

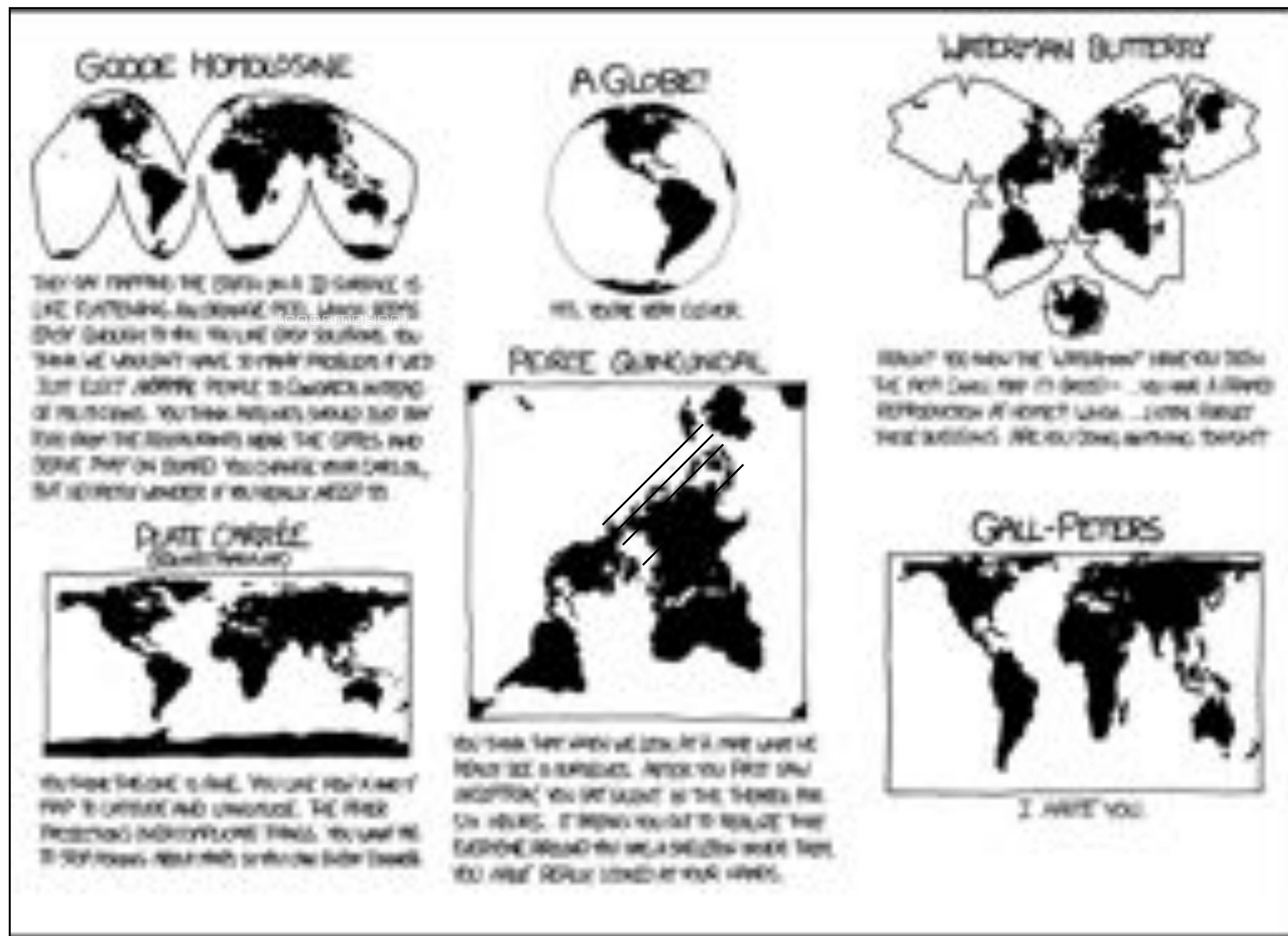


# Developing for the Next Billion

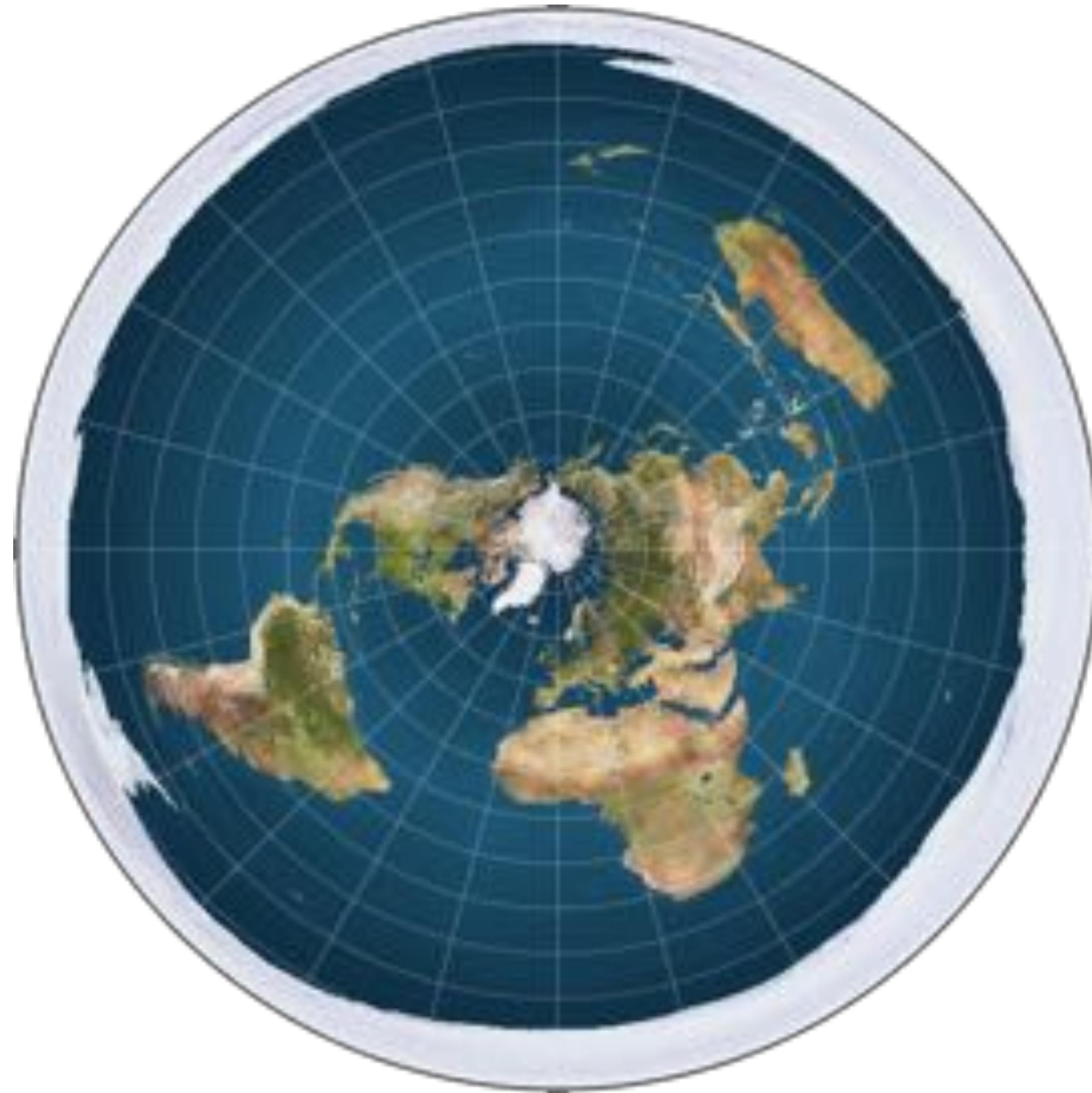
{cooperation}

Natalie Pistunovich  
@nataliepis





<https://xkcd.com/977>





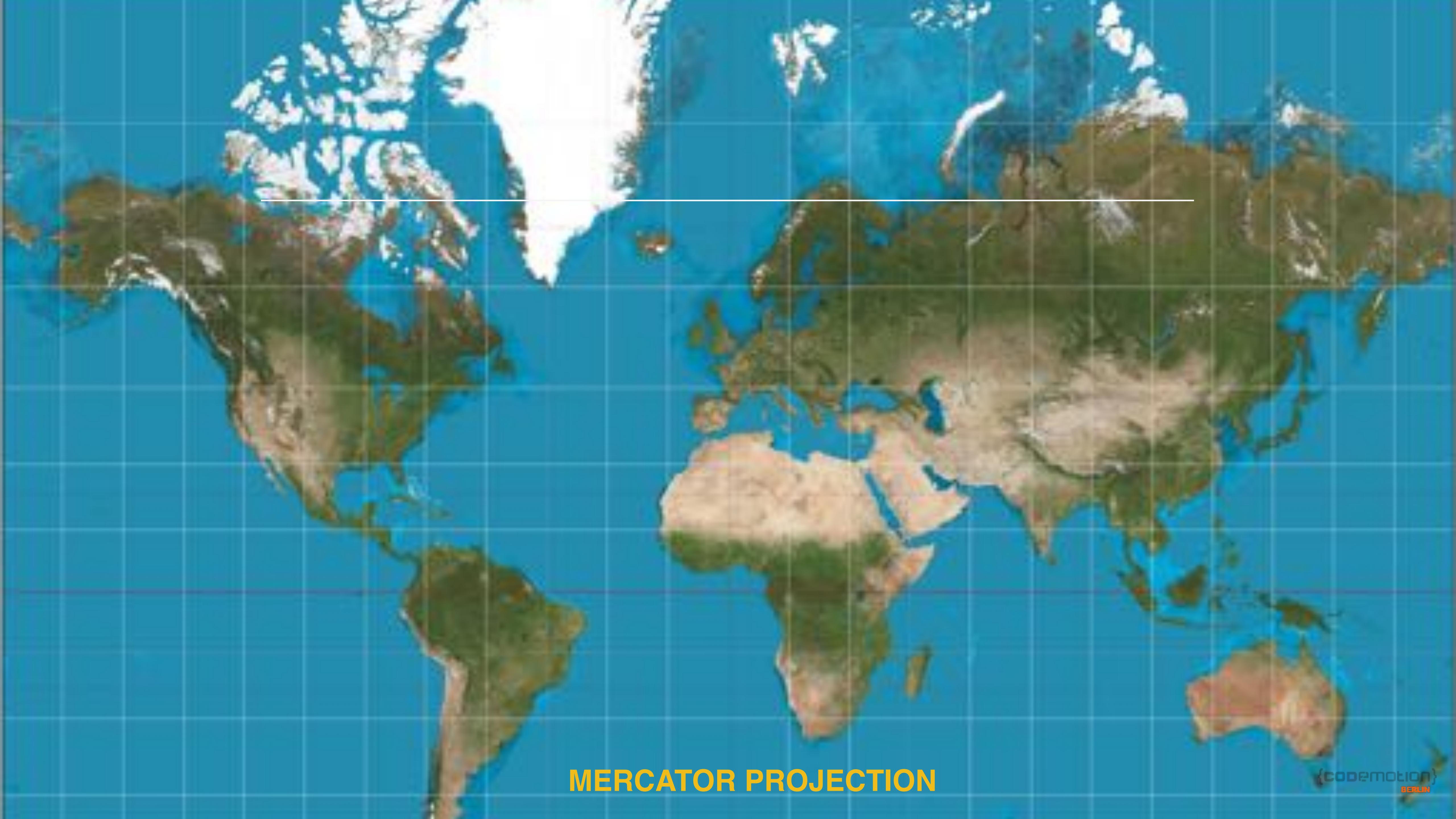
52 mins ·

The flat earth society has members all around  
the globe

likes 1 comment



