

How to bring internet
where there is no
market?



We called this:
**The Market
Dilemma.**



We live in Canada



our office

And our workplace is in Colombia



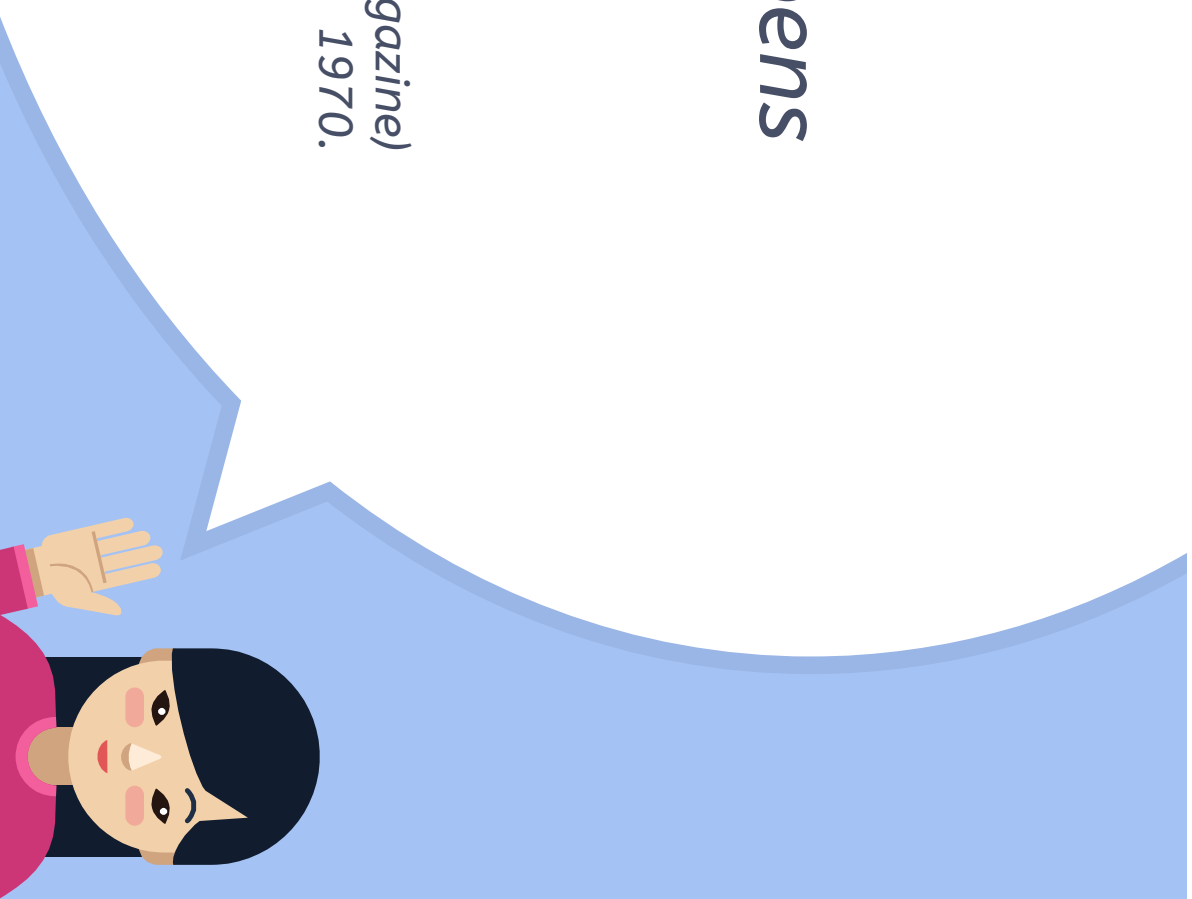
OUR PLACE

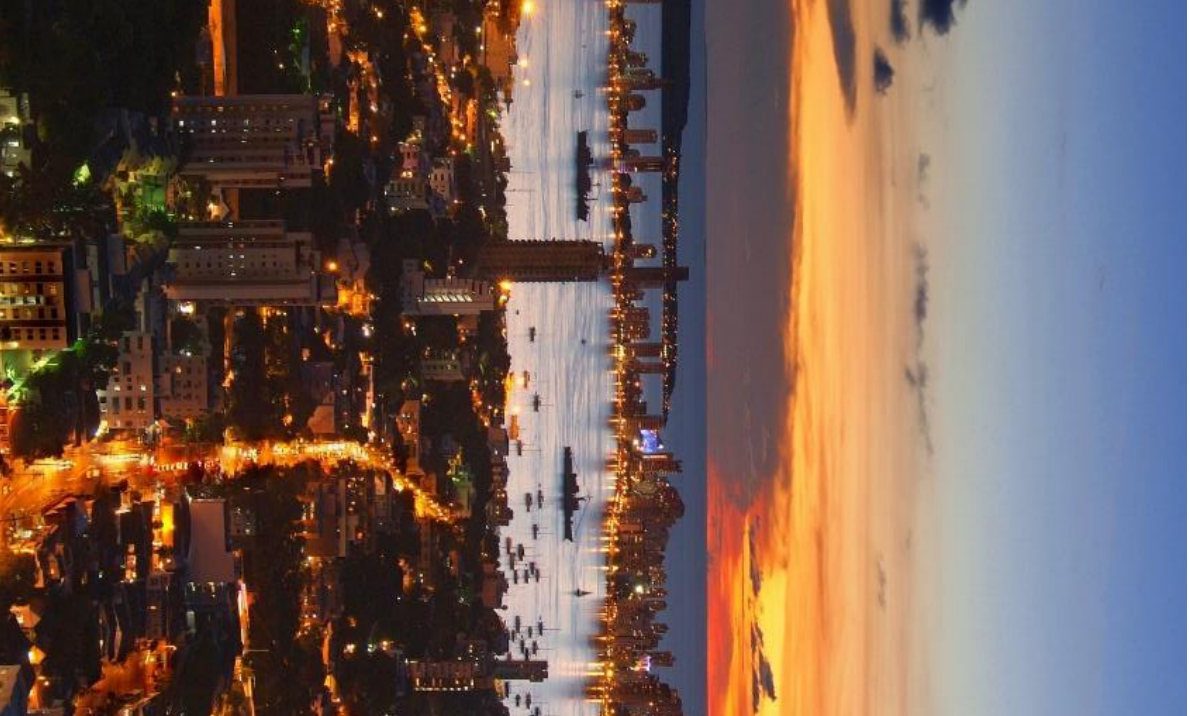


“

*Do you know what happens
with your country?
Everything is grave here,
but nothing is serious..*

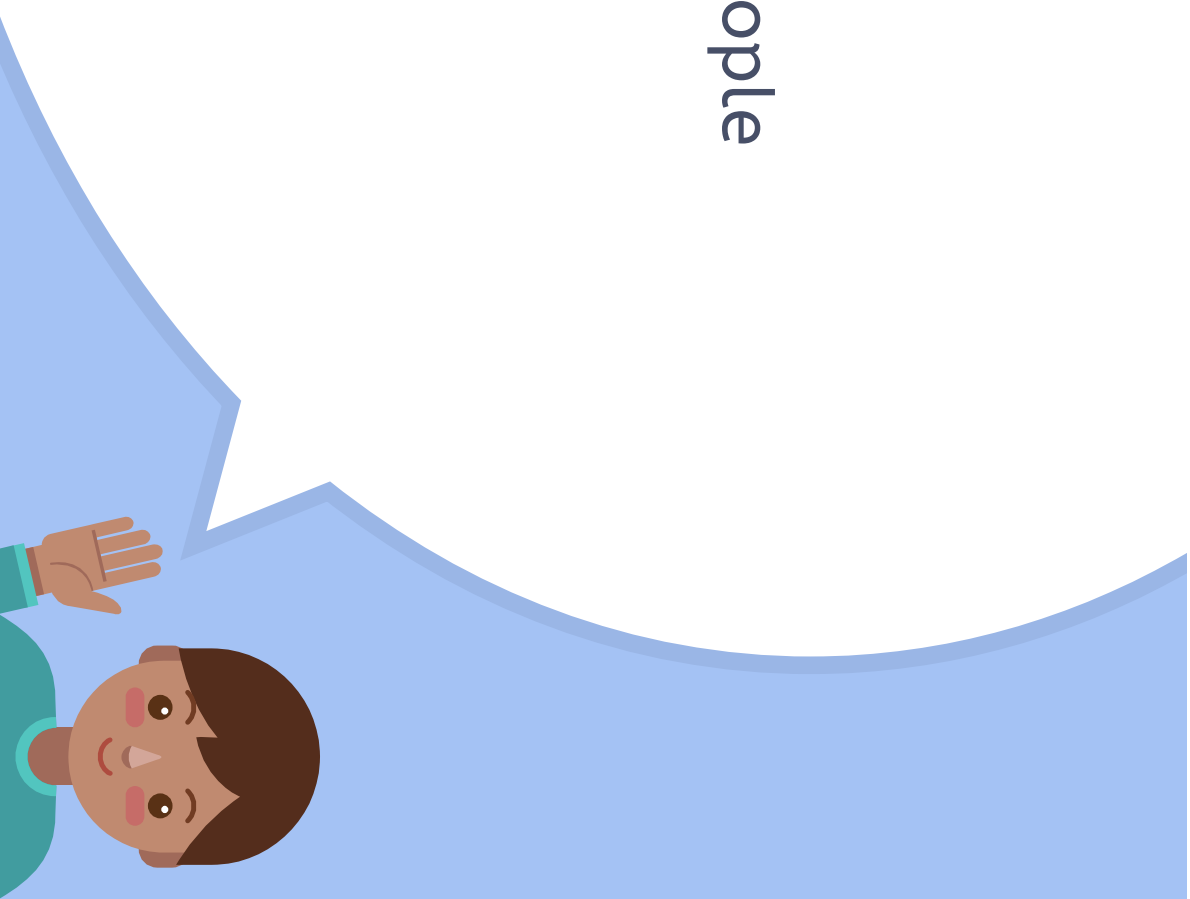
*Tom Quinn (correspondent for Time magazine)
1970.*





