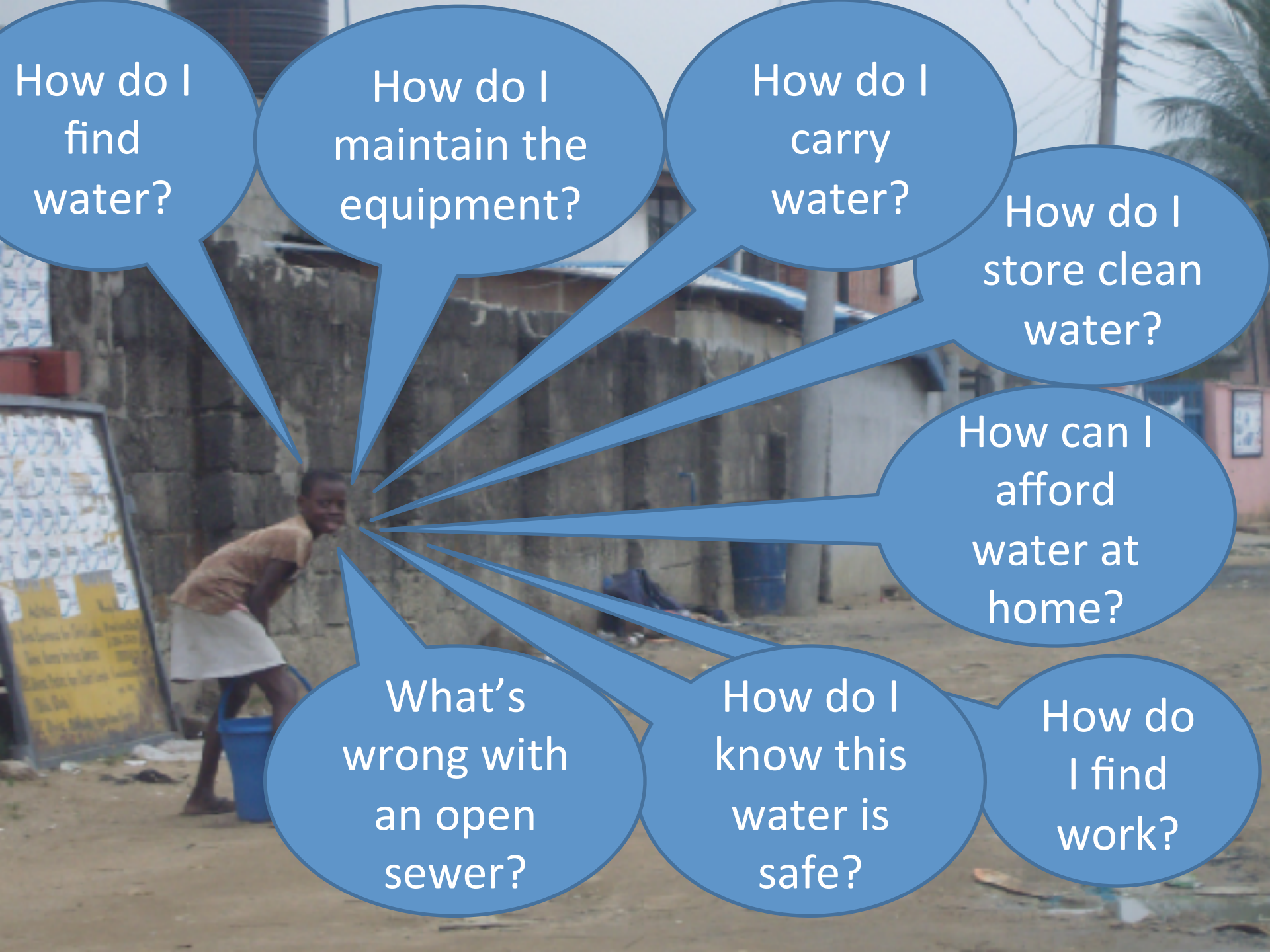




# Team MiriMiri

## Ashridge Business School

Janine Chandler  
Ucheoma Nwosu  
Ronan Gruenbaum  
Rachael Brown



How do I find water?

How do I maintain the equipment?

How do I carry water?

How do I store clean water?

How can I afford water at home?

What's wrong with an open sewer?

How do I know this water is safe?

How do I find work?



