Changing the world through entrepreneurship

Micro-Enterprise Acceleration Institute

In partnership with

info@mea-i.org

How to foster economical development?

Four conditions have to be encountered to foster economical development:

- Stability of political institutions
- Respect of other humans
- Respect of the private property
- Stimulation of innovation

Ibn Khaldun
(1332 Tunis - 1406 Cairo)

In partnership with

How to stimulate innovation? Our approach is education

Microenterprises are the fastest growing businesses worldwide, creating the most jobs.

Their needs:

- Efficient Communication Tools
- Leap Barriers
- Training

In partnership with

hp MOS MindOnsite SMART LEARNING SOLUTIONS MEA-I

How to stimulate innovation? Our approach is education

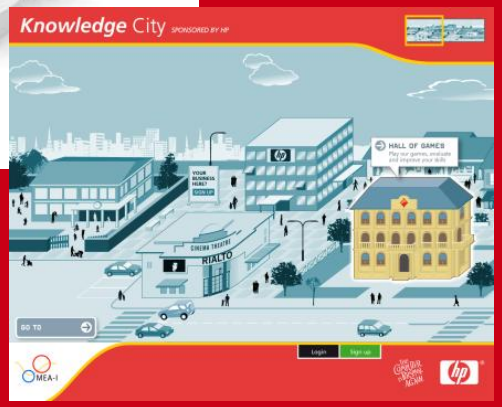
Geneva-based, non-profit organization that develops and implements innovative immersive training programs for young would-be entrepreneurs and established micro-entrepreneurs to improve their ICT - business skills and thereby create job opportunities, foster economic growth, and improve lives around the world

What are we doing?

Training Centers

F2F Curriculum

Training of Trainers



Serious games

Global network of training centers

Around 200 training centers worldwide (excluding Americas)

Content delivered in more than 20 languages (including Arabic, Mandarin, Russian, Hindi)

Around 100,000 people reached

More than 1,000 certified trainers

In partnership with

hp

MOS MindOnsite

SMART LEARNING SOLUTIONS

MEA-I

Target Audience

- Current and future employees and owners of small companies
- Juggling business challenges
- Do not maximize technology for their businesses
- Wants brief, practical training that can be applied immediately to the businesses
- Desires a stimulating learning environment and prefer to learn by doing
- Views their business peers as resources for advice and tips

In partnership

MOS MindOnsite SMART LEARNING SOLUTIONS

MEA-I

LIFE Entrepreneurship Education Curriculum

	IMAGINE Basic business concepts and business planning	**START** Basic technology to solve everyday business challenges	**GROW** Technology for established companies	**INNOVATE** Advanced topics for innovative companies
Operations	**Basics of operations**	**Scheduling Contacts**	**IT security Databases**	**Project management CRM**
Finance	**Basics of finance**	**Invoices Expense tracking**	**Financial graphics Cash flow**	**Budgeting Accounting**
Communication	**Basics of communications**	**Email Virtual comm.**	**Websites Blogging**	**Virtual collaboration E-commerce**
Marketing	**Basics of marketing**	**Print marketing Presentations**	**Email marketing Social media marketing**	**Search engine marketing and optimization**
Technology	**Setting priorities**	**Technology management**	**Technology integration**	**E-Company**

In partnership with

SMART LEARNING SOLUTIONS

MEA-I

Immersive training
Combining online and face to face approach

Review learning materials
More information
Extra resources
Preferred by gamers and young users

Face to face Training

Online Training

More interactive
Easier for low tech students
Peer-to-peer learning

In partnership with

Serious games: games used for training, advertising, simulation, or education; made to provide an engaging, self-reinforcing context to motivate and educate the players .