Colombia

49 million people

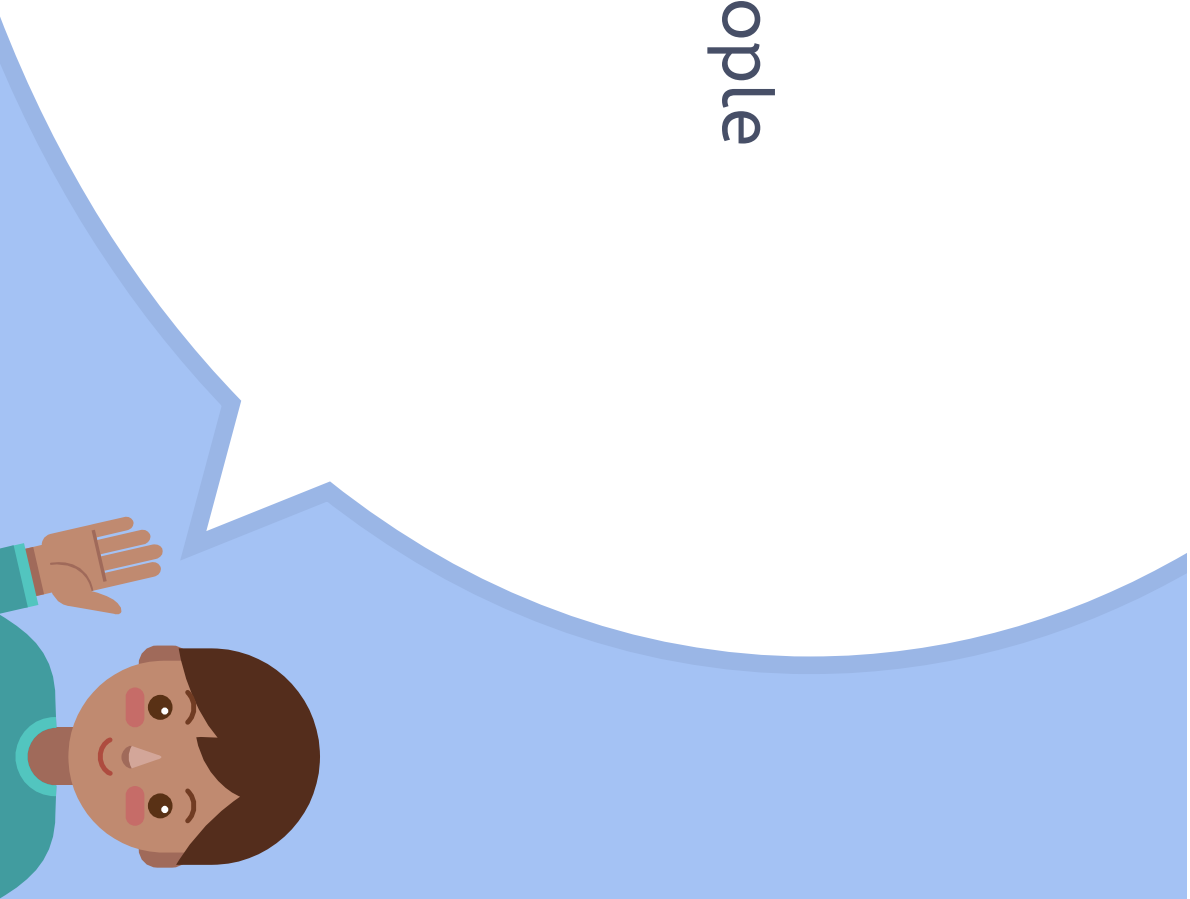




Colombia

49 million people

- 26% afro

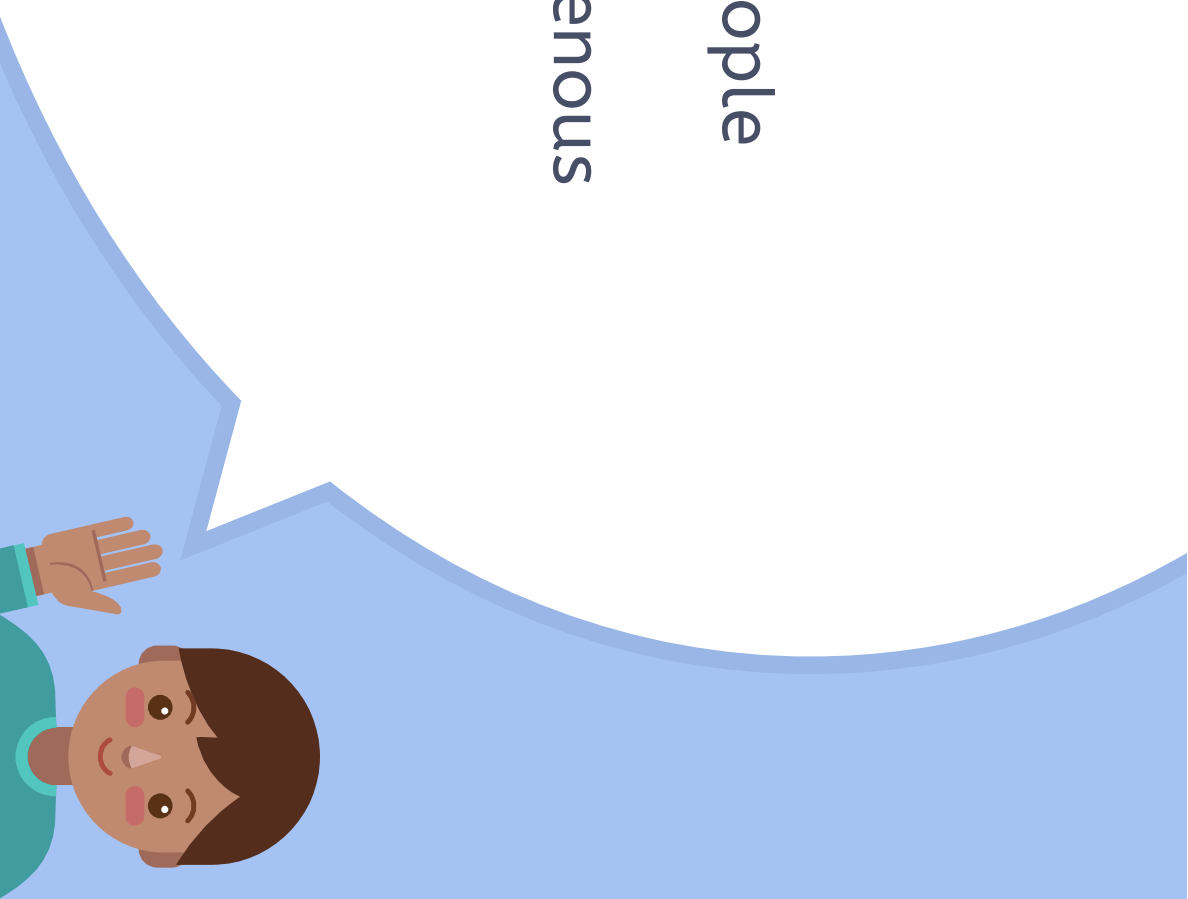




Colombia

49 million people

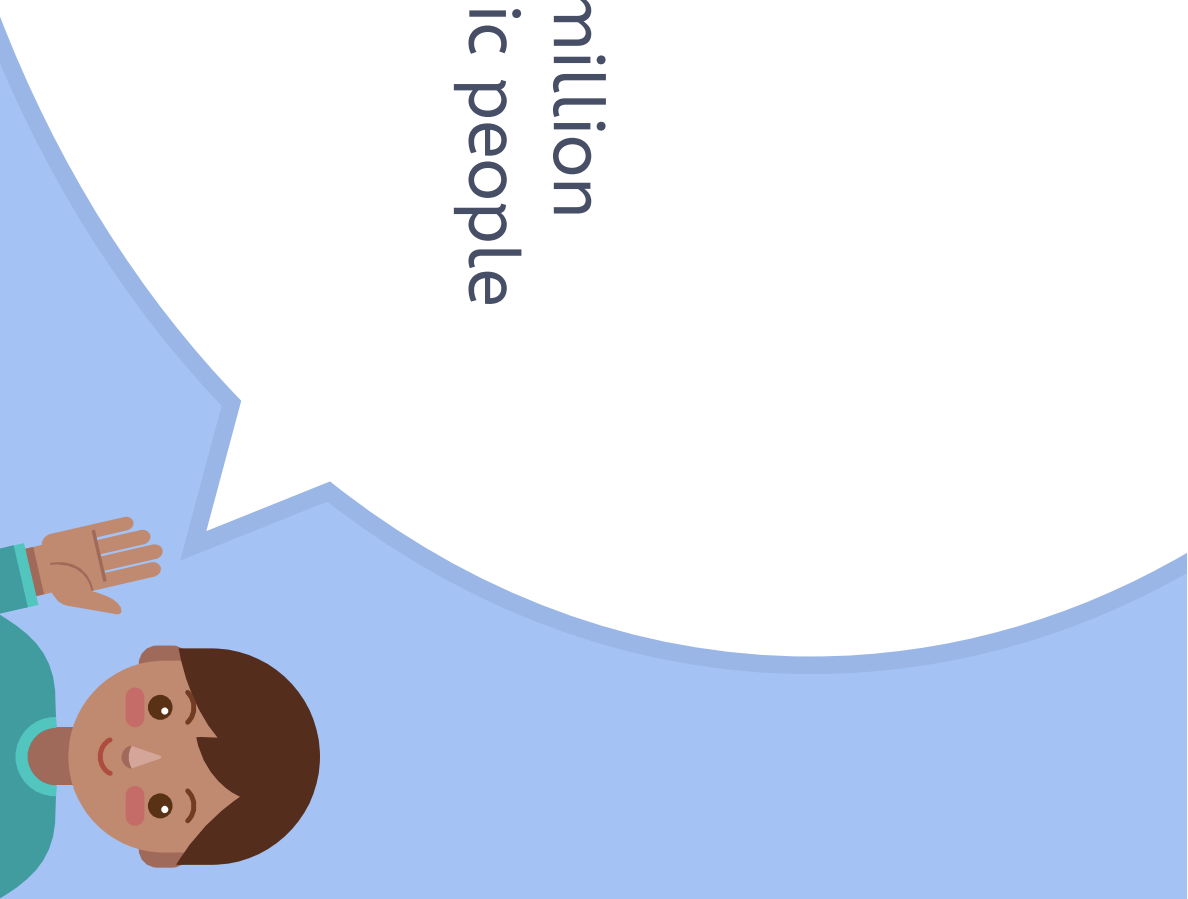
- 3.5% indigenous





Colombia

Almost 14.5 million
minority ethnic people







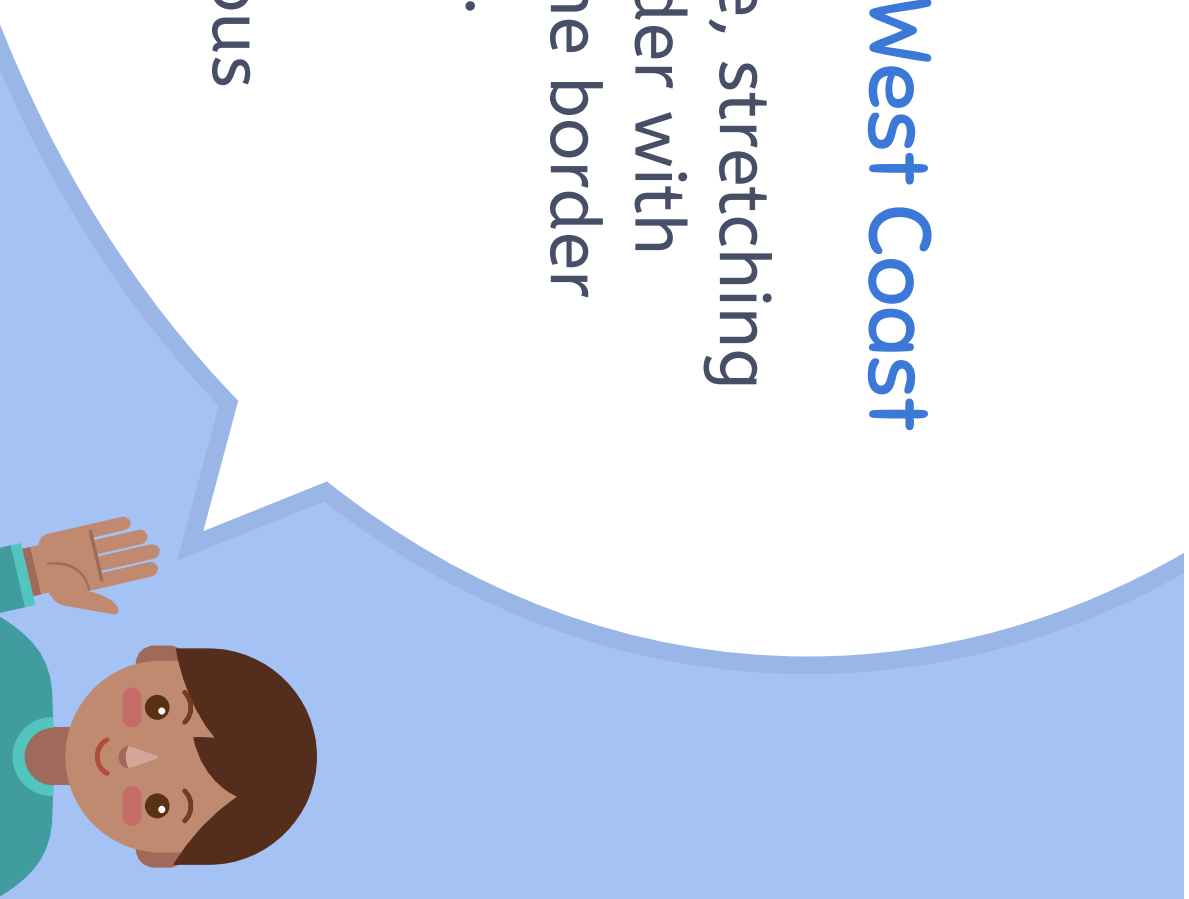


Colombian West Coast

A huge jungle, stretching from the border with Panama to the border with Ecuador.