GALLS-PETERS PROJECTION



MERCATOR PROJECTION



GALLS-PETERS PROJECTION

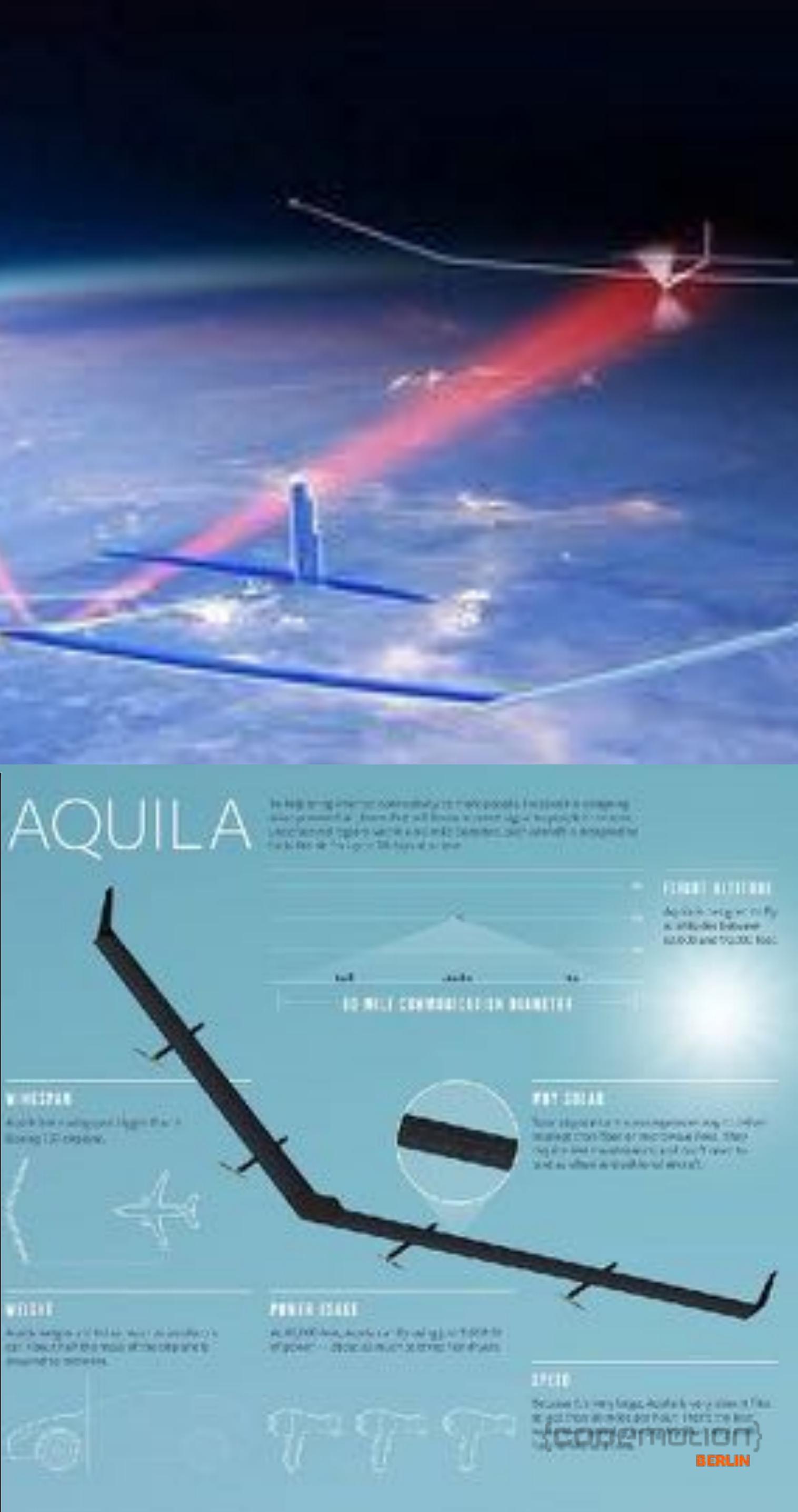
# IN NUMBERS

	Africa	Europe	North America
Countries	54	48	23
Population	1,1B	0,7B	0,6B
Area	30,2M km <sup>2</sup>	10,2M km <sup>2</sup>	24,7M km <sup>2</sup>
Languages	1250-3000	225	350
Official Languages	26	24	4