Game Portal: User Interface

WWW.GET-IT-City.net

Manage your account, see scores

Interactive resources, links, …

Fast access menu

Social links

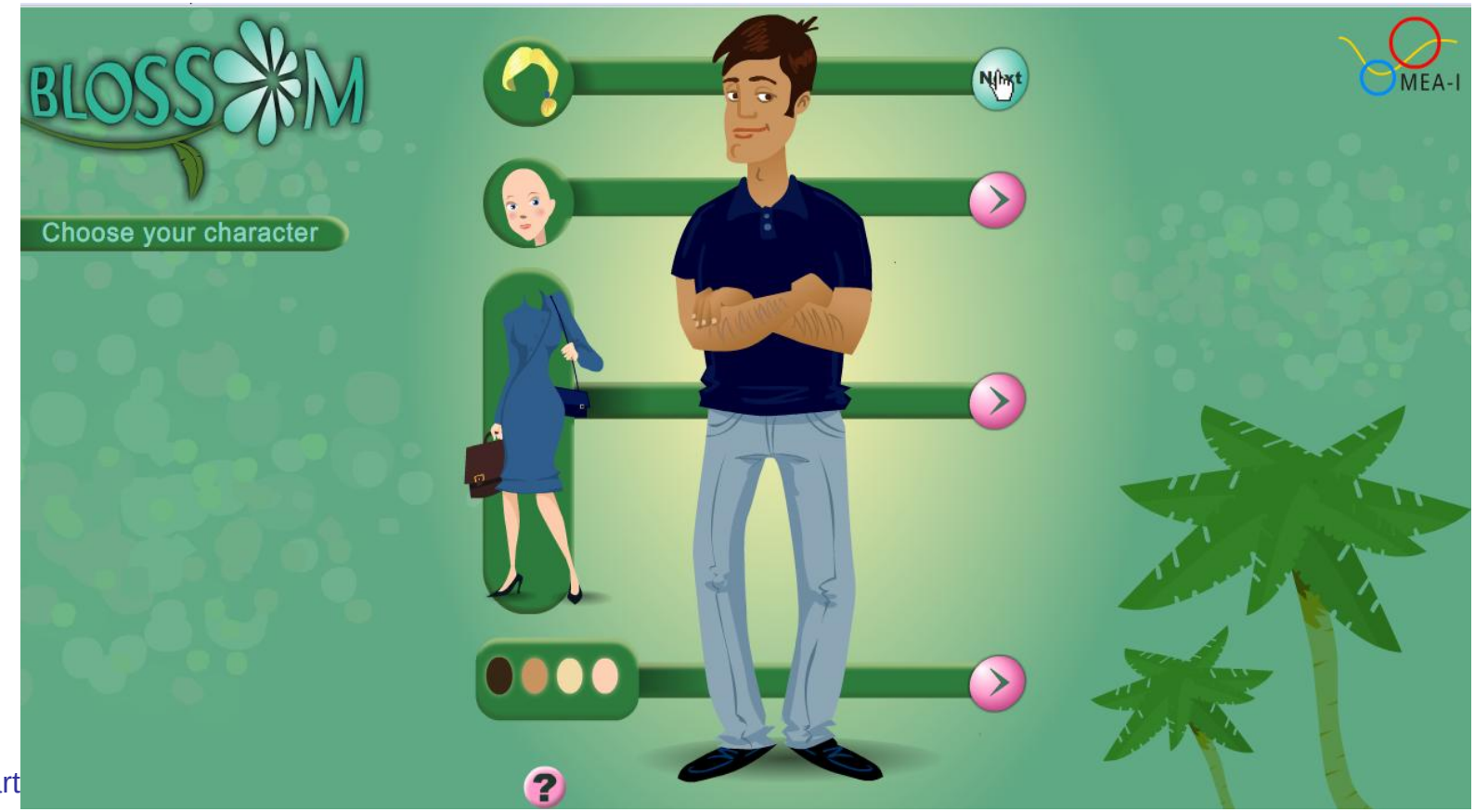
Scroll tool

Contest icon

Play games, improve your skills

Registration & login tools

Blossom teaser video



In part

Teaser is at: http://www.youtube.com/watch?v=X2wSeaBsfnE

Community

Curriculum
Games
Podcasts
Videos

Branded certification
Community animation
Webinars incl. content from the centers and students
Contests

Face2face trainings/event
Online trainings
Blended trainings

Knowledge City
Social media
Events
Viral marketing
Crowd sourcing

In partnership with

Feedback

Students

Trainers

Online database

Certificates

Impact indicators

Questions that we are able to answer…

- How many students have been trained?
- Who are they?
- How many got a job afterwards? (6 month survey)
- How did technology make a difference to their lives?
- How did this program benefit their business and their life?
- **… and we will be able to tell stories…**

In partnership with

Deployment model

- Global budget
- Central and regional deployment strategy
- Program Communication

UNIDO MEA-I ORT EDC

- Selection of the partner organisations
- Local communication: dispatch news, localization, local visibility, ensure communication between centers and HP
- Local deployment: engage centers in network

In partnership with

MEA-I Micro-Enterprise Acceleration Institute

- Content delivery: curriculum, trainings, enterpreneurship portal
- Central impact assessment
- Framework WW model: induction

Partnership sustainability

- **Global budget**
- Central and regional deployment strategy
- Program Communication

UNIDO MEA-I ORT EDC

- Selection of the partner organisations
- Local communication: dispatch news, localization, local visibility, ensure communication between centers and HP
- Local deployment: engage centers in network

In partnership with

- Content delivery: curriculum, trainings, enterpreneurship portal
- Central impact assessment
- Framework WW model: induction

Some criteria for program deployment

- Social impact
  - Provides access to solutions which improve lives
  - Valued by community of beneficiaries
  - Aligns with key social issue/need

- Operational excellence
  - Breaks existing models
  - Efficient use of resources
  - Measureable effectiveness of programs
  - Opportunity to work in collaboration

In partnership with

WHAT CAN'T A DOER DO?

Technology has the power to put people within reach of their dreams. In Nigeria, a joint program between HP and UNIDO called GET-IT gave Rachel Odii the tech support and training she needed to get her business started despite the formidable economic obstacles she faced.

Today Bridge Farm is a source of healthy food and job opportunities for a community that badly needs both. More than that, it is an inspiration to all of us.

As the founding sponsor of Women in the World, and a supporter of doers everywhere, we at HP are proud to be a part of this story. But it would not have happened without one woman's drive and determination. Here's to you Rachel. Keep on doing.

hp.com/letsdoamazing

LET'S DO AMAZING hp

Story from Karnataka, India

Mrs. Kamala lives with her husband and two children. Her husband used to work as a laborer in a shoe factory. He was earning USD 4 per day. After undergoing the training at EDII's HP MEDP, Mrs. Kamala has managed to get a loan of USD 140 so the family has been able to start their own small shoe and slippers making unit.

After undergoing training, she started to visit the neighborhood internet center and started collecting information on various local opportunities in the leather industry. The information collected boosted her confidence to start her own small shoe and slippers making unit.

In future, she also plans to purchase a computer to help improve her business's efficiency. She also believes that having a computer in her household will help her children become IT-literate as well.

In partnership with

MOS MindOnsite SMART LEARNING SOLUTIONS

MEA-I

THANK YOU

info@mea-i.org

www.mea-i.org

In partnership with