88% Afro

2% Indigenous

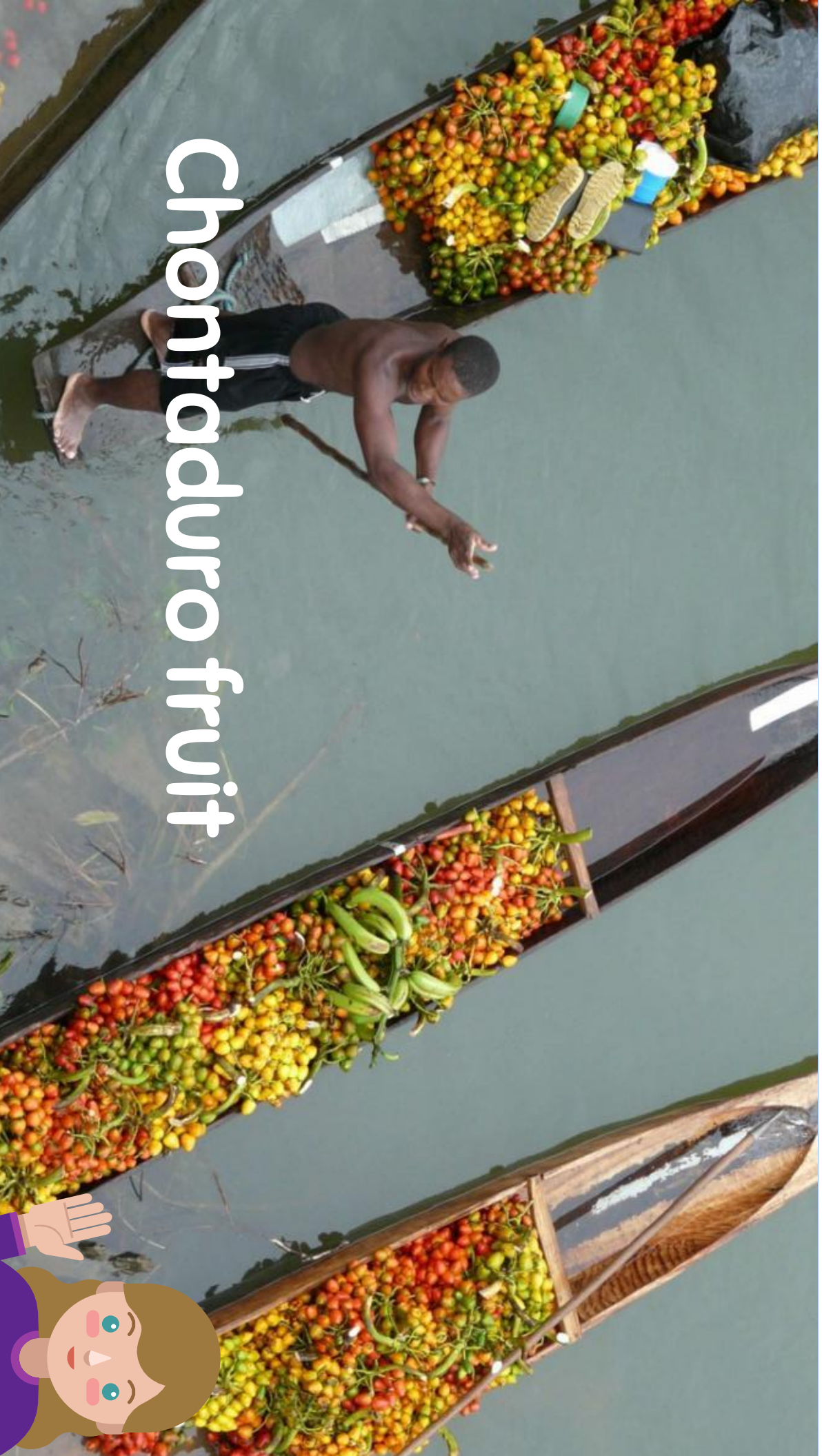


Utría's Cove



Chonta's Xylophone





Chontaduro fruit



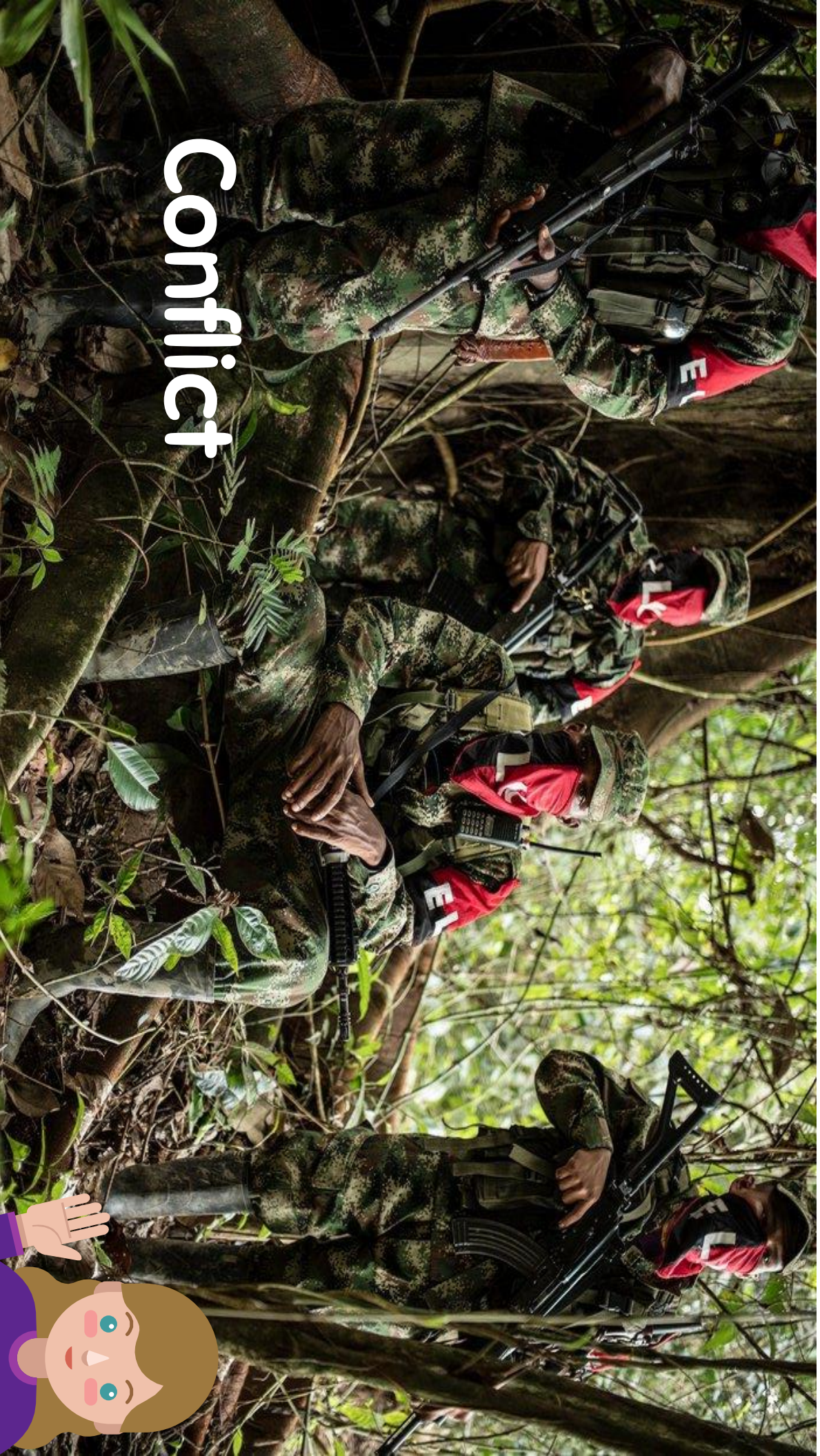


Logging



Village



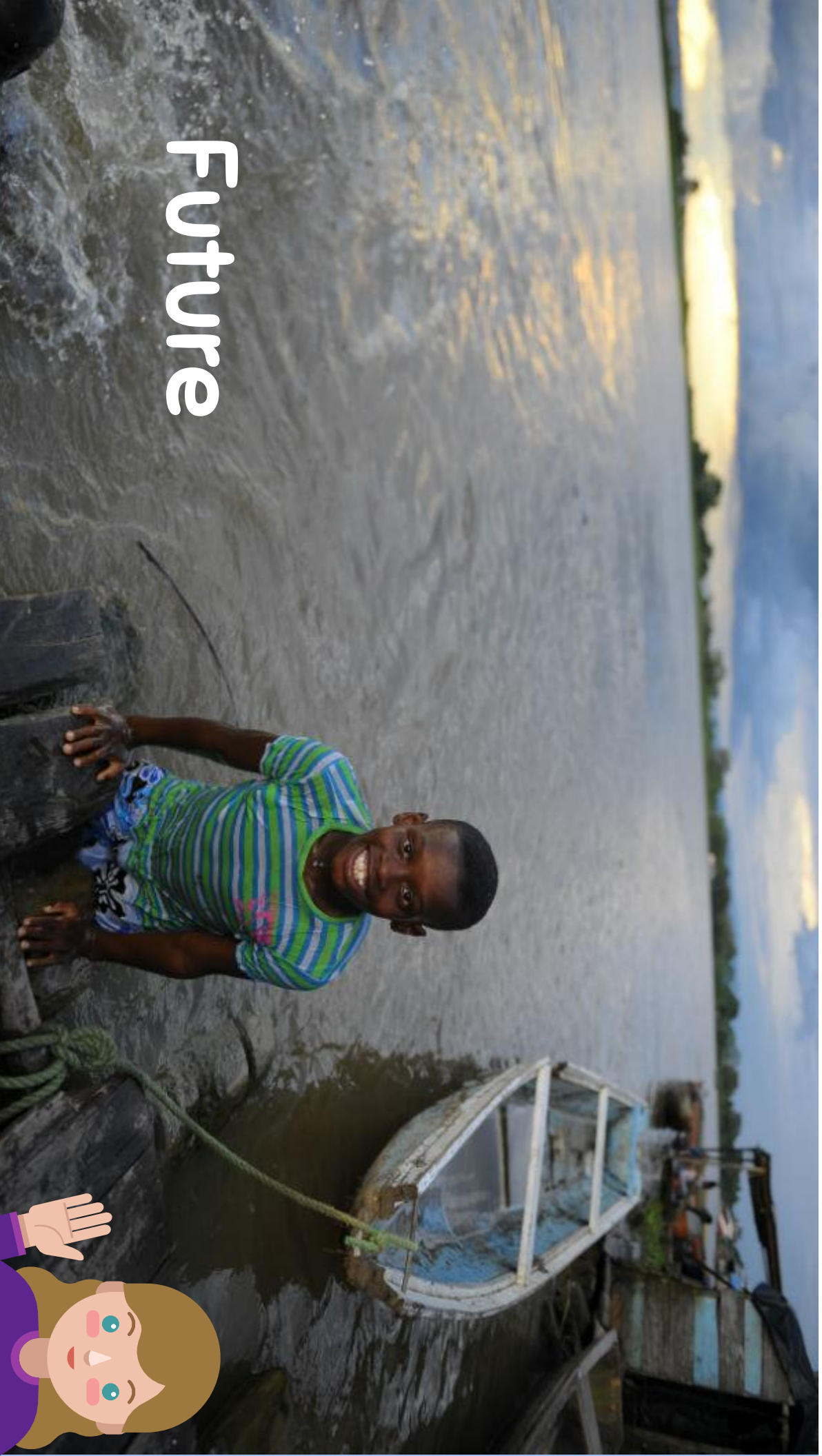


Conflict

Fishing



Future

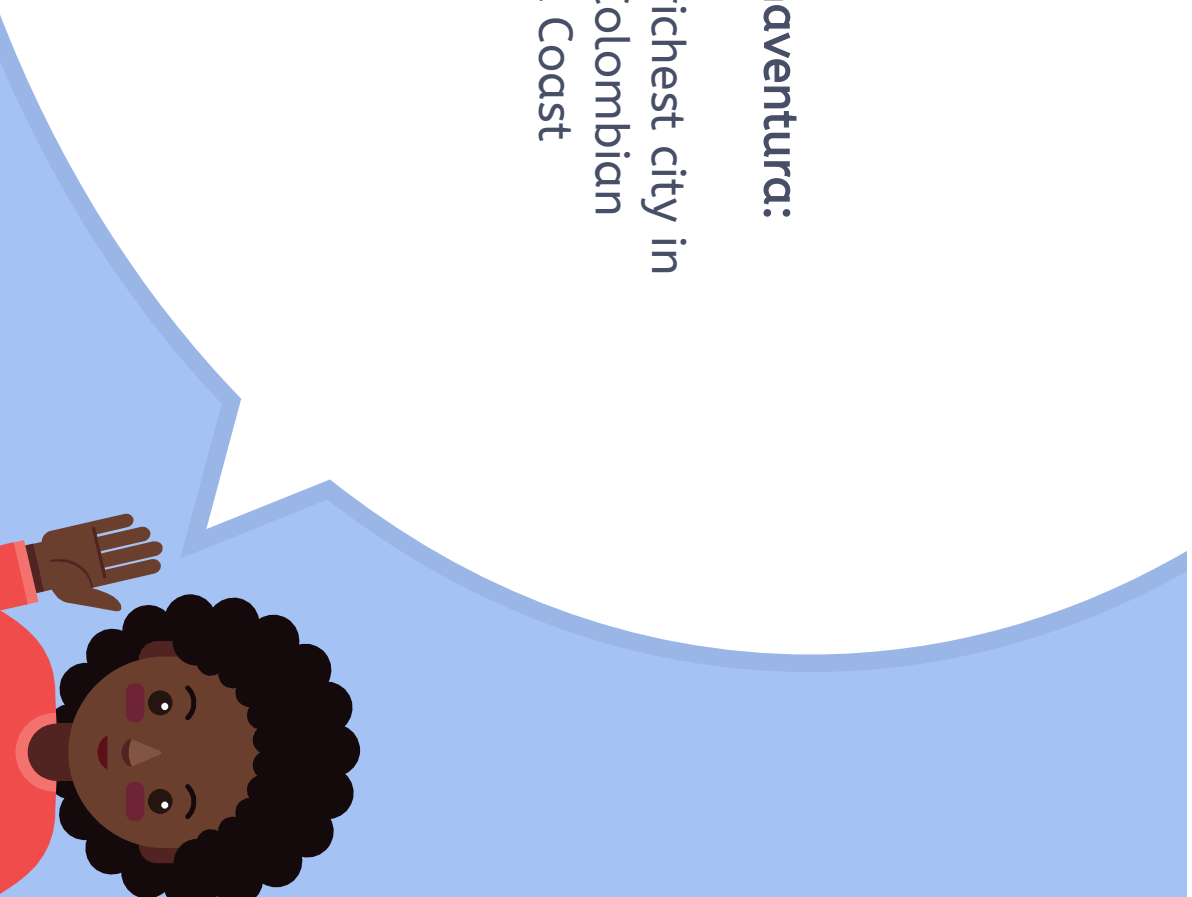


West Coast cities

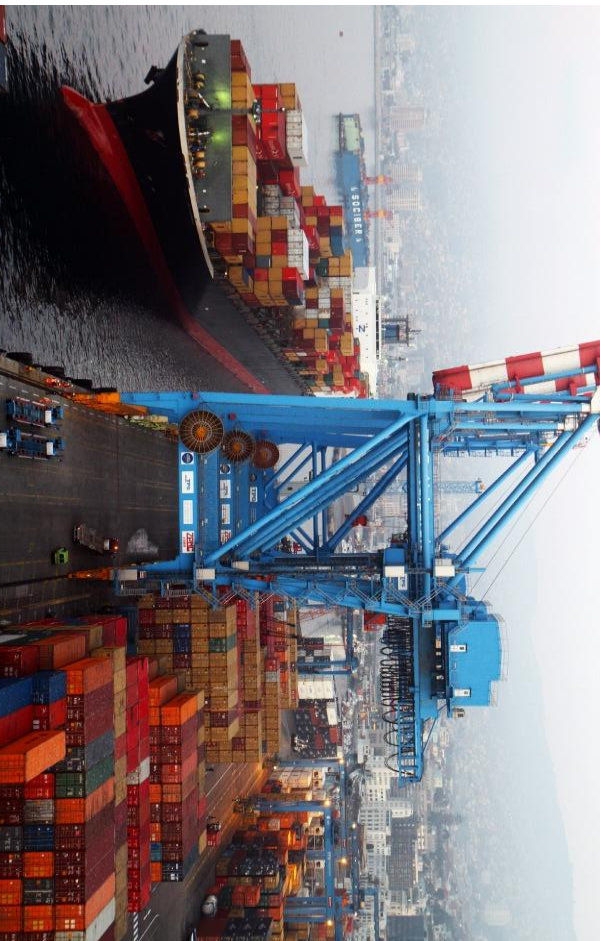


Buenaventura:

The richest city in
the Colombian
West Coast

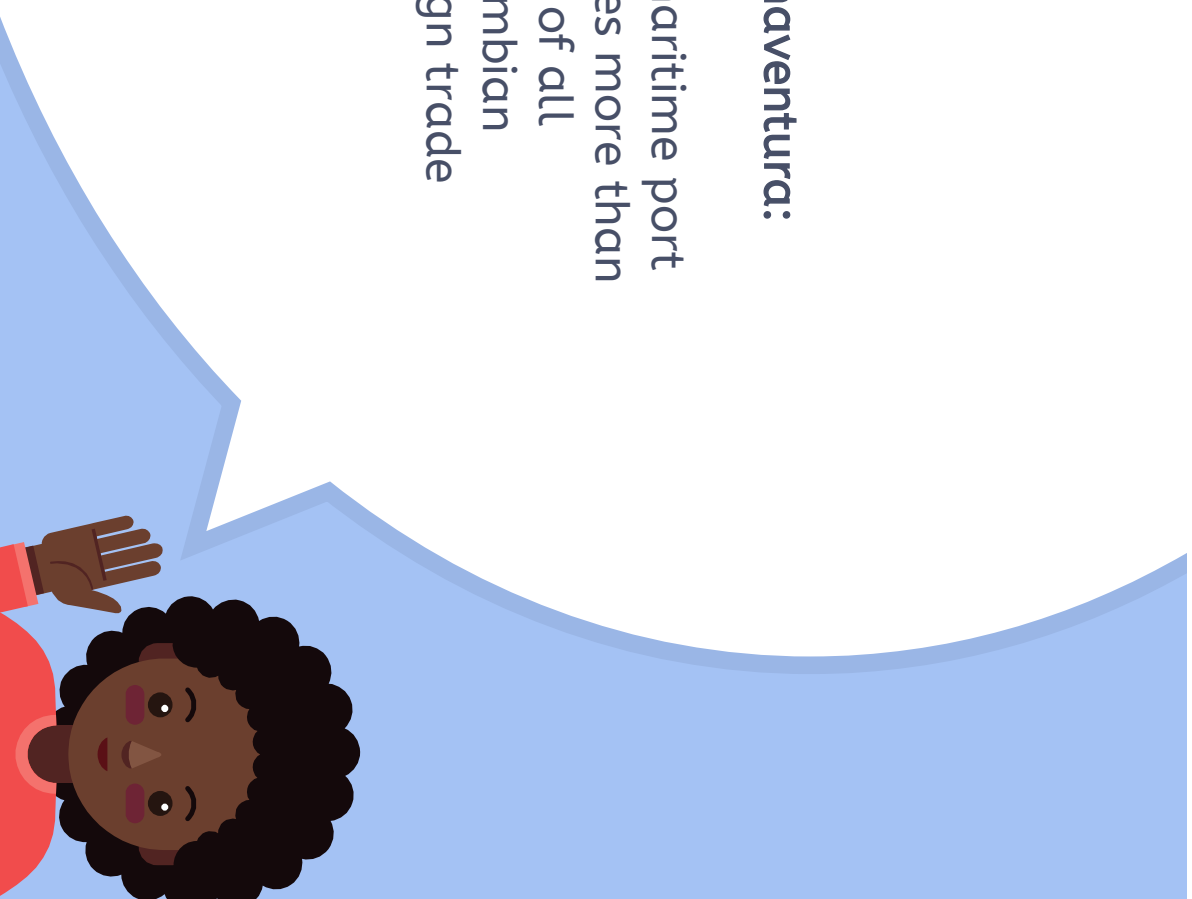


West Coast cities



Buenaventura:

Its maritime port
moves more than
53% of all
Colombian
foreign trade



Please give us a sense
of how you structured
the business model for
your community
networking project:

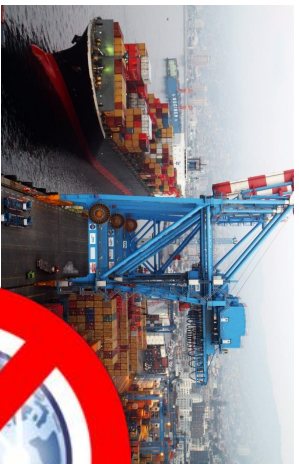


OUR BUSINESS MODEL

A sample from 1998

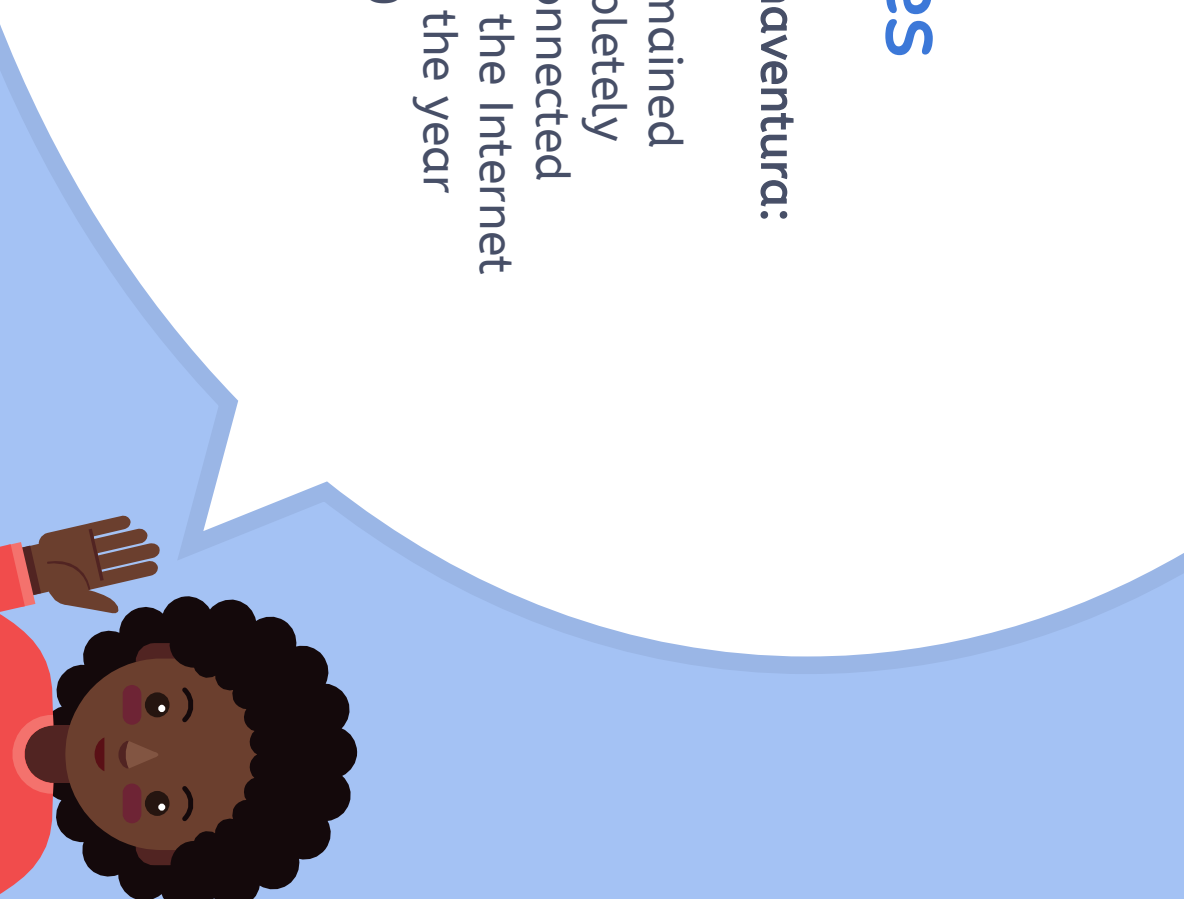


Colombian West Coast cities



Buenaventura:

It remained
completely
disconnected
from the Internet
until the year
2000



Find a "big guy affected" ...

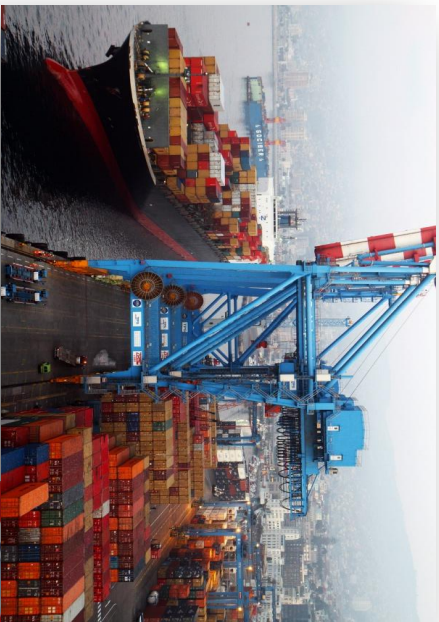


Buenaventura's
Port

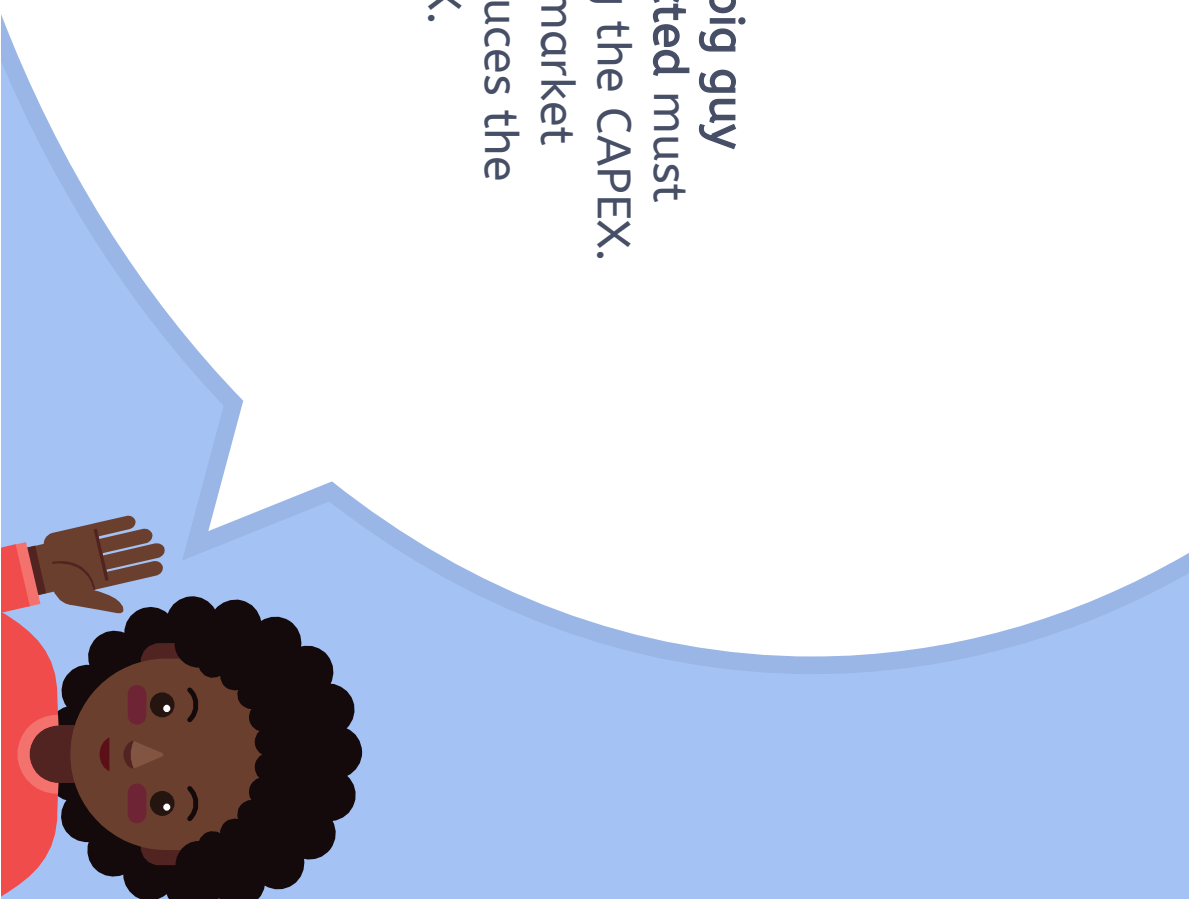
was to hire a
company who
agreed to provide
Internet access to
the rest of the
city.



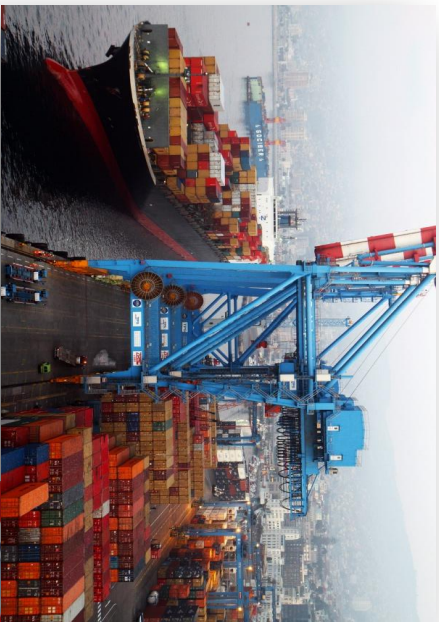
In 1999...



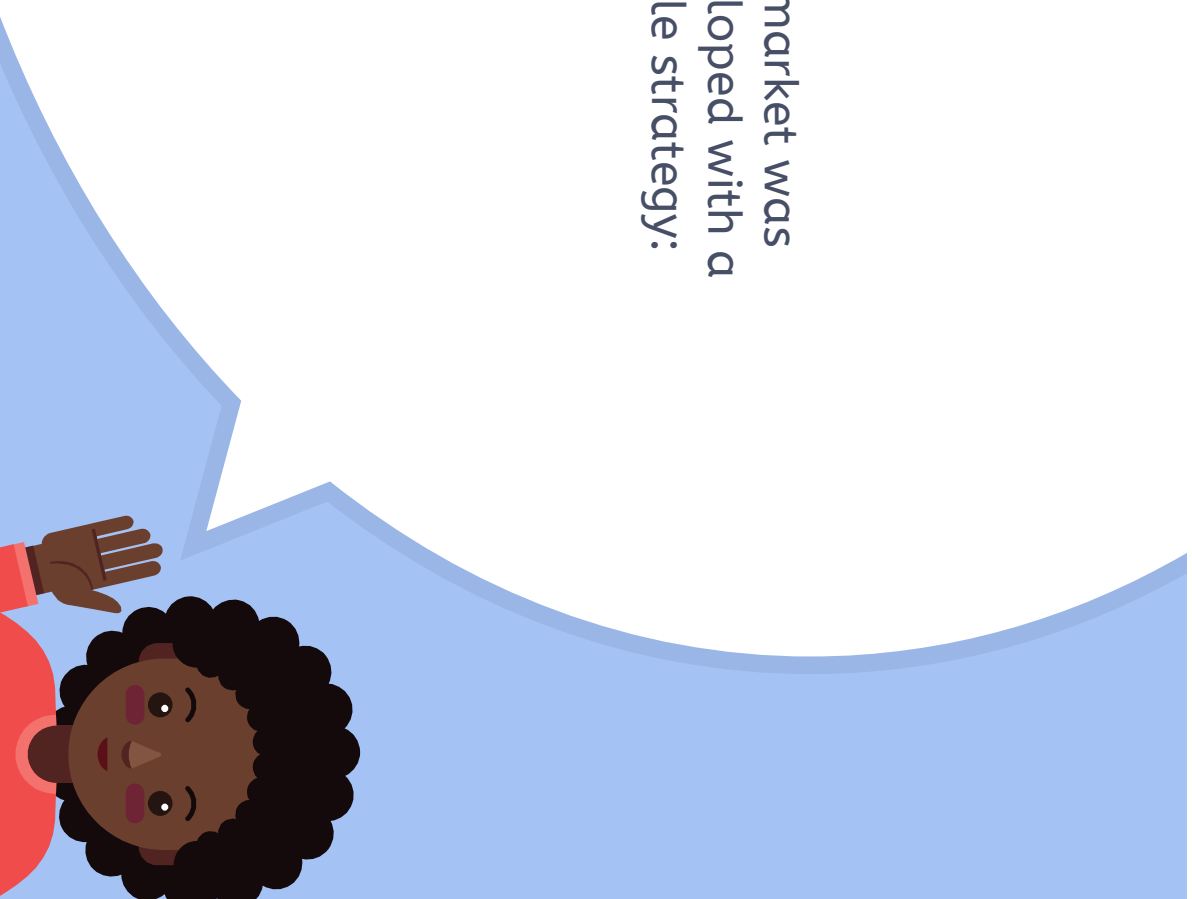
The big guy
affected must
bring the CAPEX.
The market
produces the
OPEX.



In 1999...



The market was developed with a simple strategy:



What advice would you
give others working on
community networks?