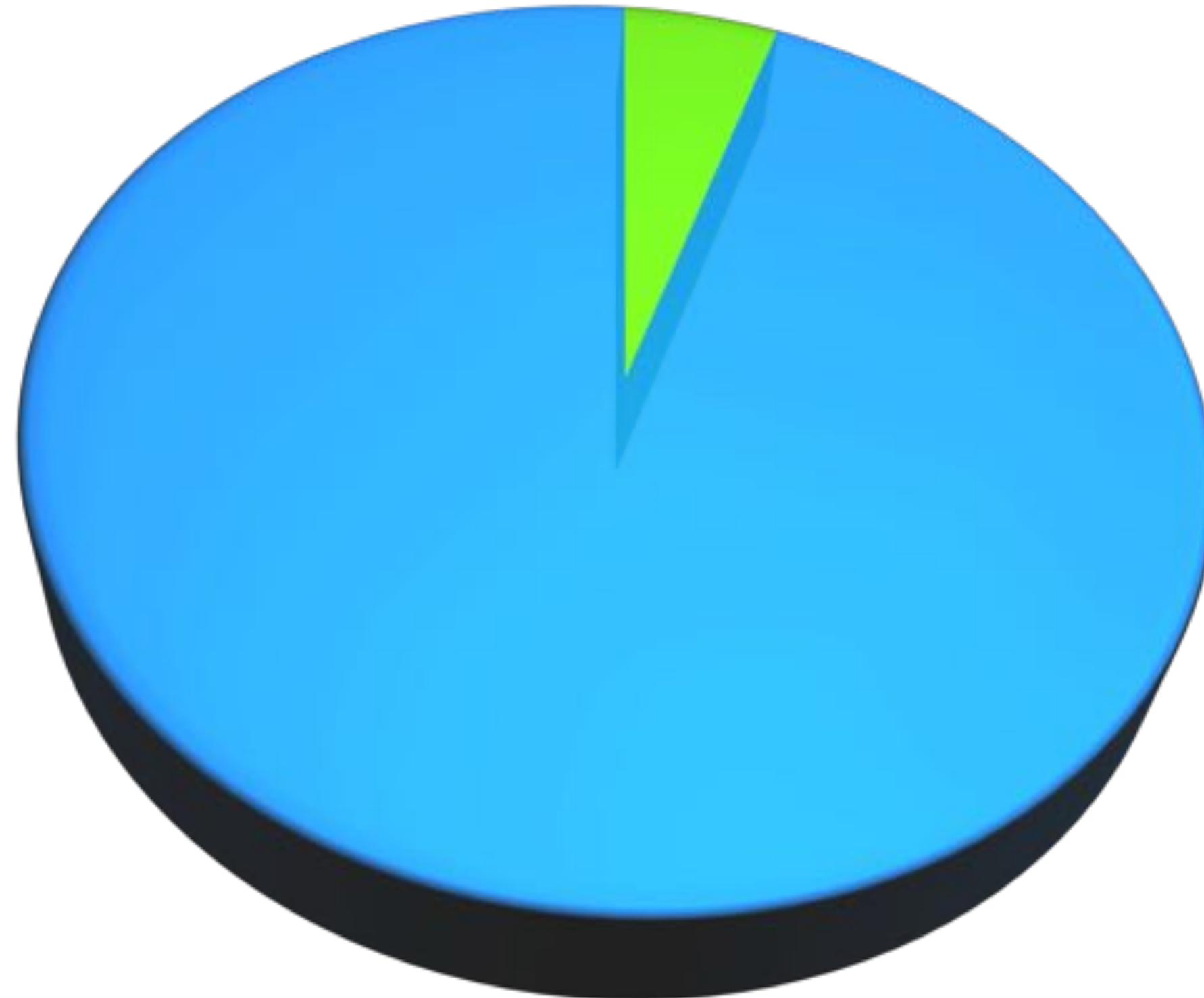


<http://kai.sub.blue>

{codemotion}  
BERLIN

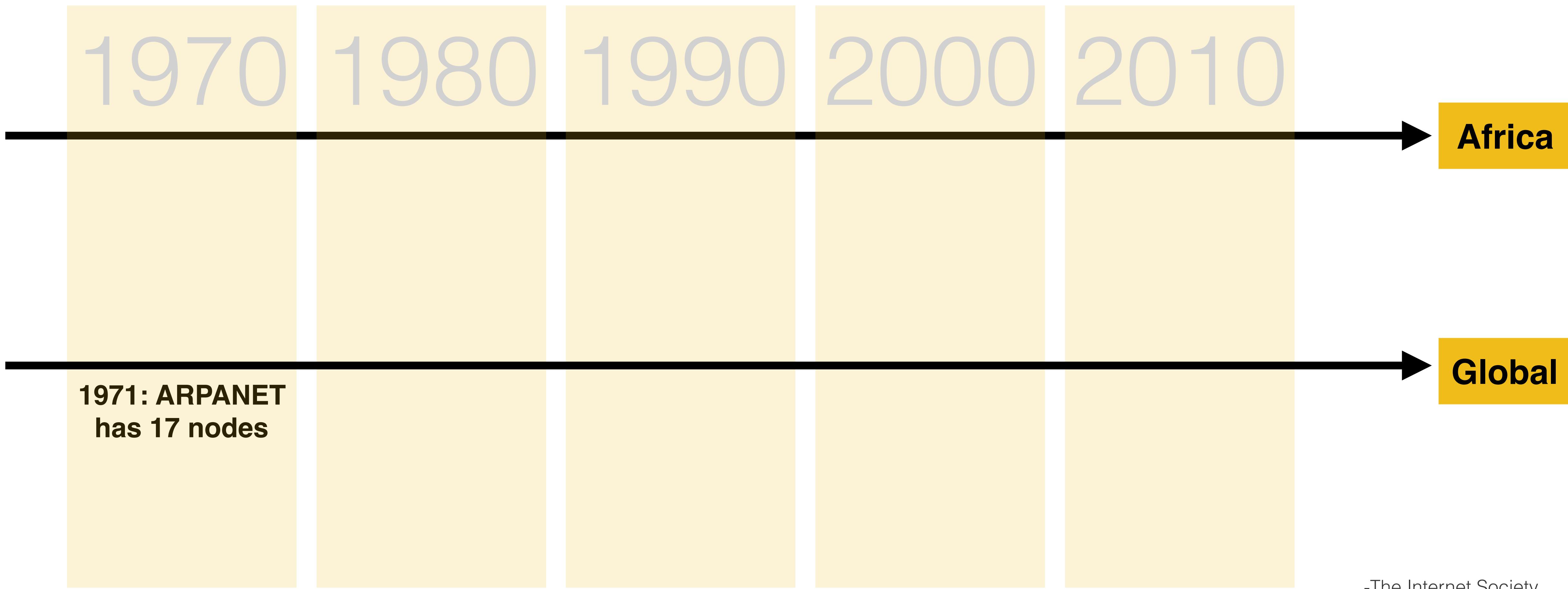


# When you hear “May I have your attention please?”



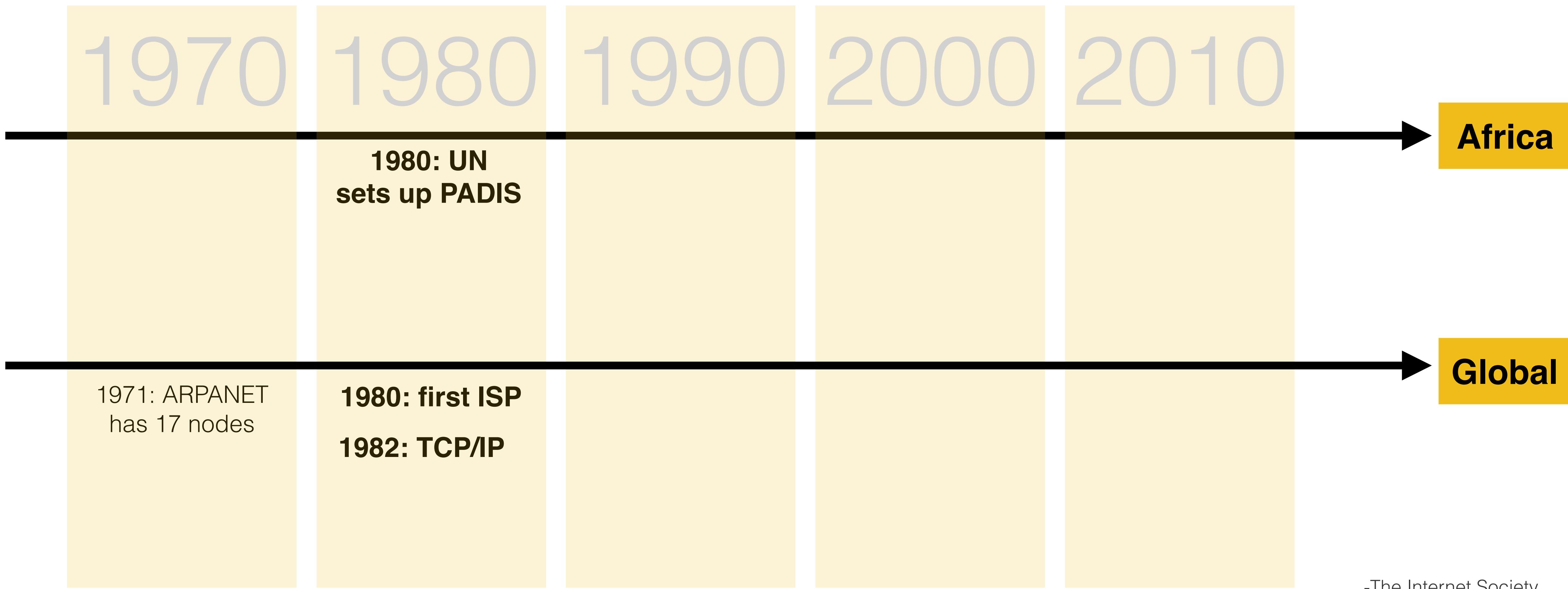
- Okay.
- Will the real Slim Shady please stand up?

