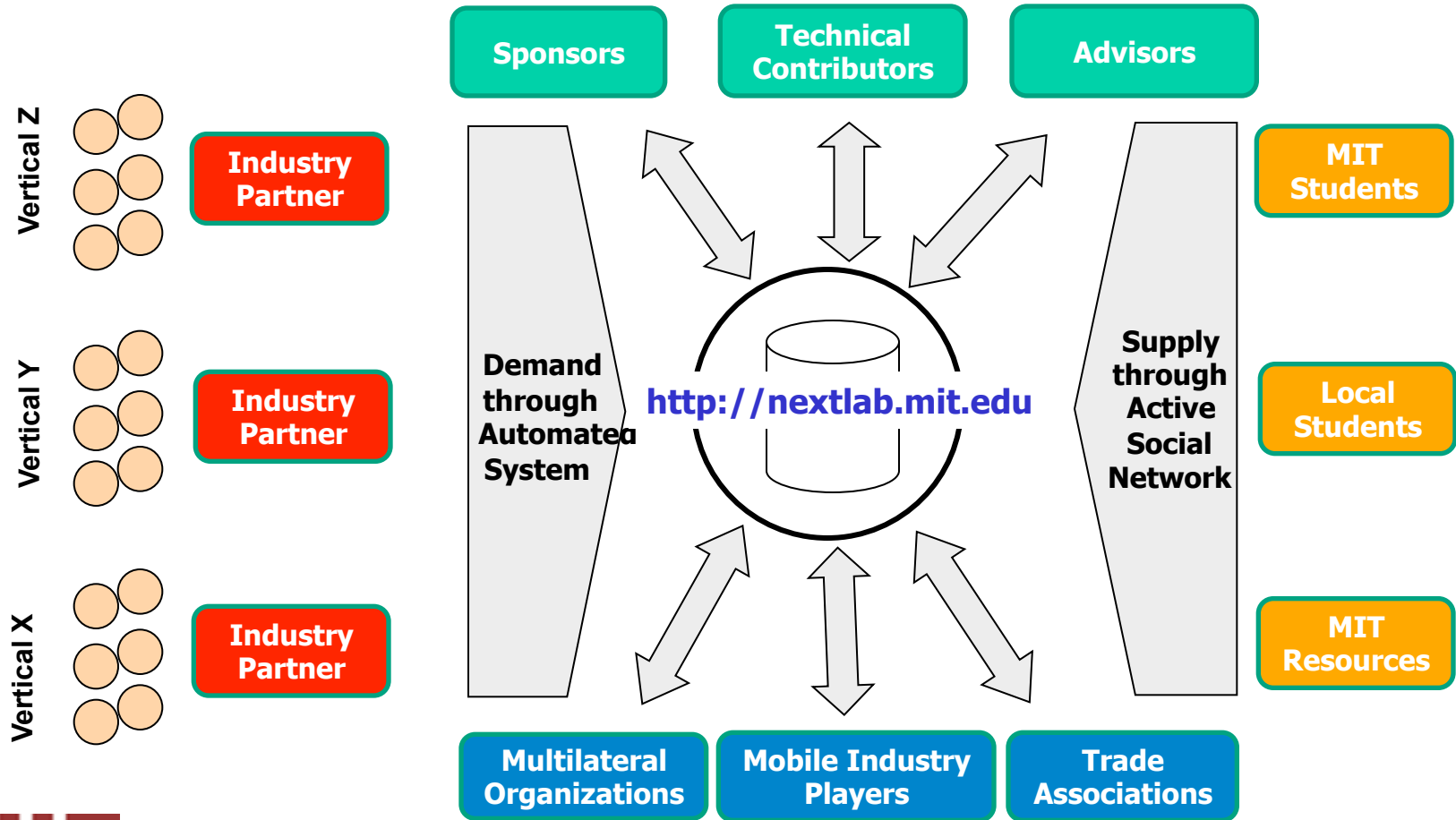
MIT NextLab Program and Deployment Cycle



A World Wide Network of Smartphone Labs



Web Services Platform for our Stakeholders



<http://nextlab.mit.edu>



The image shows the header and main banner of the NextLab website. The header is dark green with the NextLab logo on the left, which consists of an orange smartphone icon with a globe and hands inside, followed by the text "NextLab" in large white font and "Mobile Innovation for Global Challenges" in smaller white font below it. On the right side of the header, there are login fields for "Username" and "Password", a "Remember Me" checkbox, a "Login" button, a "Connect" button with a Facebook 'f' icon, and links for "Forgot password?" and "Forgot username?". Below the header is a navigation bar with tabs: "Home", "Community", "NextLab Class", "Engagements", "People", "Resources", and "Forum". The main banner features a background image of a busy city street with yellow taxis and pedestrians. Overlaid on this is a large orange smartphone icon with the same globe-and-hands logo. Five speech bubbles point to the phone with the following text: "Become a NextLabber", "Meet incredible people", "Realize your idea", "Solve global challenges", and "Show yourself to the world". On the right side of the banner, there are two buttons: "Connect with Facebook" (with a Facebook icon) and "Register A New Account".

