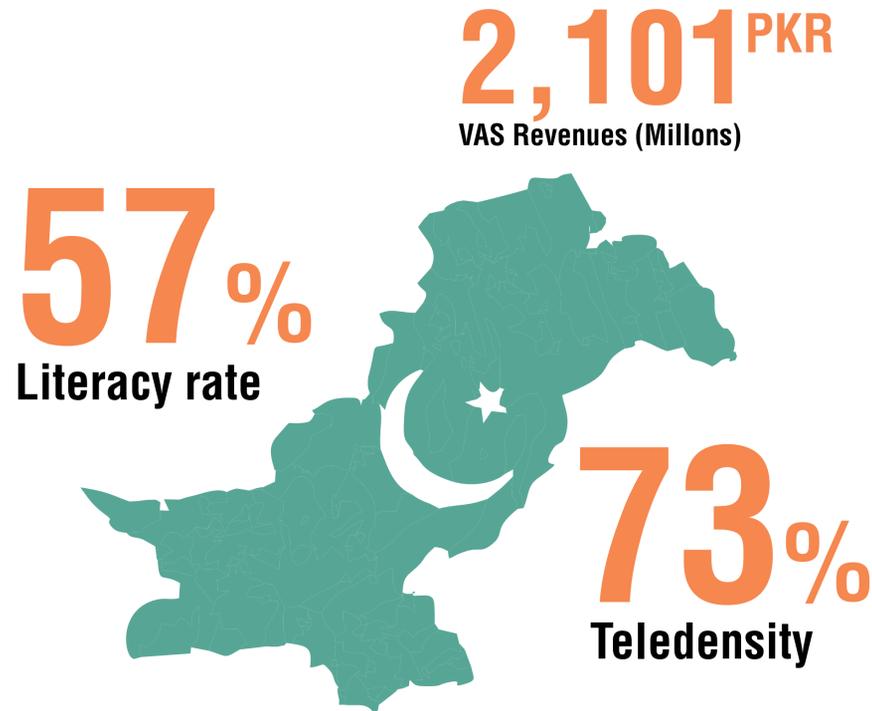


THE MARKET



SCALABILITY

The project could potentially be acquired by a telecom provider or an arrangement could be established to revenue share based on data provided regarding their subscribers.

Our pilot partnership model will be replicated and applied to developing countries with literacy rates similar to Pakistan.

Each country that the project expands to, will develop their own partnerships with telecom providers and accelerators to achieve scale for expansion.



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Sustainable IVR-Based Social Media for the Developing World

Social Media has revolutionised how we communicate with each other. A sustainable platform that is inclusive to the technological accessibility and literacy of underserved communities, still needs to be crafted.

While such mediums have been developed for research purposes, the primary challenge faced by these projects is economic sustainability; once the funding ends, so does the project.

We propose the development of a sustainable, free-to-use Interactive Voice Response (IVR) based social media platform for low literate & low income communities, focusing on User Generated Content and utilizing B2B advertising based revenue model. The aim is to provide a service that is sticky, made to scale, and coupled with a robust revenue stream.

PRELIMINARY FINDINGS

	PARTICIPANT 1	PARTICIPANT 2	PARTICIPANT 3	PARTICIPANT 4	PARTICIPANT 5
SPARE TIME	Had a lot of spare time, he is on duty for 2 days then free otherwise	P3 had some spare time in the evening,	P2 barely had spare time.	P4 had no time	P5 has half a day free.
PHONE	Feature phones	Feature phones	Smartphone	Smartphone	Feature phone
CREDIT LOAD	Recharges phone with scratch card	Easy load	Easy load	Easy load	Easy load
MOST FREQUENT CALL	Gets work related calls. Small land owner so he has to check up on his farm.	Only calls family	Usually called early morning or evening after work, calling friends and family both.	Called his uncle or his elder brother	Calls his mother daily and tells her about his day
MOBILE EXPENSE	1800-2000	200-250	100-150	50 - 100	500-700
MOBILE ENTERTAINMENT	Listened to music on his phone at times.	Listened to music on his phone	Listened to music on his phone, played candy crush	Watched only offline movies on his phone	Listened to music on his phone frequently,
LONGEST CALL	5 mins small call	45 mins every other day	30 mins daily to mum	Does not make calls	At least 60 mins everyday to mum
INCOME	100,000	25 - 30,000	10,000	20-30,000	10,000

REVENUE MODEL

User Engagement via keypress (analogous to clicks on webpages): Each user that keypresses to select an option on an advertised post will raise small revenue for the platform.

Targeted Audio Impressions – The platform will play sponsored messages to targeted users, and each impression will generate small revenue. Sponsors will be able to select user segments based on gender, location and user-interests.

PRODUCT FEATURES

- User profiles, and audio posts to profiles 
- Topic-specific community discussion channels 
- Likes, shares and referrals 
- Audio Personal Messages to peers 
- Notifications of direct audio messages 
- User ID search through telephone number 
- Friend List –Group feature 