# THE HISTORY OF THE INTERNET

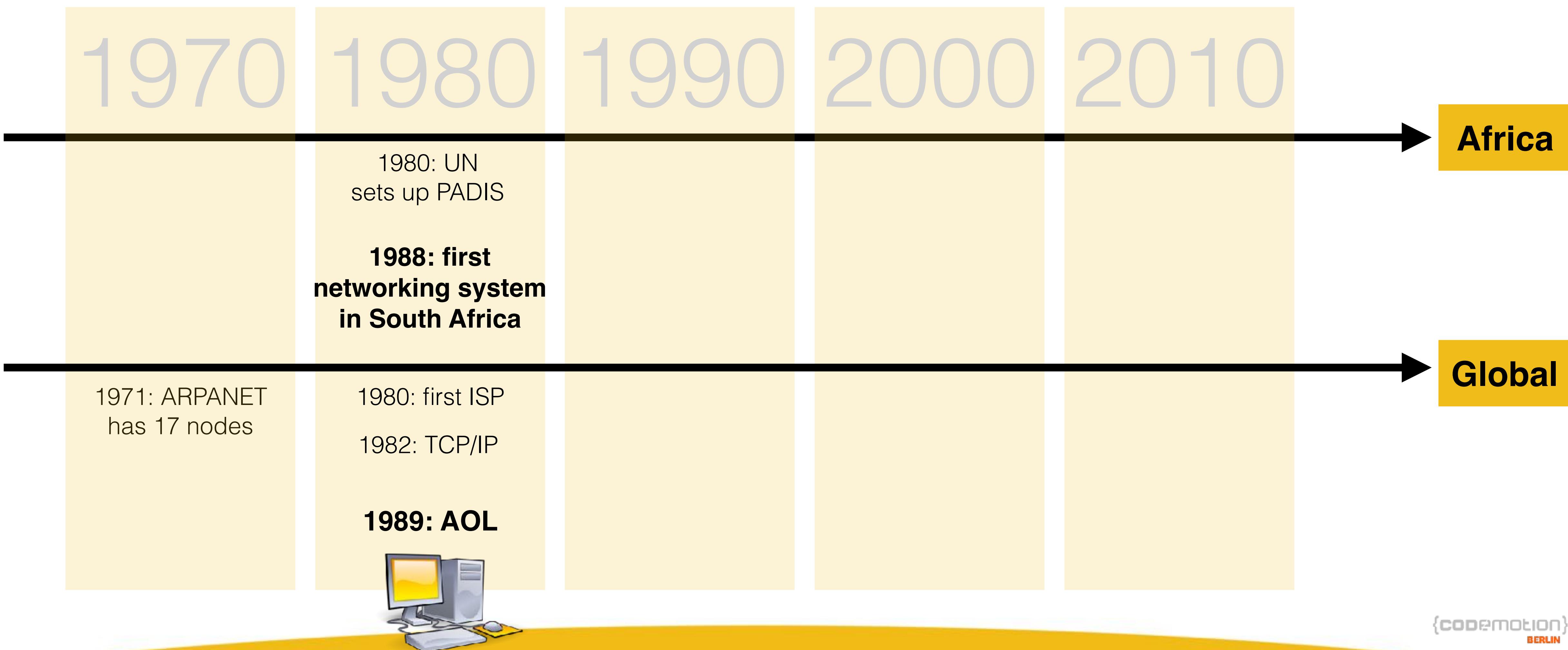


-The Internet Society

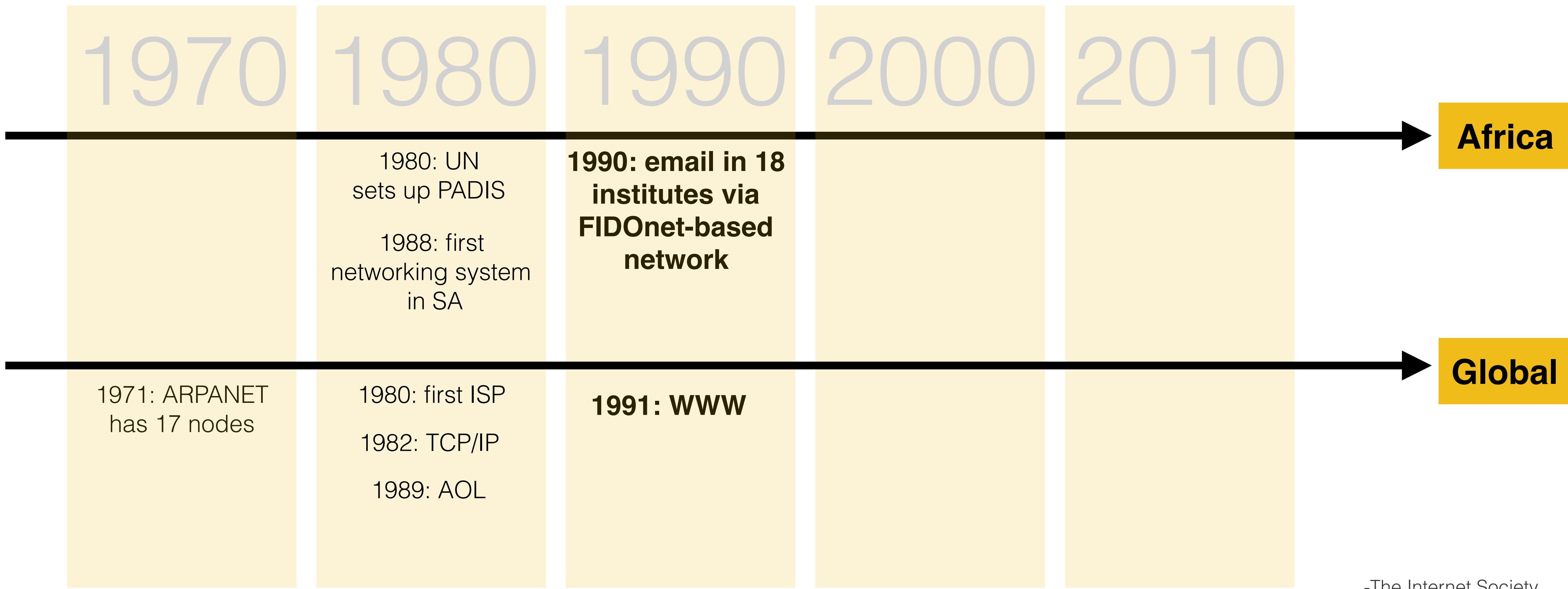
# THE HISTORY OF THE INTERNET



# THE HISTORY OF THE INTERNET

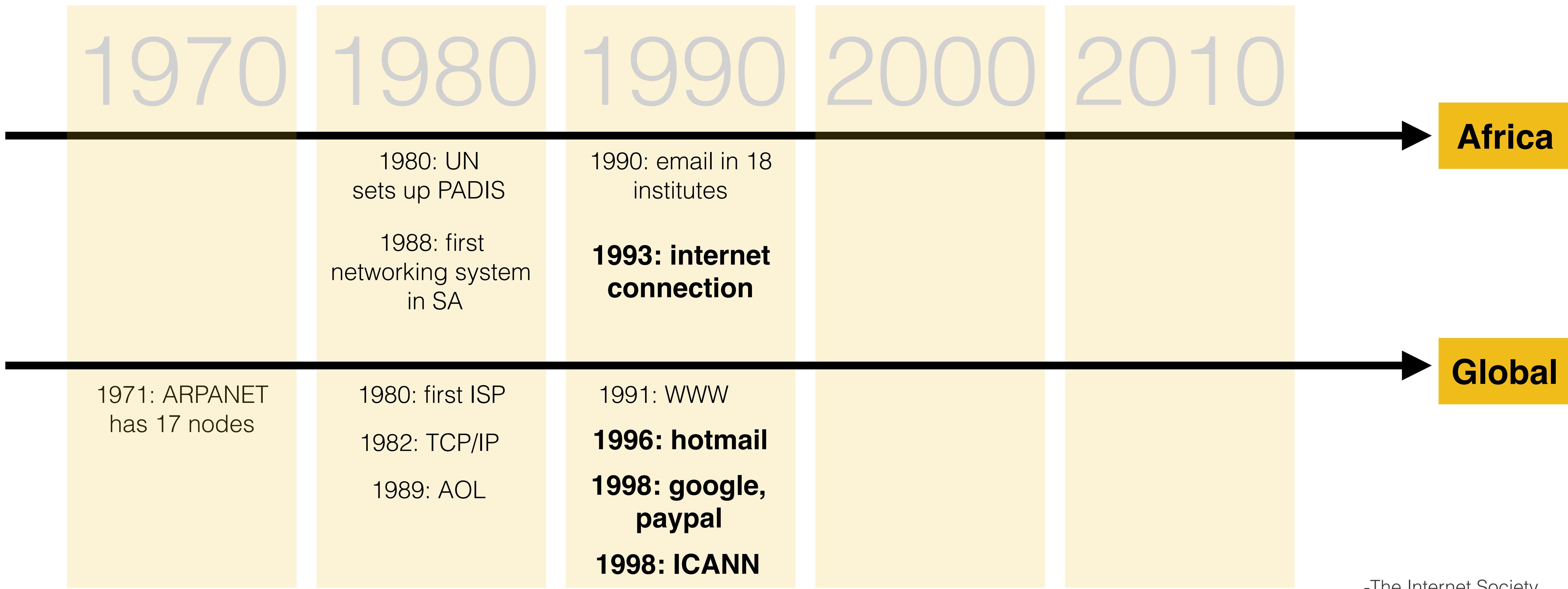