OUR STRATEGY

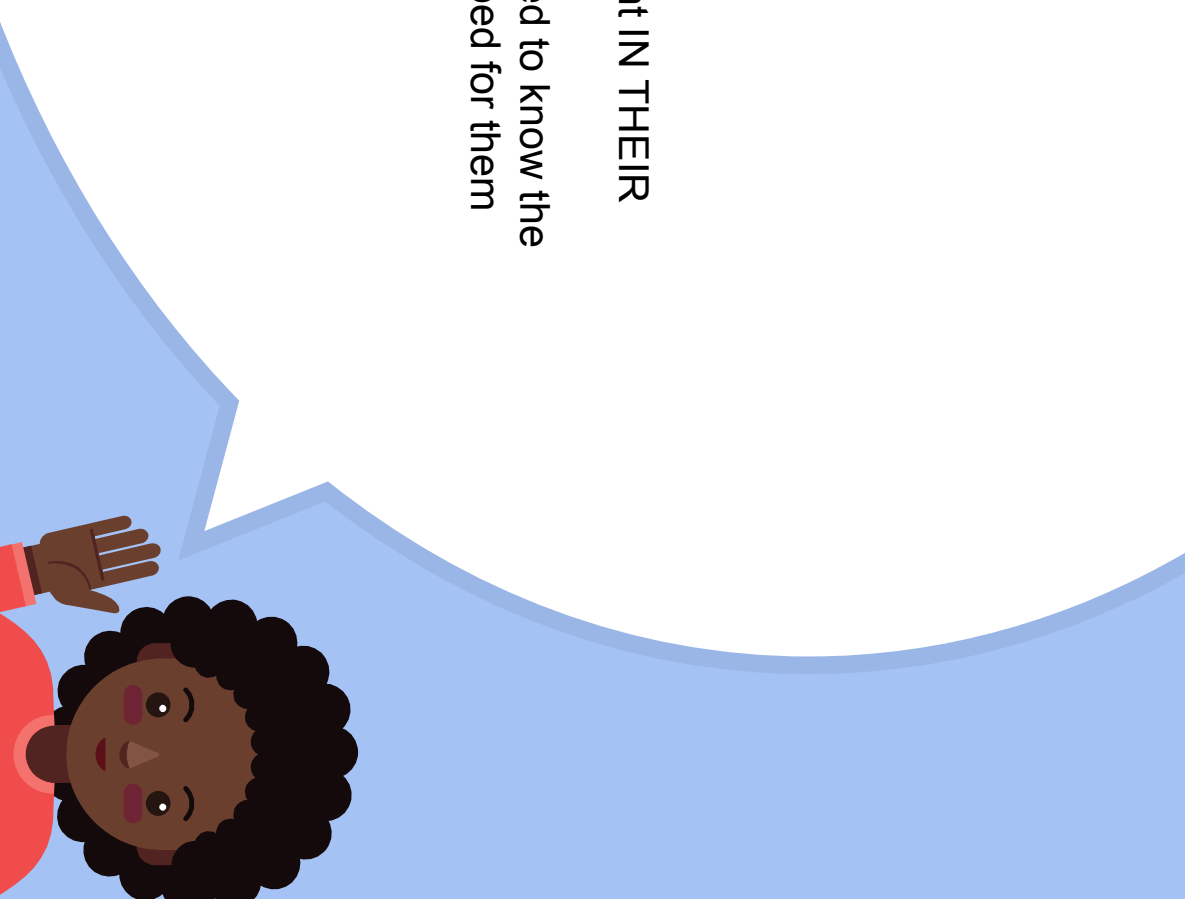
We saw the Digital Divide not as a technological problem, but as a communication challenge.



Our process is easy

First:
Design the right
SERVICES

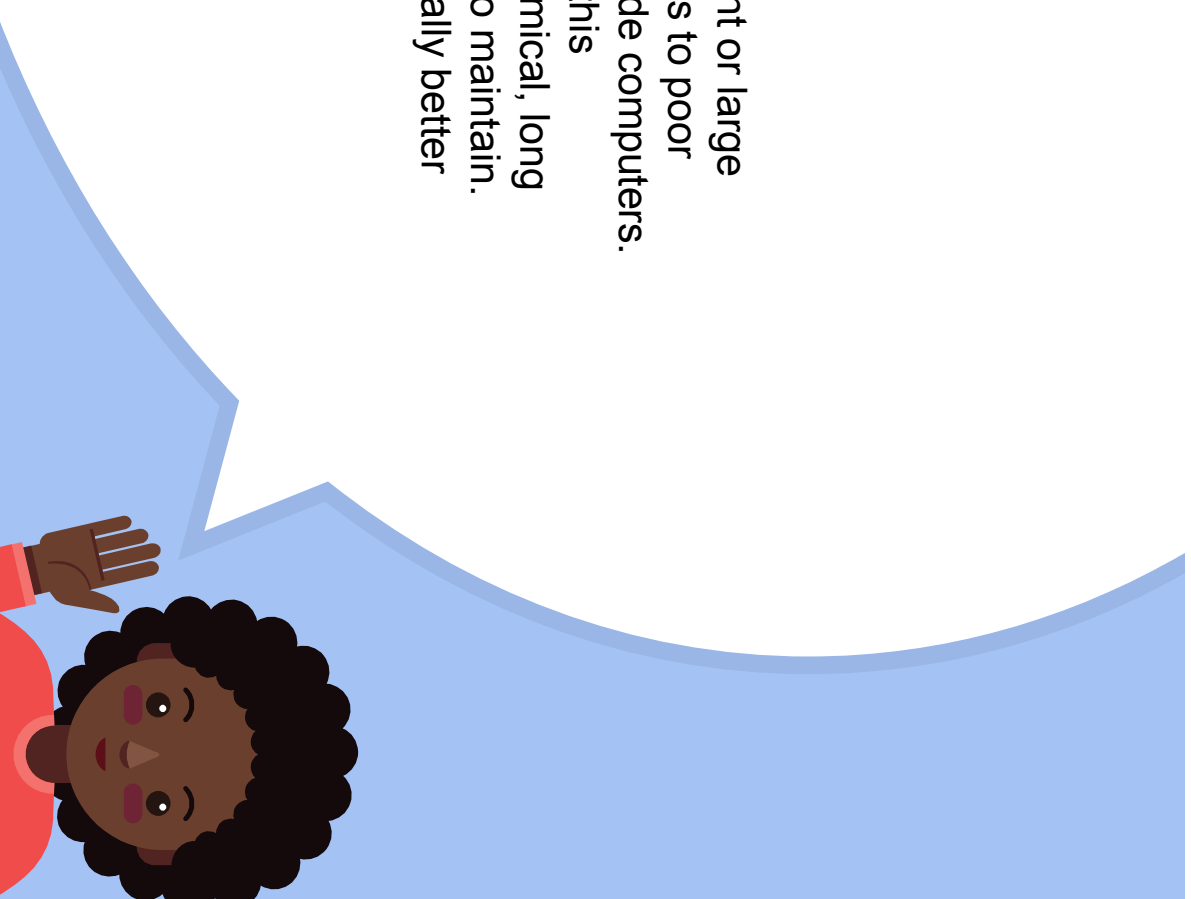
1. Identify social entrepreneurs.
2. Identify interests and needs.
3. Build applications and content IN THEIR LANGUAGE.
4. The social entrepreneurs need to know the content that we have developed for them



Our process is easy

Second:
Build the
INFRASTRUCTURE

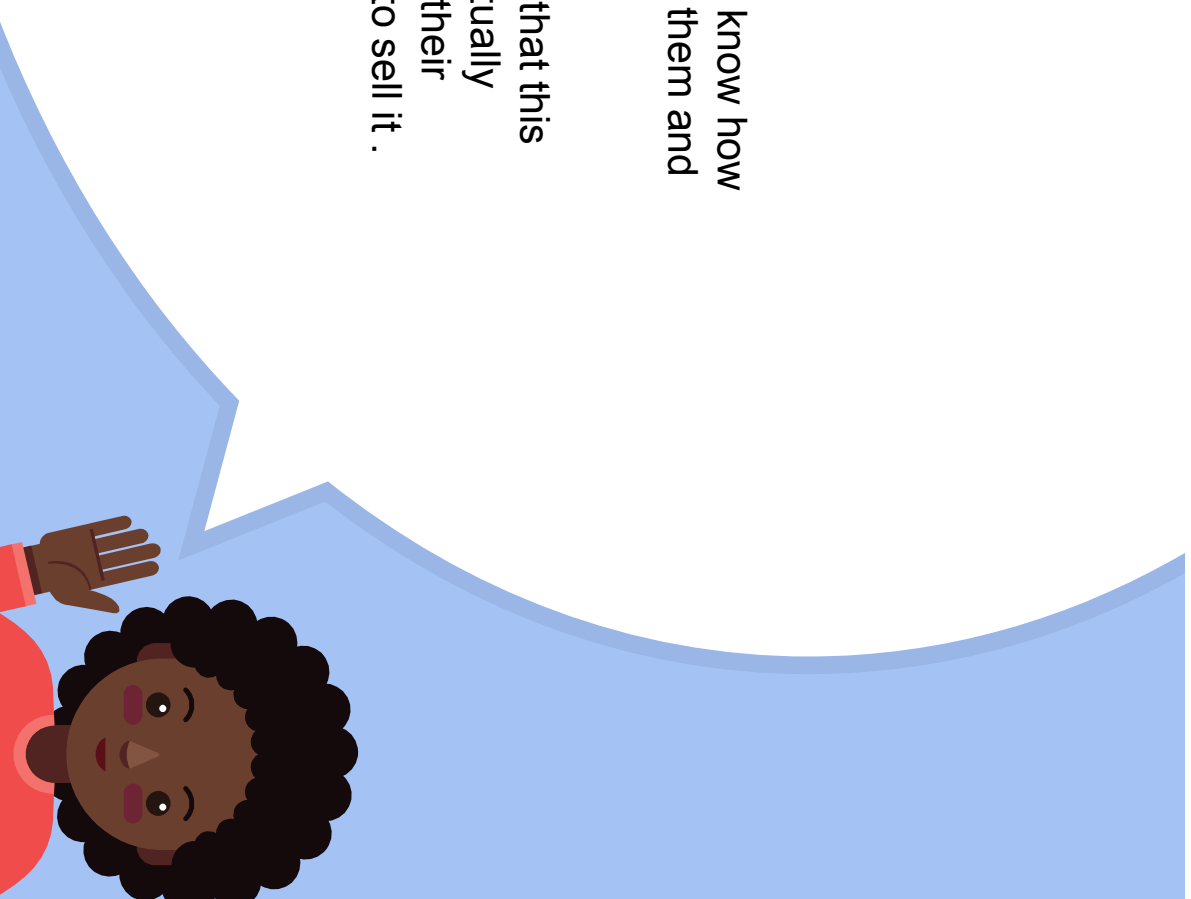
1. We cannot expect government or large corporations to bring networks to poor communities, neither to provide computers.
2. It is important to ensure that this equipment is the most economical, long lasting and simple solutions to maintain.
3. In this cases simplicity is usually better than orthodoxy.



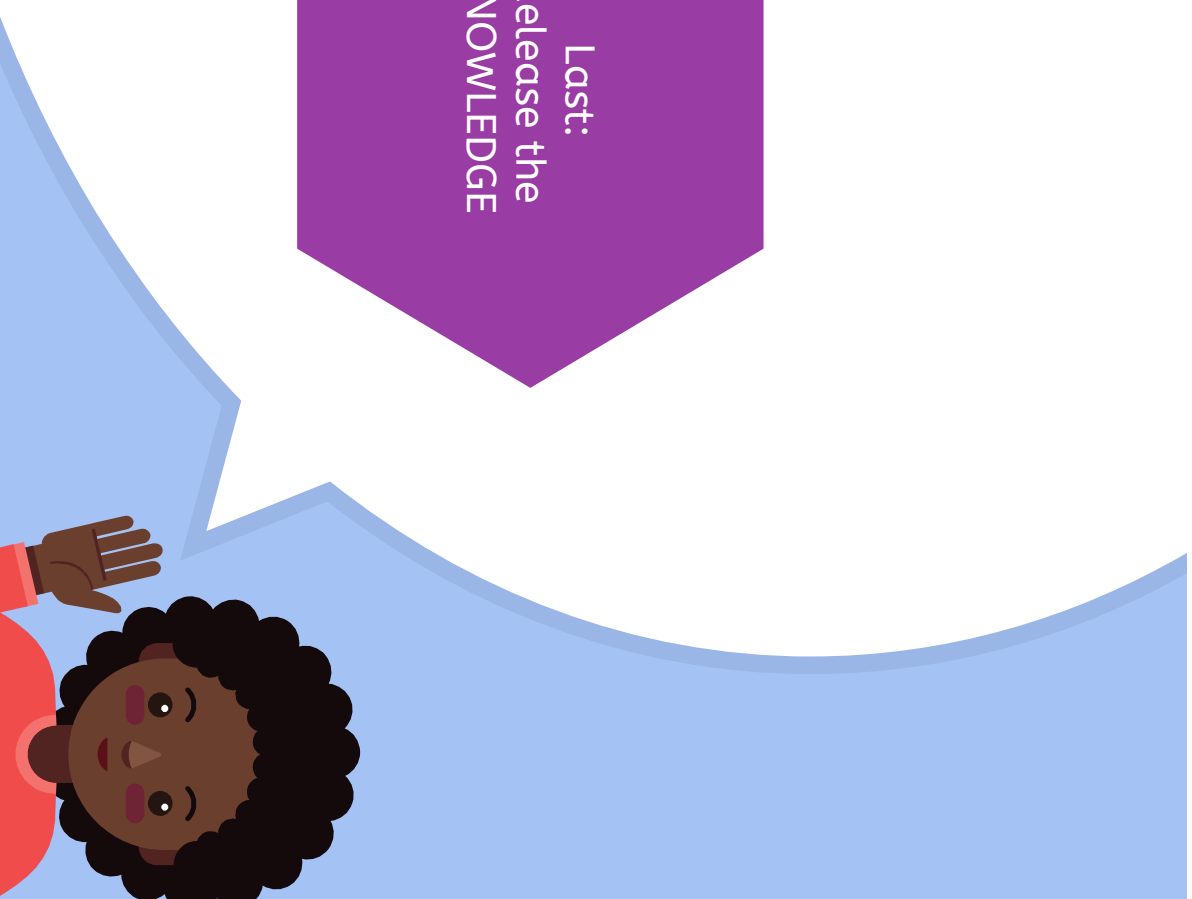
Our process is easy

Last:
Release the
KNOWLEDGE

1. Social entrepreneurs need to know how the services will be useful for them and their people.
2. Those are early successes
3. When the entrepreneur finds that this "oddball" of the Internet is actually something useful and fun for their community, they will help us to sell it .



