Changing the world through entrepreneurship

Micro-Enterprise Acceleration Institute

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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
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

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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
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
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

- **Finance**
  - Basics of finance
  - Invoices
  - Expense tracking

- **Communication**
  - Basics of communications
  - Email
  - Virtual comm.

- **Marketing**
  - Basics of marketing
  - Print marketing
  - Presentations

- **Technology**
  - Setting priorities
  - Technology management
  - Technology integration
  - E-Company

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- LIFE Entrepreneurship Education Curriculum
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
More interactive
Easier for low tech students
Peer-to-peer learning

Online Training

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

GET-IT City SPONSORED BY HP

HP supports non-profit organizations, educational institutions, and communities to help increase job skills and foster entrepreneurial development through innovative use of information technology (IT). HP works with local partners who offer training for young people and very small businesses in underserved communities, www.hp.com

NEW CONTEST! WIN AN HP iPAQ

HALL OF GAMES
Play our games, evaluate and improve your skills

GO TO

Scroll tool
Contest icon
Play games, improve your skills
Registration & login tools

11
Blossom teaser video

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

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

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The 4Cs of Community

Content
- Curriculum
- Games
- Podcasts
- Videos

Context
Face2face trainings/event
Online trainings
Blended trainings

Connectivity
- Knowledge City
- Social media
- Events
- Viral marketing
- Crowd sourcing

Continuity

MEAI
Feedback

Students

Online database

Certificates

Impact indicators

Trainers
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…
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

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- Content delivery: curriculum, trainings, entrepreneurship 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
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
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-T 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
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.
THANK YOU

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