# THE HISTORY OF THE INTERNET



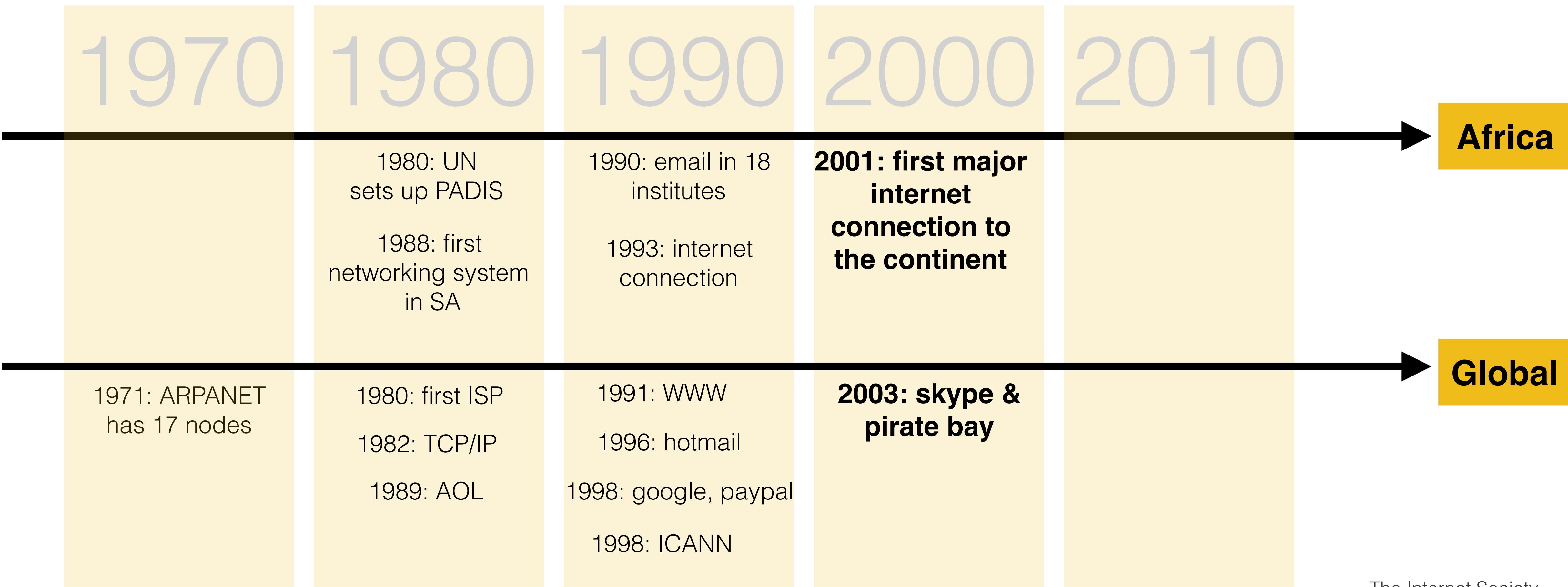
-The Internet Society

# THE HISTORY OF THE INTERNET



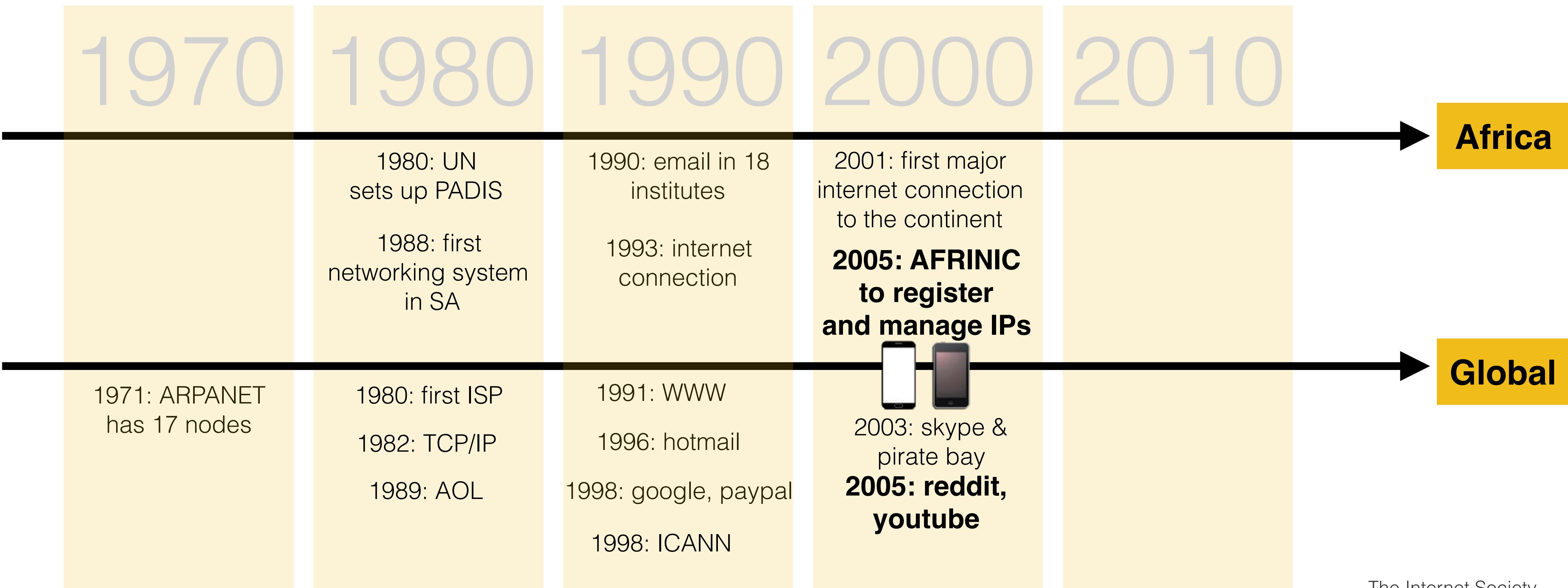
-The Internet Society