NextLab
Mobile Innovation for Global Challenges

Username Password

Remember Me ☐ Login [f Connect](#)

[Forgot password?](#) [Forgot username?](#) [Register](#)

Home Community NextLab Class Engagements People Resources Forum

Join NextLab to:

- Become a NextLabber
- Meet incredible people
- Realize your idea
- Solve global challenges
- Show yourself to the world

[f Connect with Facebook](#)


















[Register A New Account](#)



Social Network for Developer Community

Members


[Newest](#) | [Featured](#) | [Active](#) | [Popular](#)




[View All Members \(17 \)](#)

Videos


[Newest](#) | [Featured](#) | [Popular](#)



[Dinube pitch video for](#)
23 views
[Paul Yang](#)



[Moca Demo - Mexico](#)
24 views
[Paul Yang](#)



[Moca Lien i3 video](#)
22 views
[Paul Yang](#)

[View all videos](#)



Project Management



Cloud Computing Research / Projects

Search Filter **Active**

New Copy Archive Delete Config

#	<input type="checkbox"/>	Title		Project founder	Total tasks	Total members	Deadline ▾
1	<input type="checkbox"/>	Cloud Computing Research		Paul Yang	2	3	02/26/2010
2	<input type="checkbox"/>	SOA Platform		Administrator	0	4	Not set

Display # **All** ▾



Project Homepage



[About](#) [Applications](#) [Technology](#) [Get Moca](#) [News](#) [Demo](#) [Team](#) [Contact](#)



A shortage of doctors
prevents millions from
receiving proper diagnosis
and treatment.

With **MOCA**,
proper care is a touch away.

[LEARN MORE](#)

Events

We gave a [talk about Moca at the International Conference on Open Source Software in Healthcare](#) on Nov. 23, 2008 in Penang, Malaysia. On December 4, we showcased Moca technology at the [Harvard School of Public Health](#).

Applications

Moca technology can be used for such varying applications as cervical cancer diagnostics, cataracts diagnosis, skin condition treatment, surgery follow-up, and emergency response.

Media

Moca was recently featured in the Wall Street Journal

and on [LinuxDevices](#)

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Project Blog & Media

Group News

Register The First NextLab Class To Get A Seat!!!

Monday, 01 February 2010 by [Paul Yang](#)

The seats in the classroom are limited. To make sure that you have a seat, please register for the first class from the "Events" under "Resources" in the menu bar!

Prospect NextLabbers, Join This Group Now!!!

Monday, 01 February 2010 by [Paul Yang](#)

Displaying 2 of 2 bulletins

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Discussion

No Discussion added yet.

Displaying 0 of 0 discussions

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Photo Albums

No album created yet.

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Videos

There are no videos added yet

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[Add Video](#) | [View all videos](#)

Members



[Show All \(3\)](#)



To Learn More

Join us!

<http://nextlab.mit.edu>

Jhonatan Rotberg
Founder, Director
MIT NextLab Program
jrotberg@mit.edu



Project Videos

Commerce Mobile App for India: <http://vimeo.com/4872619>
Actual Pilot Testing On-site in India: <http://vimeo.com/4581350>

Rural Market Prices Mobile App for Mexico: <http://vimeo.com/4594129>
Actual Pilot Testing On-site in Mexico: <http://vimeo.com/4968121>

Literacy Mobile App for India: <http://vimeo.com/4595518>
Actual Pilot Testing On-site in India: <http://vimeo.com/4772686>

Supply Chain Management Mobile App for Colombia: <http://vimeo.com/4595688>
Actual Pilot Testing On-site in Colombia: <http://vimeo.com/6067705>

Disaster Management Mobile App for India: <http://vimeo.com/4872685>
Actual Pilot Testing On-site in India: <http://vimeo.com/4772686>

Health Mobile App for Philippines: <http://vimeo.com/4134914>
Actual Pilot Testing On-site in Philippines: <http://vimeo.com/5716395>

Forestry Tracking Mobile App for Vietnam: <http://vimeo.com/4872735>
Actual Pilot Testing On-site in Vietnam: <http://vimeo.com/4184955>

Payments Mobile App for Mexico: <http://vimeo.com/455240>