# Who Has The Answers?

NGOs

Doctors

Middle  
Classes

Health  
Organisations

WatSan  
Industry

Faith  
Leaders

Entrepreneurs

Local  
Communities

Pharmaceutical  
Companies

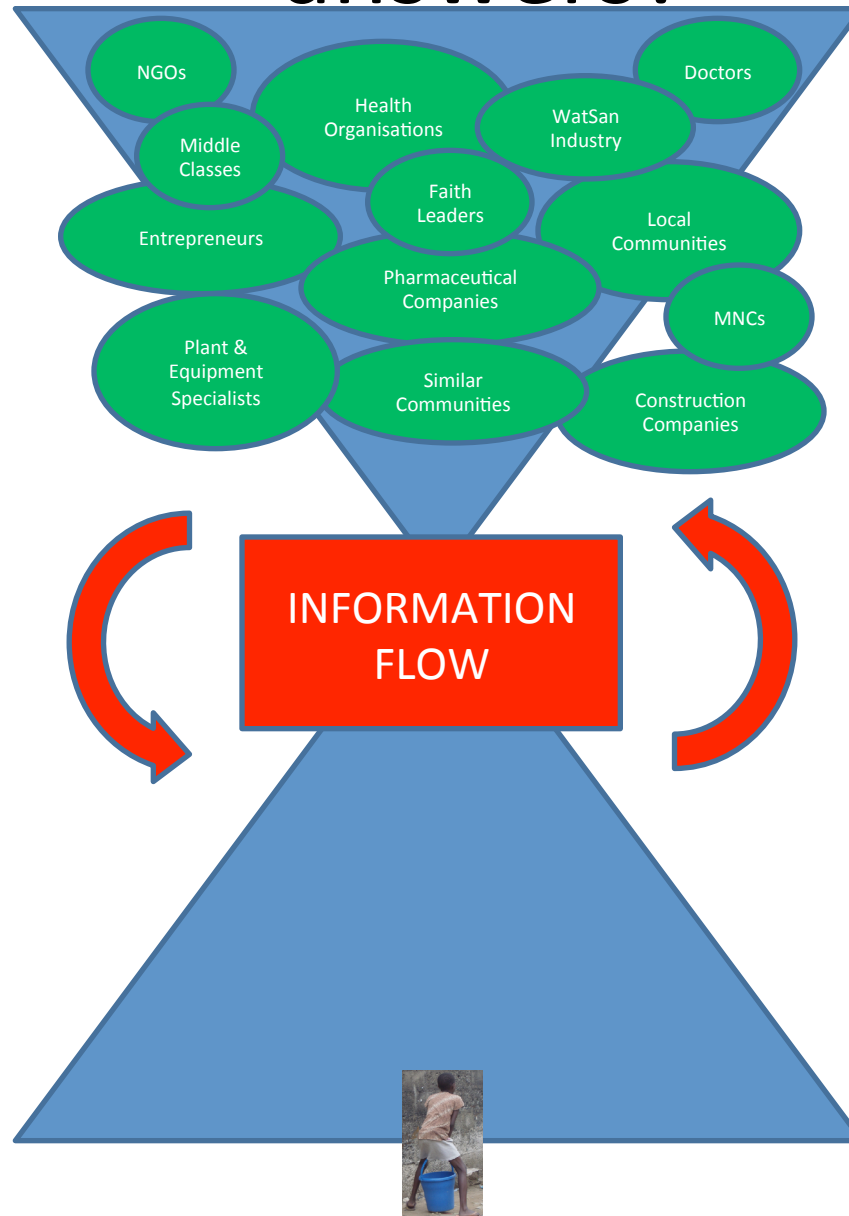
MNCs

Plant &  
Equipment  
Specialists

Similar  
Communities

Construction  
Companies

# How can we link the questions to the answers?



# What's in it for them?

MiriMiri provides Market Research

MiriMiri Provides Advertising Opportunities

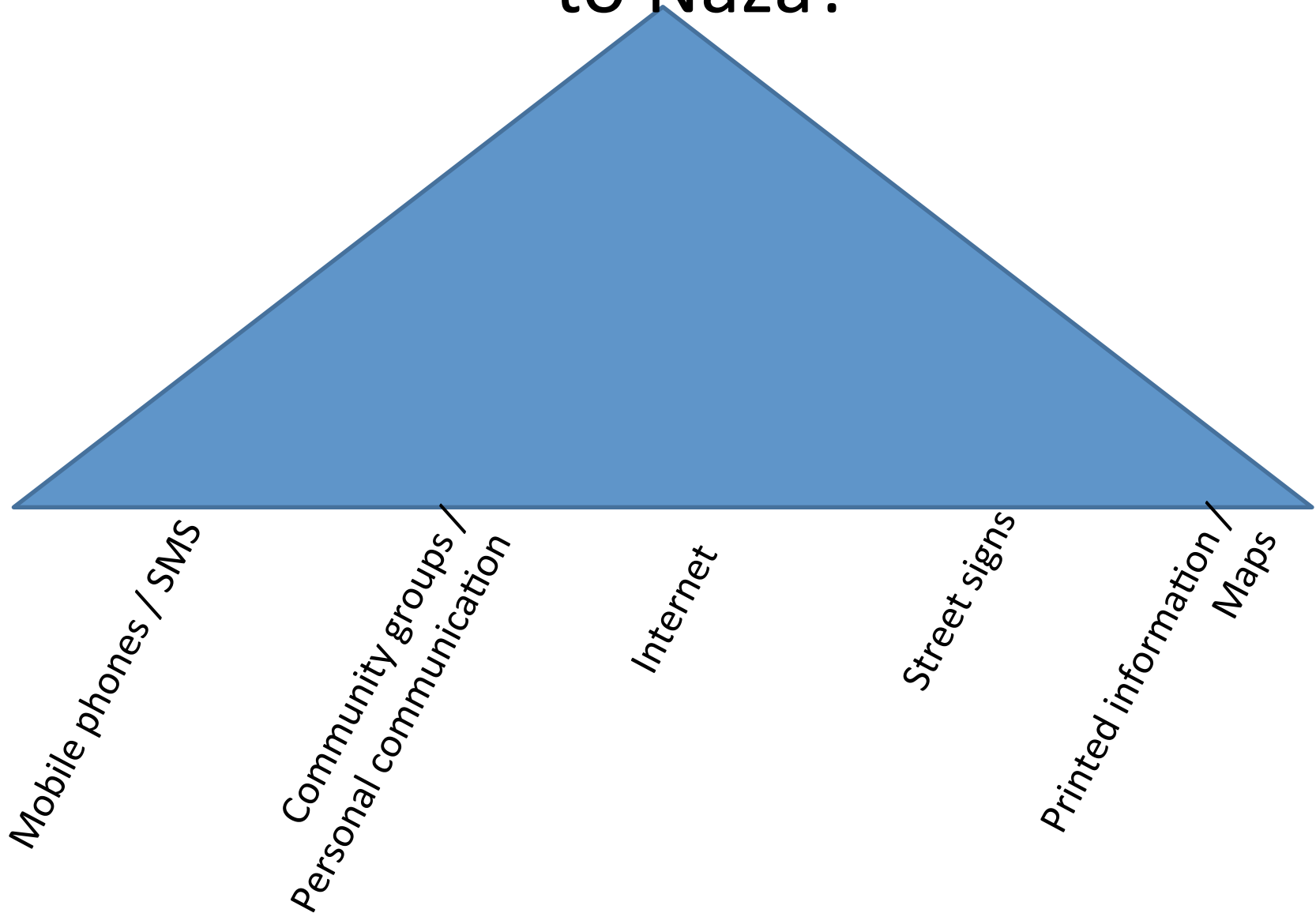
MiriMiri Provides A Customer Database



MiriMiri allows us to Share Information

MiriMiri provides a pool of Potential Employees

# How do you get the information back to Naza?





FRONTLINE SMS

feedback

## FRONTLINE SMS ON TWITTER

25 children supported so far by Plan Benin's violence prevention system.

<http://t.co/2UQvE7C> (via @meowtree) #FrontlineSMS #Ushahidi

about 17 hours ago from Twitter for iPhone

FrontlineSMS #FF!

@laurawhudson @mcdapper

@rmbjsms @worthydocs

@alxndrsn @floscialom

@amy\_odonnell @kiwanja

@fsmcredit Vo/

about 20 hours ago from TweetDeck

FRONTLINE SMS ALLOWS YOU TO TEXT MESSAGE WITH LARGE GROUPS OF PEOPLE ANYWHERE THERE IS A MOBILE SIGNAL.