# THE HISTORY OF THE INTERNET



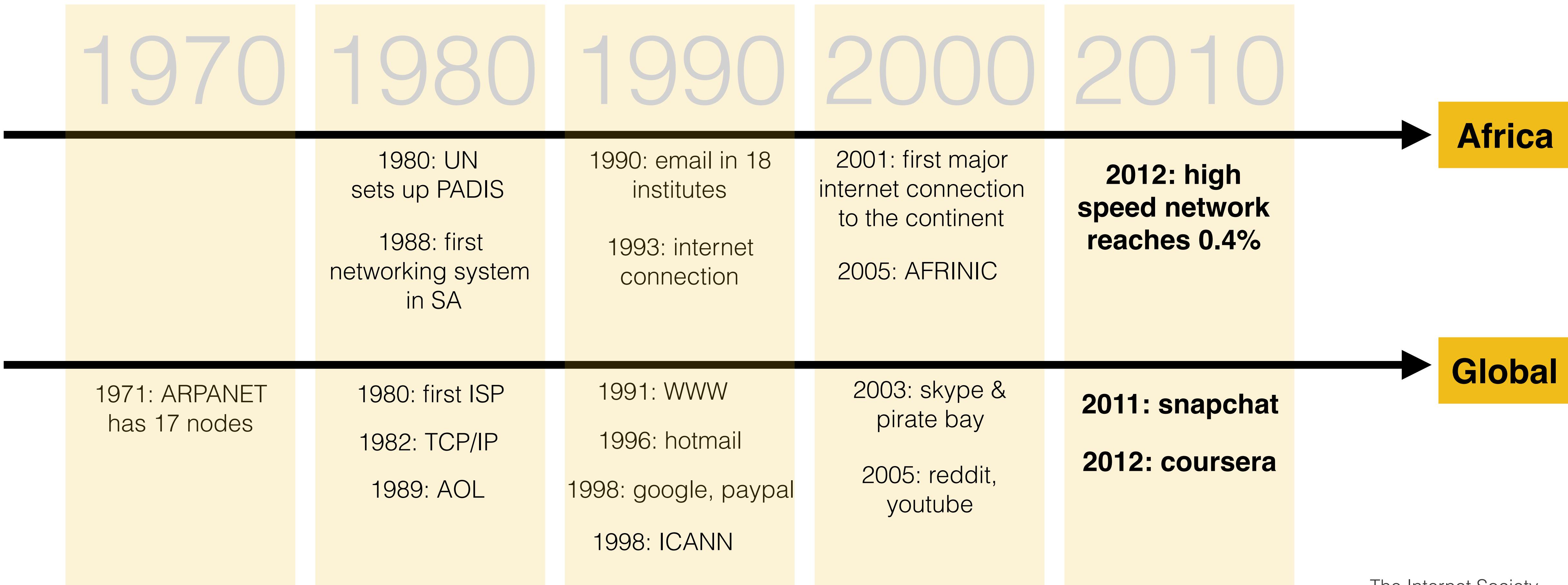
-The Internet Society

# THE HISTORY OF THE INTERNET



-The Internet Society

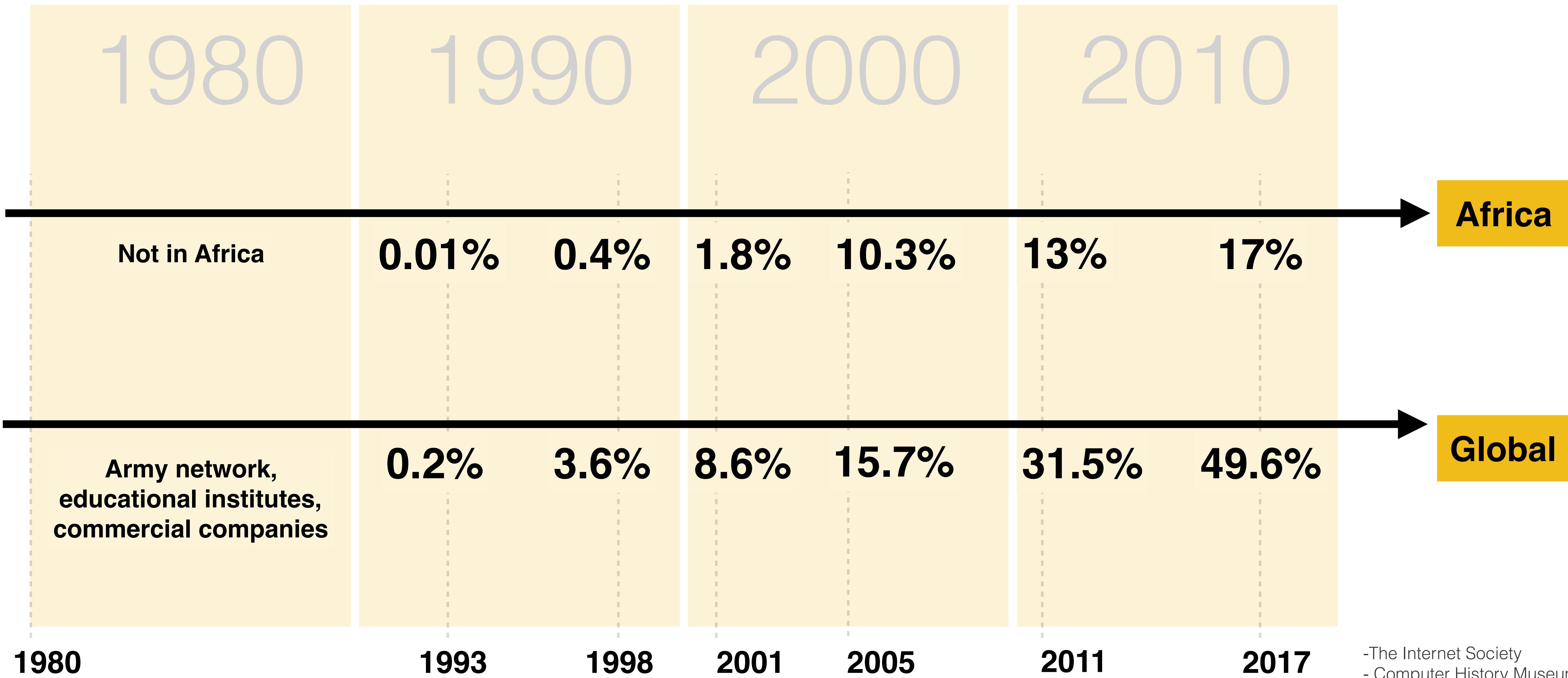
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-The Internet Society

