

Tech solutions for rural areas in emerging markets

Products that create local value

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We believe that connecting rural areas in emerging markets and developing countries could significantly improve people's access to healthcare, education, creation of sustainable infrastructure and in general increasing standard of life.

We have knowledge about technologies which could enable this process, we have motivated social entrepreneurs, designers and engineers who are willing to drive the change and also representatives of the target countries who look for business opportunities in Denmark.

Why don't we put all these people with knowledge and motivation together in one room, try to inspire them by pointing to specific challenges in different areas of the world, give them a chance to pitch their ideas to a relevant jury, support in forming of teams and work with them at the following stages of the process.

It is by creating and adopting suitable products and services to emerging markets that we will let real change happen in the target countries.

The process will consist of 3 stages:

1) 30th January @12.00 PM - KickOff Event

Presentation of four themes/scenarios, ideas pitching, team formation and presentation of resources available.

2) 21st March - presentation of idea

Findings from group work, ambitions and status. Here we will provide feedback and plan for support, and establish a springboard that will lift the team.

3) Ongoing support process

At least 4-5 teams will be make a concept ready for testing in a pilot project in real life. By connecting the teams to emerging market networks, we providing support with fundraising for product development and travelling and help finding new team members with relevant competences.

The most successful projects will be presented in June 2014 at the ESOF 2014, Copenhagen, <http://esof2014.org/>.

KickOff program, Thursday, 30th January:

12.00 Lunch

Arrival and registration of participants

12.30 Welcome by facilitators

Introduction of what will happen through the day.

12.50 Keynote speakers

We will listen to 3 inspiring stories about local life in rural areas:

- Columbia - Idefonso Tafur Monroy
- Nepal - Krishna Adhikari
- Sub - Saharan - Jacob Vahr Svenningsen and Jonas Agerbæk Jeppesen
- Other

13.30 Break and coffee

13.45 Idea round

- You have an idea for making a product or a solution
- Ideas are exchanged
- Pitch 60 seconds

14.15 Voting for ideas

Make a poster of your idea and recruit a team

14.30 Forming Teams

Participants choose a team

14.45 Group work and coaching

Going to workshop rooms

16.30 Group pitch

2min summary

16.50 Ressources

Next step

16.59 Thank You and Good bye...

17.00 Reception and drinks

Wanna work more... The facilities are Open until 21.30 and will be available

We hope that you will find time and motivation to be a part of this process and use it to create positive and sustainable impact for thousands of people.

For any information please, contact Monika, monbe@fotonik.dtu.dk.

We look forward to seeing you at the event.

Jacob Vahr Svenningsen, eGro, Monika Luniewska, DTU Fotonik, Dragan Milic, Copenhagen Business Service, Henrik Nielsen, UN, Saeema Ahmed-Kristensen, DTU Management Engineering, Jason Li-Ying, DTU Management Engineering, Jesper Bevensen Jensen, DTU Fotonik, Jonas Agerbæk Jeppesen, ØreComm, Tobias Denskus, ØreComm, Sara Kobli, eGro and Majken Overgaard Kramer, DTU Kemi.