A lack of communication can be a major barrier for grassroots non-governmental organisations (NGOs) working in developing countries. FrontlineSMS is the first text messaging system created exclusively with this problem in mind.

DOWNLOAD FRONTLINE SMS

WELCOME VIDEO

Donate

SIGN UP FOR OUR NEWSLETTER

Email \*

Name \*

Company Name \*

\* Required field

Submit



home  
the competition  
the prize  
how to enter  
partners  
judges  
winners  
in the news  
other sites  
contact

## nGOMobile has one simple aim

### *To help NGOs go mobile*

Mobile phone use is spreading through the developing world quicker than a bushfire. This should be great news for the non-profit sector, but not everyone is reaping the benefit quite yet



The massive potential of mobile technology, particularly at grass-roots level, has already been demonstrated. Examples from around the world include...

*... patients receiving text message (SMS) reminders to take their medicine, so they no longer waste time and money travelling to their nearest clinic. Farmers finding out the current market price before deciding whether to take their produce to market that day. National parks communicating details about dangerous animals, providing an early warning system to mitigate against human-wildlife conflict. Unemployed youths in Nairobi's shanty towns receiving texts alerting them to job opportunities in the city*

The breadth of SMS use is staggering, but we have the feeling that we're still only just scratching the surface

nGOMobile wants us all to dig a little deeper. Better still, we want to give *you* the opportunity to exploit the full potential of mobile technology in *your* work

*Time to go mobile...*





>> The purpose of life is not to be happy -  
but to matter, to be productive, to be  
useful, to have it make some difference  
that you lived at all

Leo Rosten, 1908 - 1997

## Mobile-enabled social change. One SMS at a time...

Since 2003, kiwanja.net has been helping empower local, national and international non-profit organisations to make better use of information and communications technology in their work. Specialising in the application of mobile technology, it provides a wide range of ICT-related **services** drawing on over 25 years experience of its founder, **Ken Banks**. Non-profits in over fifty countries have so far benefited from a range of kiwanja initiatives, including **FrontlineSMS** and **nGOMobile**

Click [here](#) for further details on kiwanja's projects, background and work ethic

*kiwanja.net believes that all non-profits, whatever their size and wherever they operate, should be given the opportunity to implement the latest mobile technologies in their work, and actively seeks to provide the tools and the environment to enable them to do so*



With a key focus on developing countries, and a particular emphasis on low-cost, grassroots, sustainable solutions, kiwanja.net is unique in that it combines a strong business and technology background with a degree in **anthropology** and over 17 years conservation and development experience in countries including Nigeria, Zambia, South Africa, Uganda,

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family of websites

**FrontlineSMS**  
**nGOMobile**  
**mobility**  
**Silverbackers**

Follow **kiwanja.net**

**twitter**

Follow **FrontlineSMS**

**twitter**

Join **kiwanja.net's**  
social networks!





car: <http://www.flickr.com/photos/hdptcar/2497649932/sizes/m/in/photostream/>





Elyse pattern: <http://www.flickr.com/photos/elysepatten/4344675117/sizes/m/in/photostream/>



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Economy

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## Online in Brazil's shanty towns



Children in favelas typically see the internet as a passport to a better life

By Mark Gregory  
Technology correspondent, BBC World Service

**The internet has created many new opportunities for people to get richer around the world.**

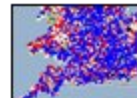
But are the benefits of access to the net filtering down to the very poorest in society?

A shanty town in Brazil is a good place to find out.

Babilonia is a favela, a slum district, of about 80,000 inhabitants,

### ▶ BROADBAND WORLD

## LATEST NEWS



UK broadband 'notspots' revealed

- ▶ UK backs 2Mbps broadband
- ▶ Australia to get faster broadband
- ▶ Boost for future broadband
- ▶ Virgin pilots 200Mbps broadband
- ▶ Libya's wireless web access leap

## FEATURES AND ANALYSIS



Mapping the global picture

- ▶ A tale of two broadband villages
- ▶ The US broadband battle
- ▶ Broadband goes big in Japan
- ▶ Can India boost internet usage?
- ▶ The face of future broadband
- ▶ Explained: The need for speed
- ▶ Is your broadband quick enough?
- ▶ Bill Thompson: Digital rights



