



COMMONWEALTH  
**BROADBAND**  
FORUM 2014

18 - 20 NOVEMBER 2014, NAIROBI, KENYA



# Apps usage in remote areas

Eng. Martin Obuya, iHub Ambassador,  
Government Affairs, Kenya



COMMONWEALTH  
TELECOMMUNICATIONS  
ORGANISATION



# Apps Usage in Remote Areas

Eng. Martin Obuya  
Amb. Govt. Affairs

Corporate Partners



Funding Partners



# \*iHub\_

4<sup>th</sup> Floor

Bishop Magua Centre  
George Padmore Lane  
Opp. Uchumi Hyper  
Ngong Road  
Nairobi.

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Bienvenue !

CTO Broadband Africa 2014  
18<sup>th</sup> – 20<sup>th</sup> November 2014

Safari Park Casino & Hotel  
Thika Road, Nairobi, Kenya

Theme

Broadband For Accelerated Growth

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## History

\*iHub\_ is a co-working space and part business incubator centre in Nairobi that was started in March 2010 by Erik Hersman, Ushahidi founder and TED Fellow.

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## Mission

Be a disruptive tech catalyst with precise focus on young entrepreneurs, web and mobile phone programmers, designers and researchers.

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## Funding

Originally from the Omidyar Network and Hivos.  
Office lease came from Ushahidi.

The Internet Connectivity covered by Zuku,  
SEACOM & Safaricom.

Corporate partners, the Jobs board, events at  
iHub, research & consultancy revenues cover the  
shortfall.

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## Membership

It operates under four levels

- White
- Green
- Red
- Black

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## Digitally Disadvantaged

Apps usage in different sectors

- m-Democracy
- m-Learning
- m-Farming
- m- Health
- m-Finance

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## m-Democracy

- Mzalendo
- Bungeni
- Pombola

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# \*iHub\_ m-Learning

- e-Limu
- Eneza

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## m-Farming

- m-Farm
- i-Cow

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# \*iHub\_ m-Health

- Toto Health
- i-Daktari
- MedAfrica

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## m-Finance

- Kopo Kopo
- Zege
- Uhasibu

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## Challenges

- Affordability
- Availability
- Low uptake
- Low Budgets
- IP & Copyrights
- Exchange Programs

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## Options

PPP – Private Public Partnerships

- Labs & Telcos
- Government & Telcos

DTG – Direct Technology Grants

- Communities & Foundations

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## ANNOUNCEMENT

All Delegates are invited to visit  
iHub.

Please liaise with Help Desk for full  
brief.

KARIBUNI SANA

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END

Merci Beaucoup

Thank You

ASANTE SANA

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