Our process is easy



BUENAVENTURA'S CASE

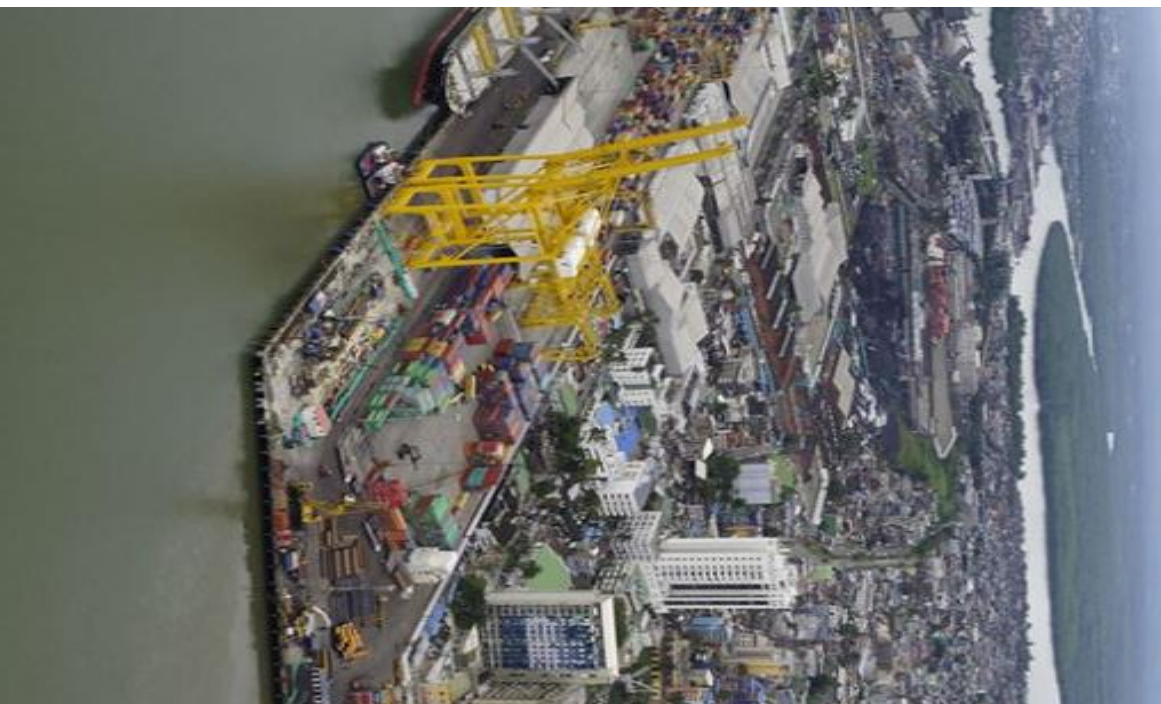
Ours model has grown, matured
and strengthened over time.



PORTTEL

✕ It was the first
Colombian's E-business
community.





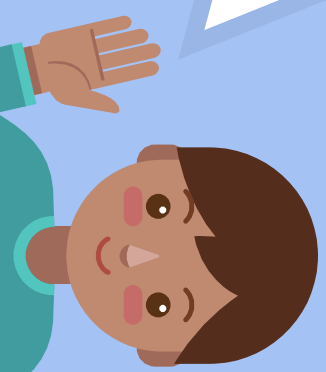
16 years in operation.

It was the first time that the import and export paperwork could be done from the office using computers.

It totally transformed the activity of foreign trade.



First:
Design the right
SERVICES



First:
Design the right
SERVICES



Second:
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Second:
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Last:
Release the
KNOWLEDGE



INFOAULAS

✕ It was the first program that put internet and computers in Colombian's public schools.

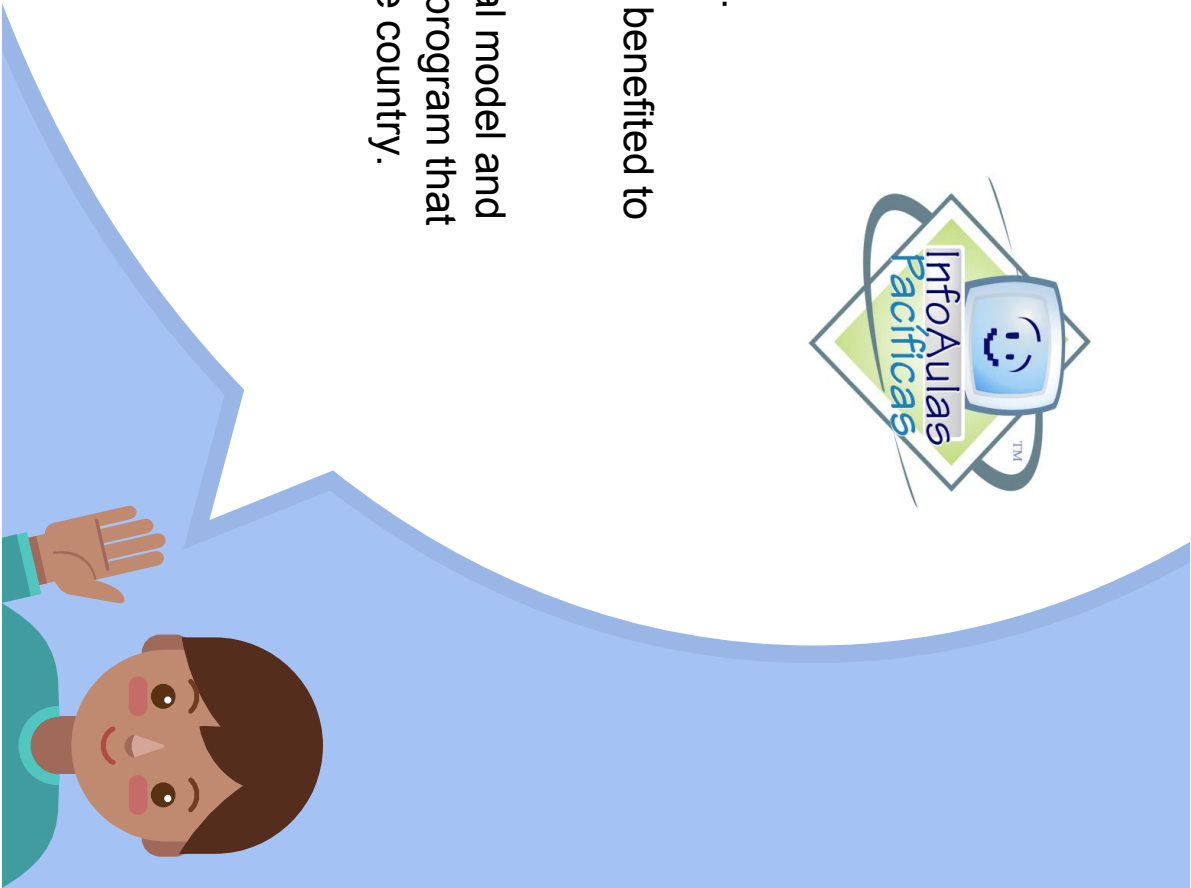




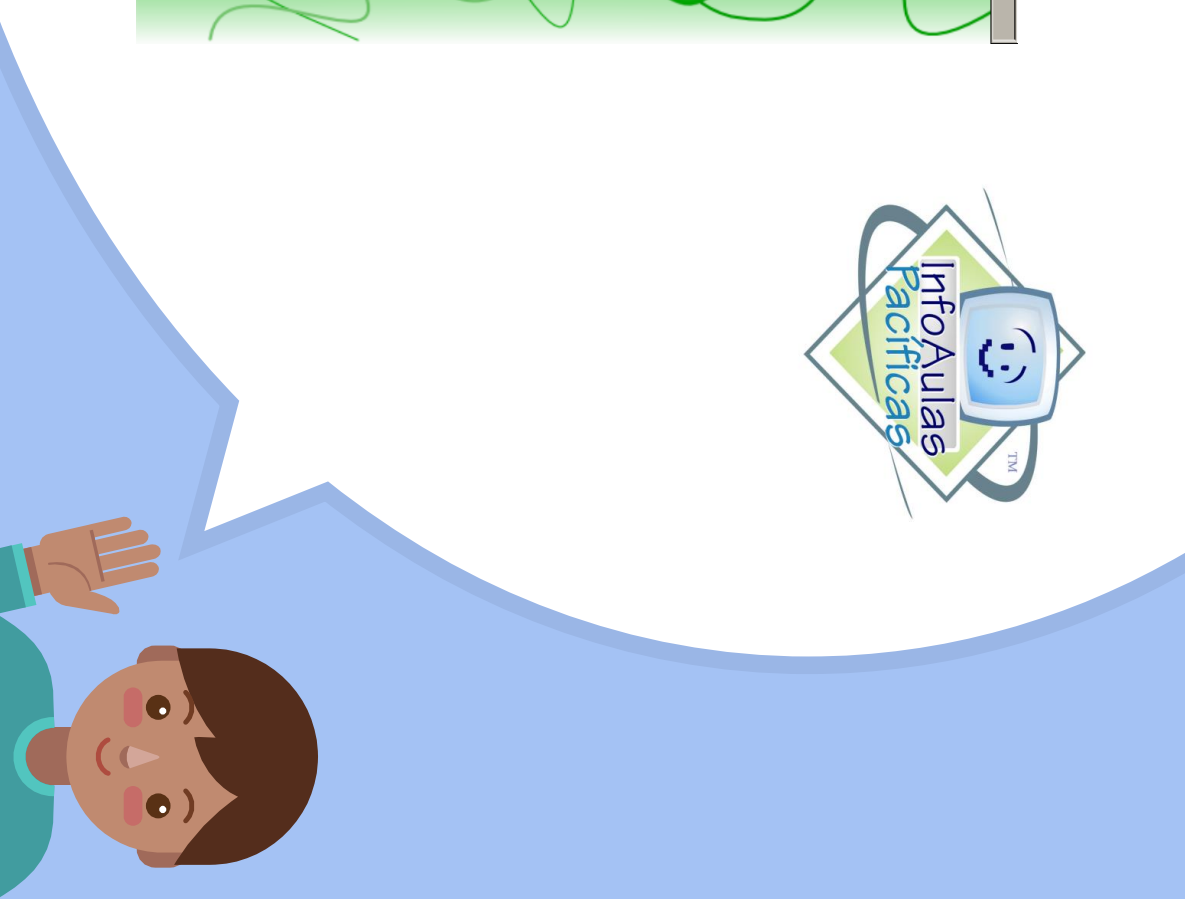
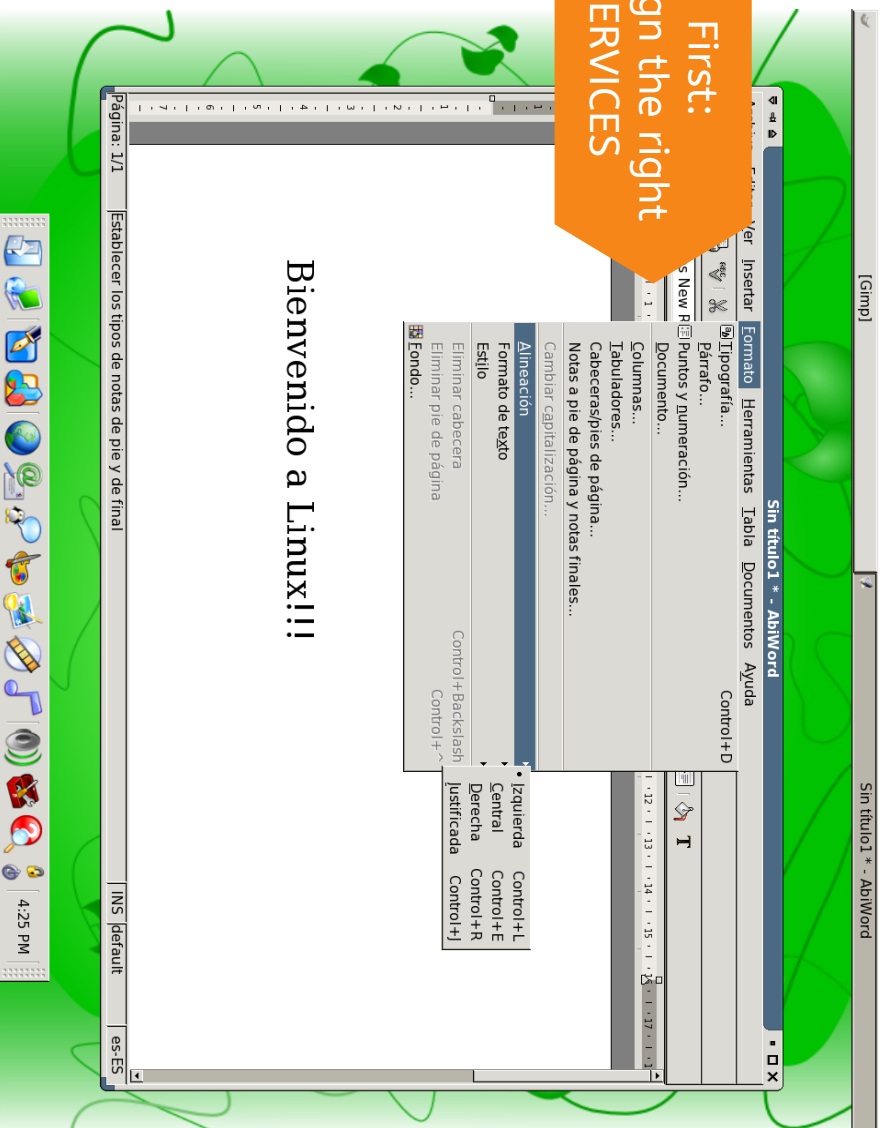
16 years in operation.

65,000 children have benefited to this day.

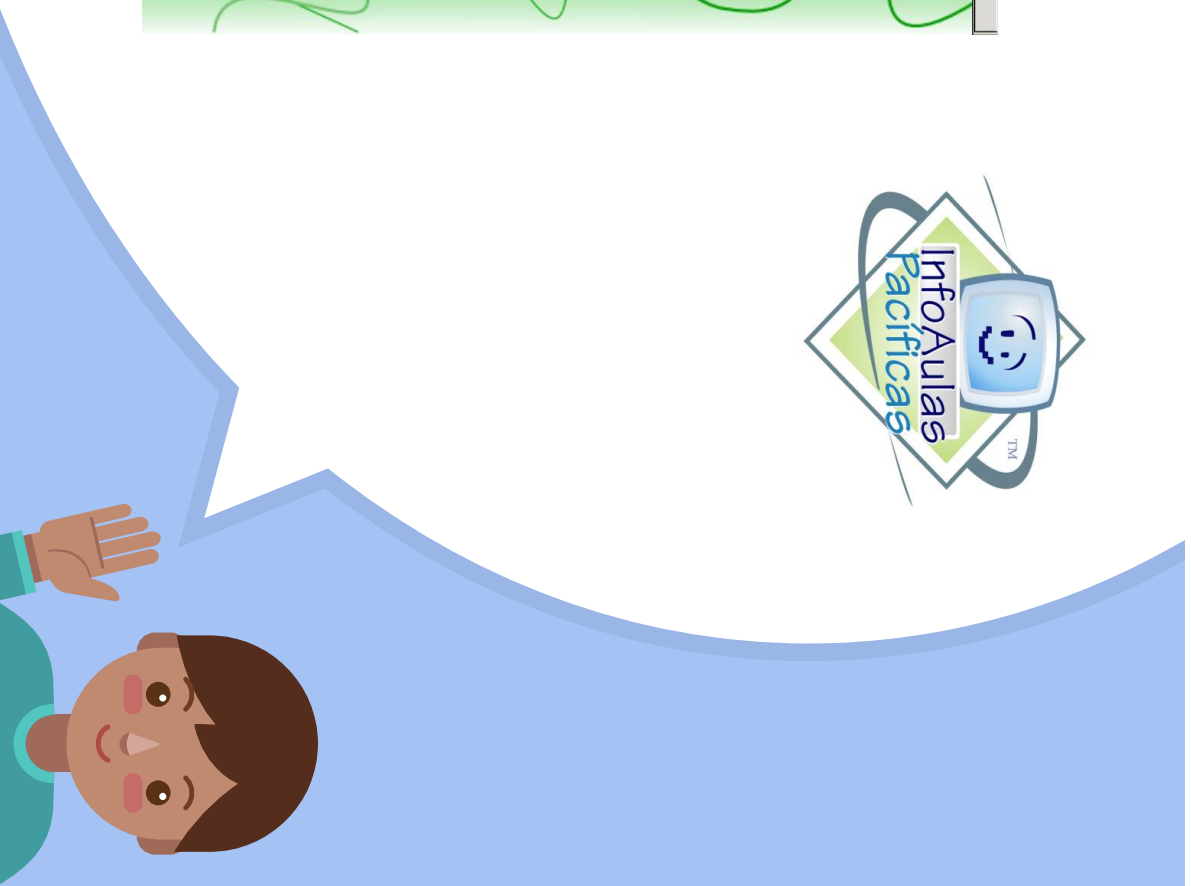
It became the national model and inspired the national program that now covers the whole country.