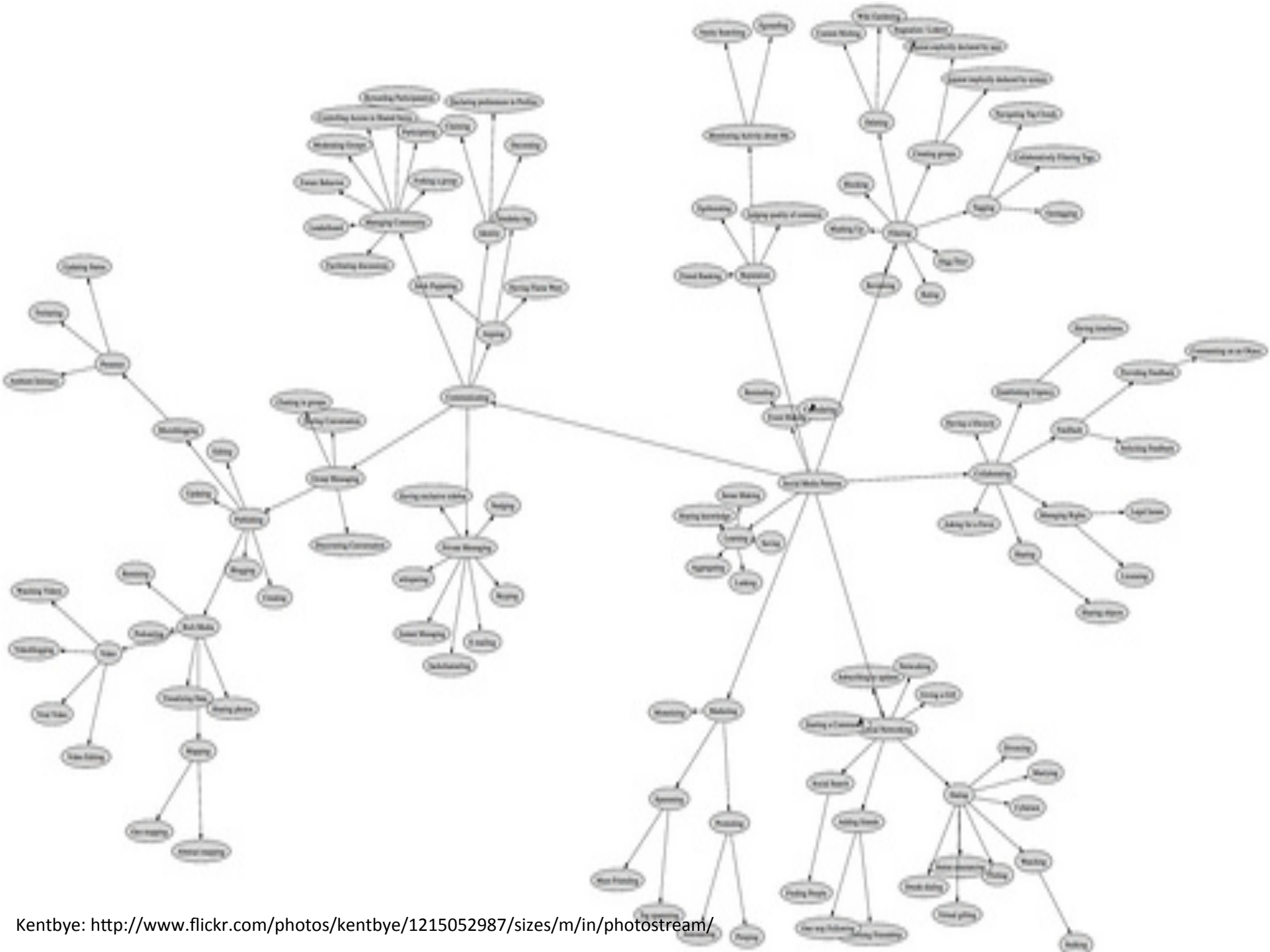


Mike Blyth: <http://www.flickr.com/photos/blyth/152658531/sizes/m/in/photostream/>









# Plan of Action for next 6 months



# Estimated Costs

- Stakeholder development \$300K
- Information Hub development \$300K
- Testing Programme \$300K
- Evaluation \$100K



I find water by visiting MiriMiri

MiriMiri tells me how to maintain equipment

MiriMiri shows me innovative ways to carry & store water

MiriMiri introduces me to micro finance

MiriMiri tells me why a toilet is healthy

I find safe water at MiriMiri.

I find work at MiriMiri.



Any Questions?