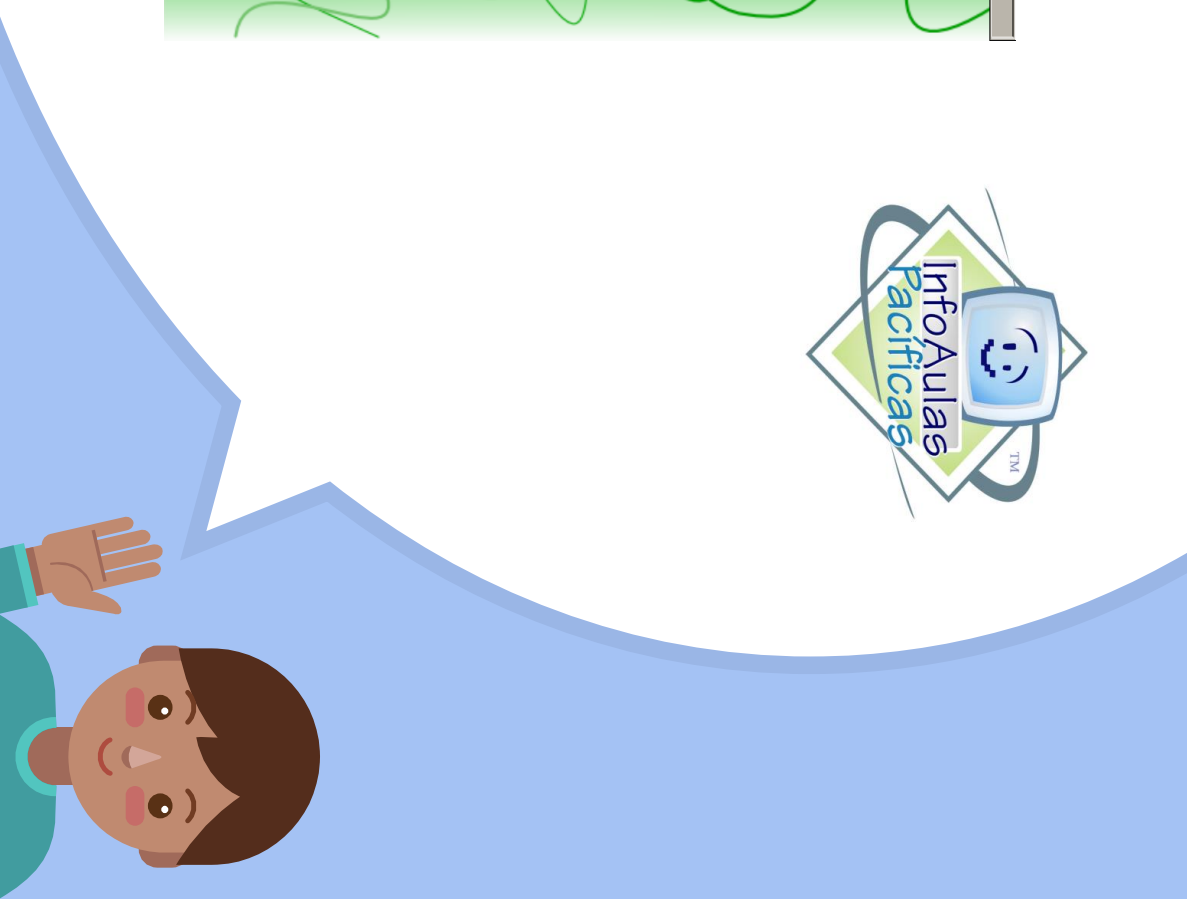
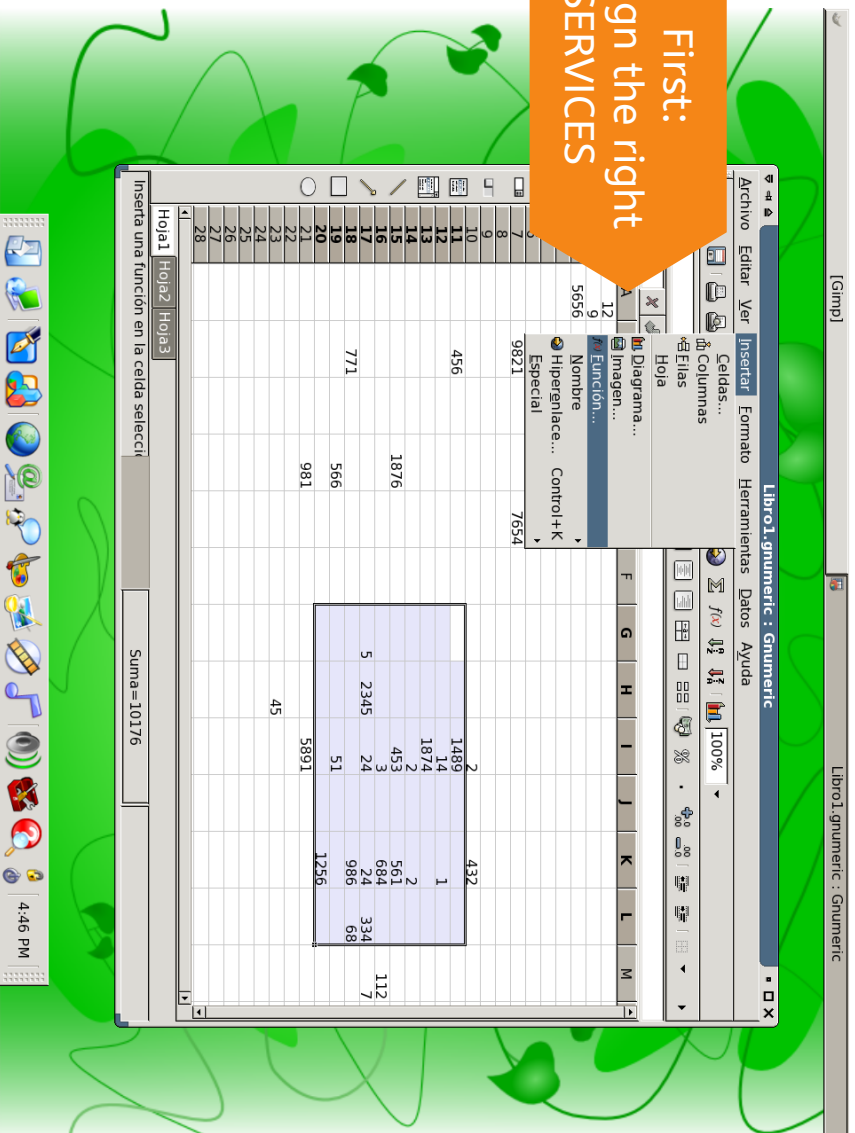
First: Design the right SERVICES



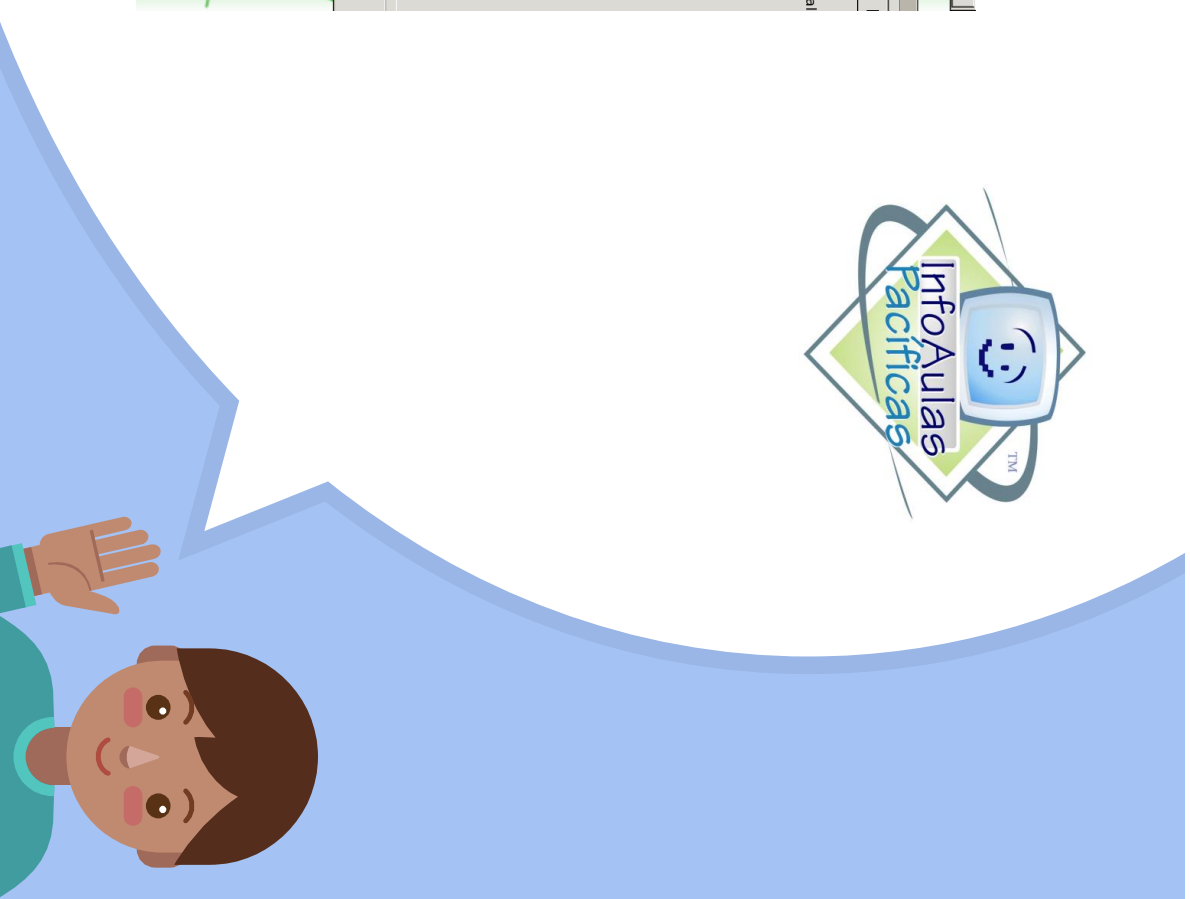
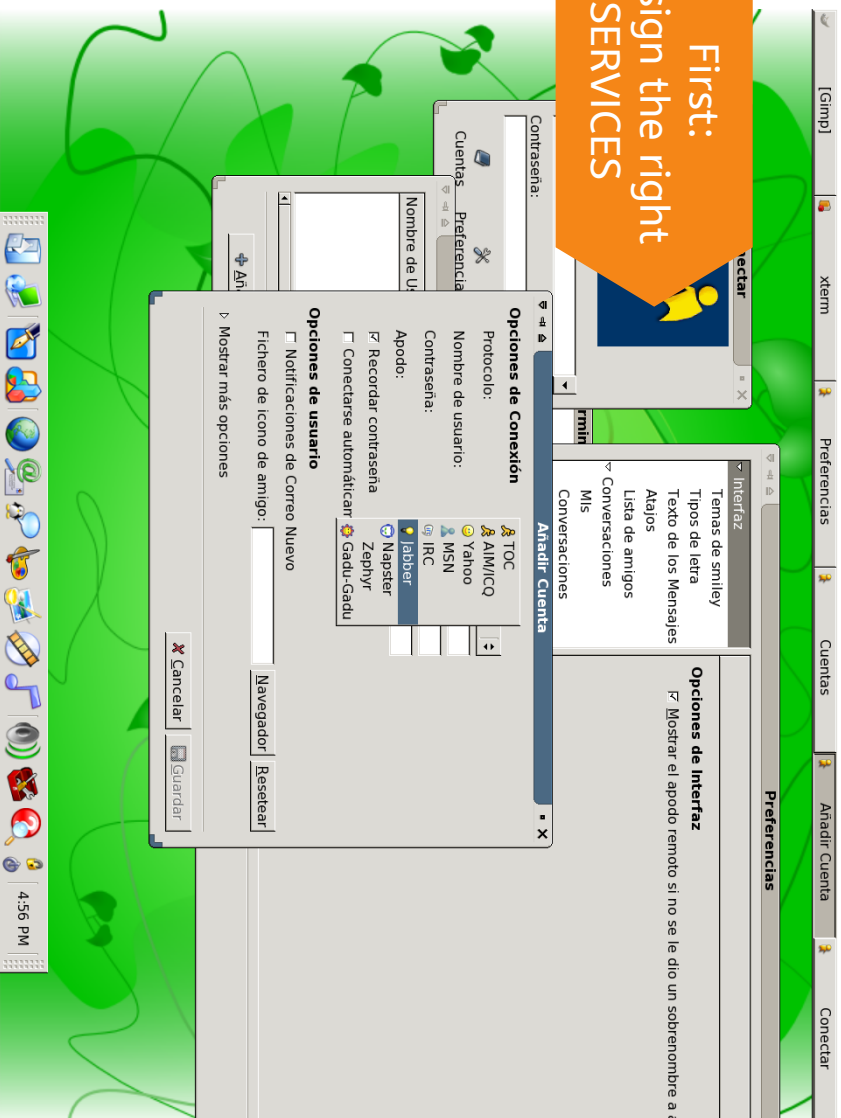
First:
Design the right
SERVICES



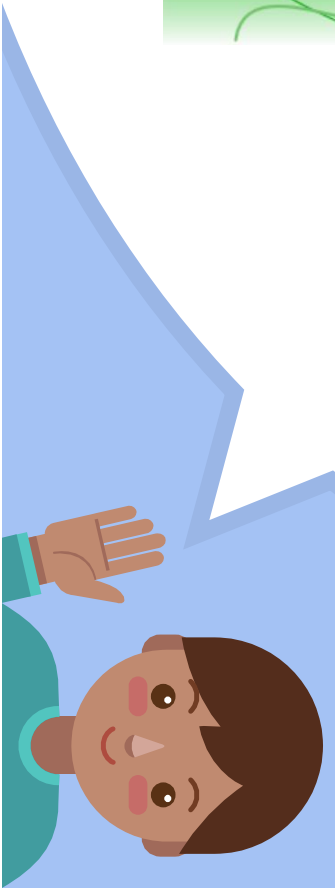
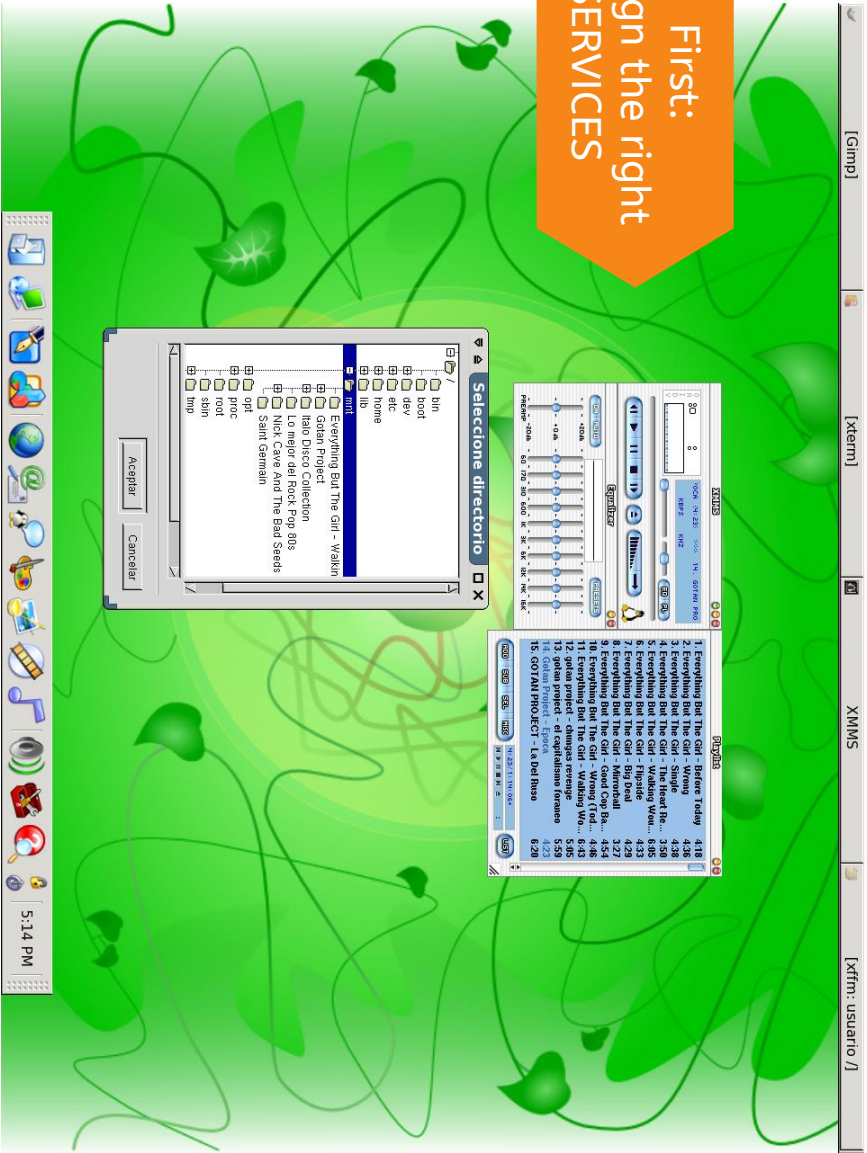
First: Design the right SERVICES



First: Design the right SERVICES



First:
Design the right
SERVICES



First: Design the right SERVICES

Correo Yahoo! - juacev21@yahoo.com - Mozilla Firefox

Archivo Editar Ver Ir Marcadores Herramientas Ayuda

Firefox Help Firefox Support Plug-in FAQ

YAHOO! Correo

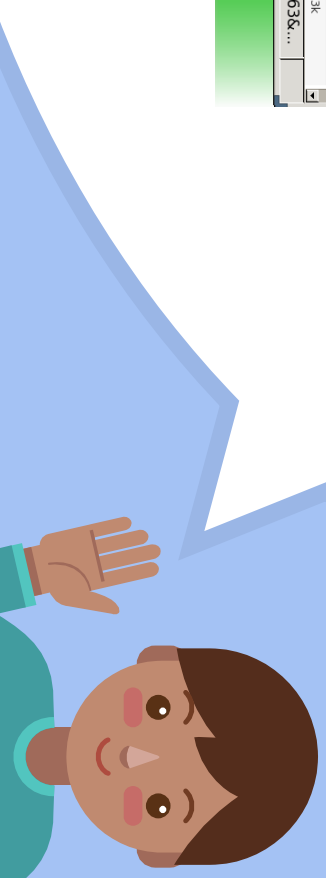
Con spam eliminado, puedes concentrarte en los mensajes que sí te importan. Más información

YAHOO! EN ESPAÑOL Correo

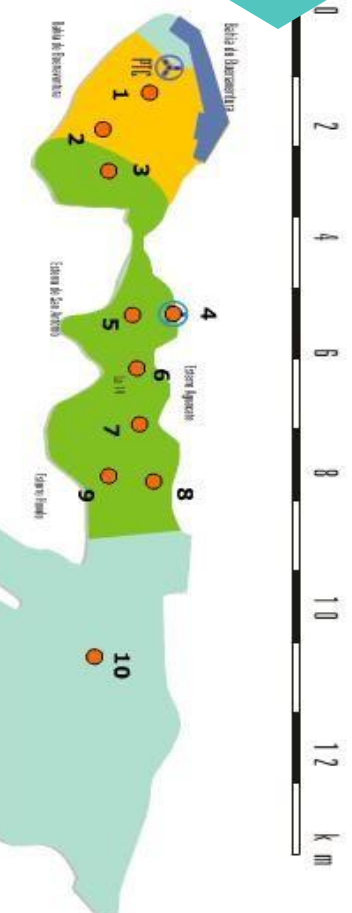
Actualizaciones de correo - Opciones de correo

Remitente	Asunto	Fecha	Tamaño
emir rodriguez	[USB-Java] java communications	mié 18-08	3K
jaime A. Chavarriaga L.	RE: [USB-IngSoftware] Instalacion Linux	mié 18-08	4K
jaime A. Chavarriaga L.	RE: [USB-IngSoftware] base de datos con integridad referencial?	mié 18-08	4K
jaime A. Chavarriaga L.	RE: [USB-IngSoftware] mvc	mié 18-08	5K
Nelson Javier Celis Cruz	[USB-IngSoftware] mvc	mar 17-08	3K
Rodolfo Quijpe-Otazu	[software-libre] Alternativas libres...	mar 17-08	3K
Rodolfo Quijpe-Otazu	[cienciasdelecomputacion] XIII International Conference on Computing, Mexico	lun 16-08	6K
JORDI PALET MARTINEZ	[LAC-TF] IPv6 news - weekly summary	lun 16-08	4K
carlos salcedo	[USB-Java] contexto de aplicacion en spring	dom 15-08	4K
jamriper2	[USB-IngSoftware] base de datos con integridad referencial?	sáb 14-08	3K
jaime Chavarriaga	[USB-Java] Re: Soporte de puerto serial en PalmOS	jue 12-08	4K
Alex Giraldo	Re: [lab_comp_movil] Proyectos adicionales	mié 11-08	3K
afmilian2004	[lab_comp_movil] Proyectos adicionales	mar 10-08	3K
Maria Cervantes	[LAC-TF] Nuevo bloque ipv6 Uruguay	vie 06-08	3K

7:13 PM



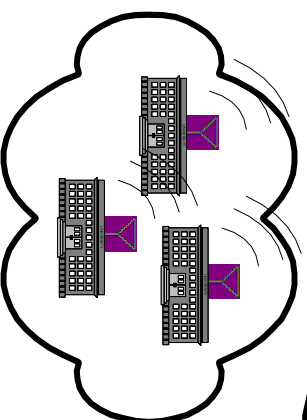
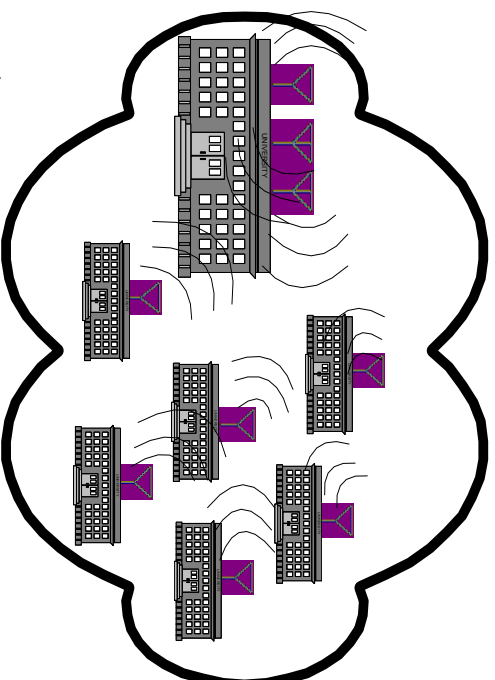
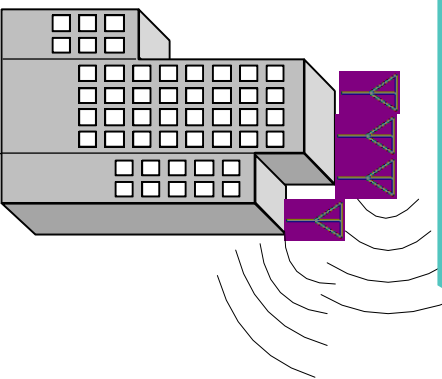
Second: Buid the INFRASTRUCTURE



1. Concentración Escolar San Rafael
2. Concentración Escolar Santa María Goretti
3. Concentración Escolar Francisco Jose de Caldas
4. Concentración Escolar José Ramón Bejarano
5. Concentración Escolar Juan Jose Rondón
6. Concentración Escolar Teofilo R. Potes
7. Concentración Escolar San Vicente de Paul
8. Concentración Escolar José María Cabal
9. Concentración Escolar Simón Bolívar
10. Concentración Escolar Colmanut Sateélite Las Palmas



Second:
Build the
INFRASTRUCTURE



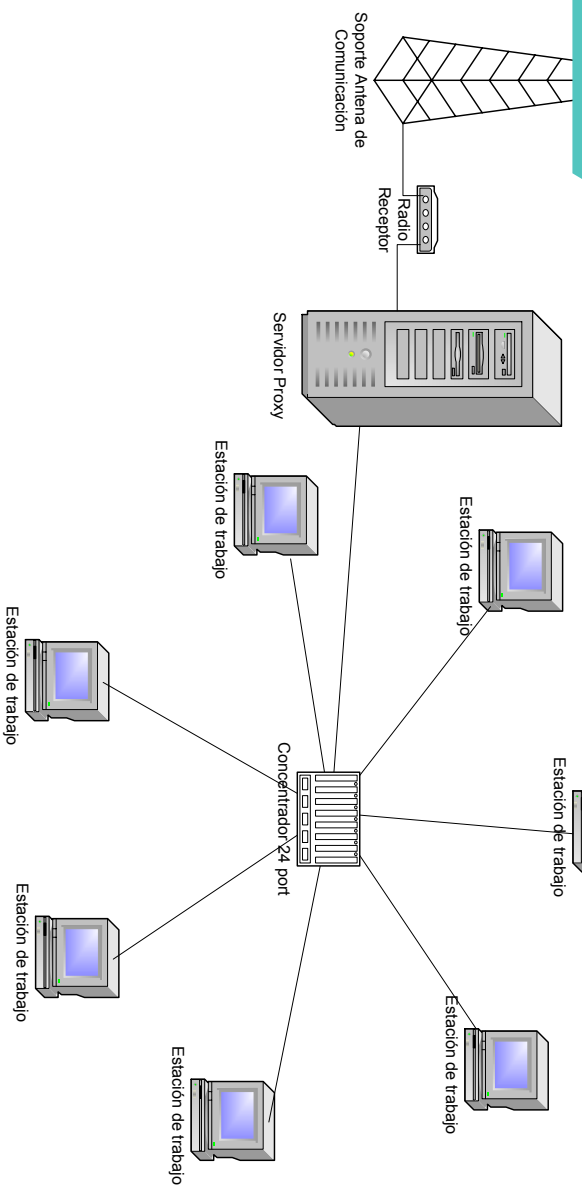
Escuelas de la Isla

Escuelas del Continente

-  Radio Transmisor
-  Radio Receptor



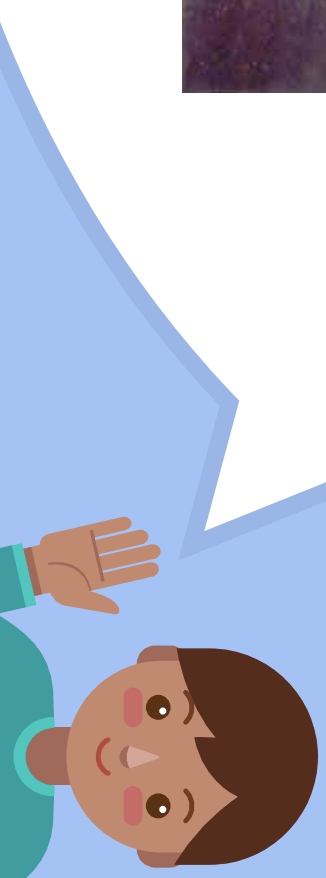
Second: Build the INFRASTRUCTURE



Second:
Build the
INFRASTRUCTURE



Last:
Release the
KNOWLEDGE



1. Tools to live
2. Keep it simple
3. It's a marathon
4. Do not run alone
5. Dreams can come true



What key lessons have
you learned?



1. Tools to live
2. Keep it simple
3. It's a marathon
4. Do not run alone
5. Dreams can come true



Thanks!

Any questions?

You can find us at

- × Claudia.lezama@lalomaprojects.ca
- × Lope.trujillo@lalomaprojects.ca