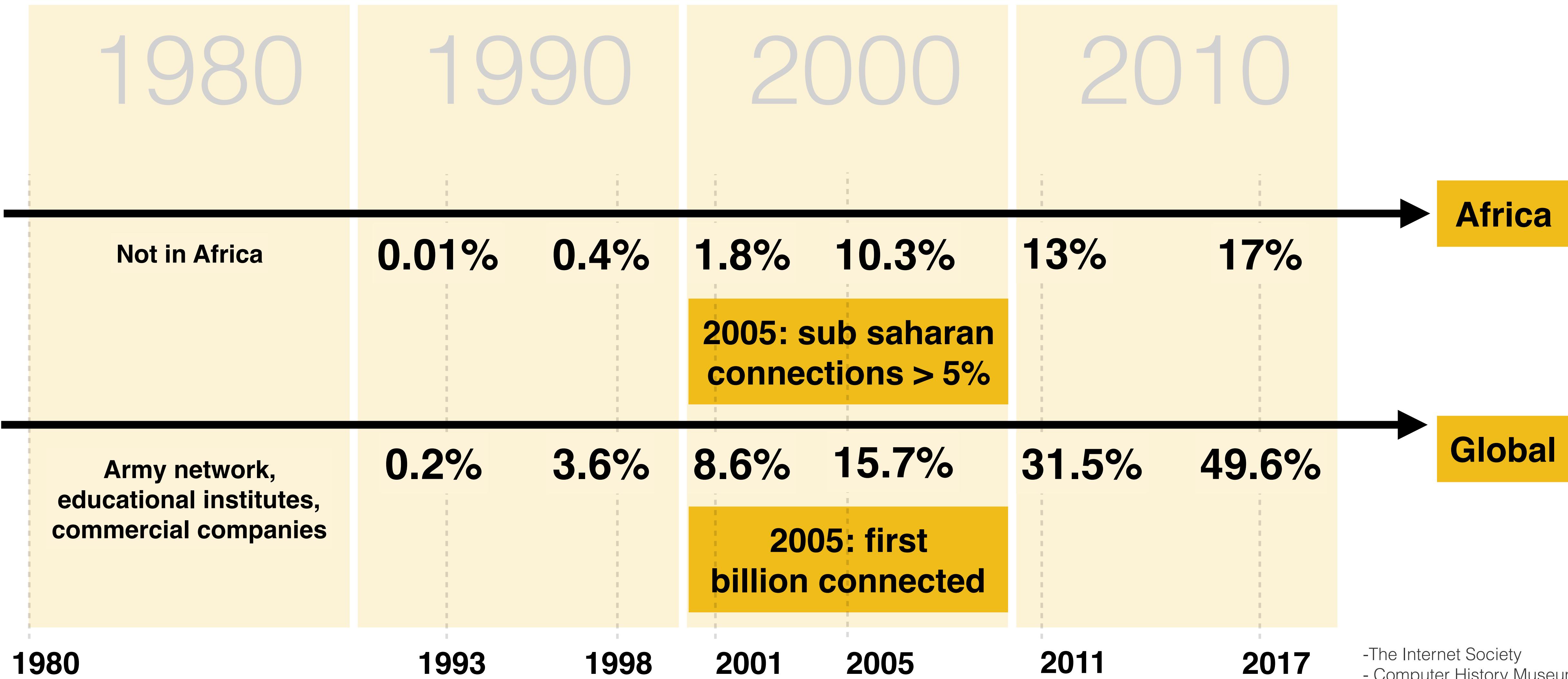


# PRIVATE INTERNET USERS

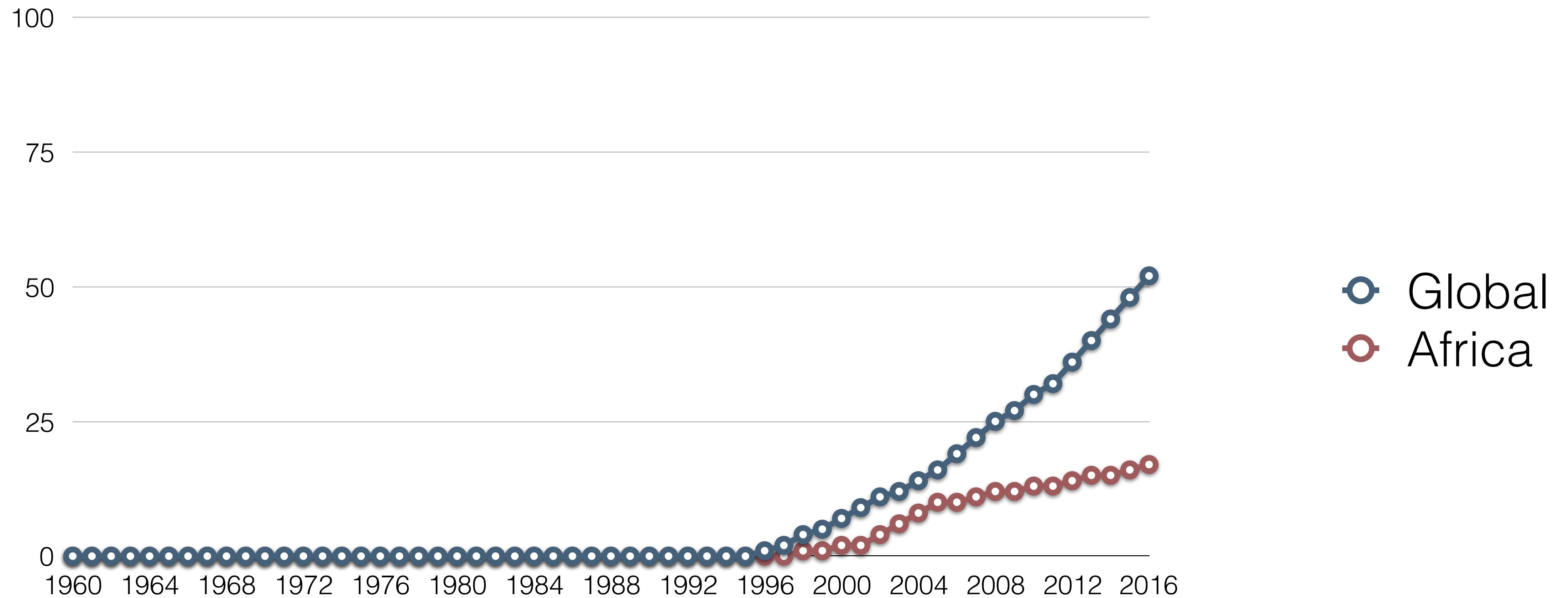


-The Internet Society  
- Computer History Museum  
- many more

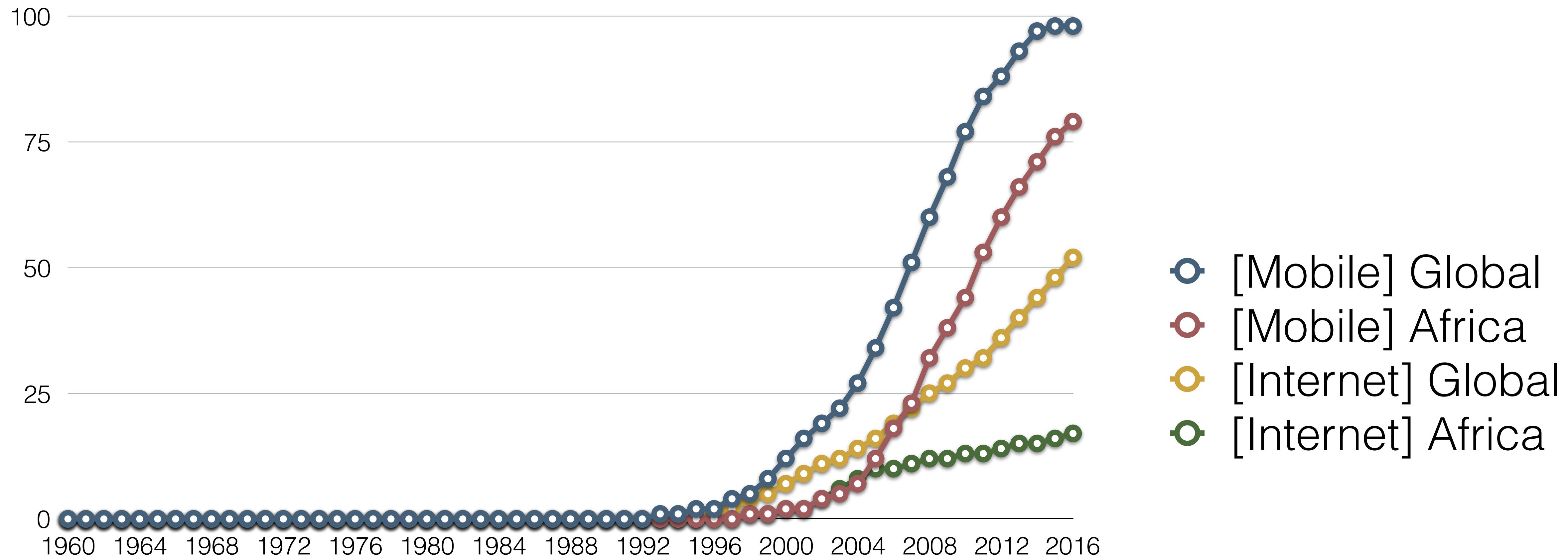
# PRIVATE INTERNET USERS



# PRIVATE INTERNET USERS IN %



# INTERNET AND MOBILE SUBSCRIPTIONS IN %





**MOBILE  
FIRST?**

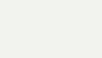
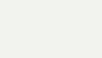
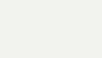
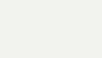
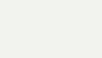
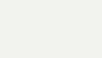
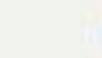
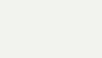
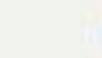
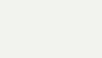
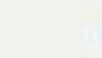
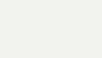
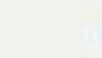
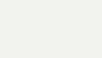
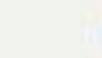
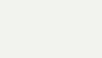
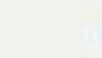
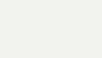
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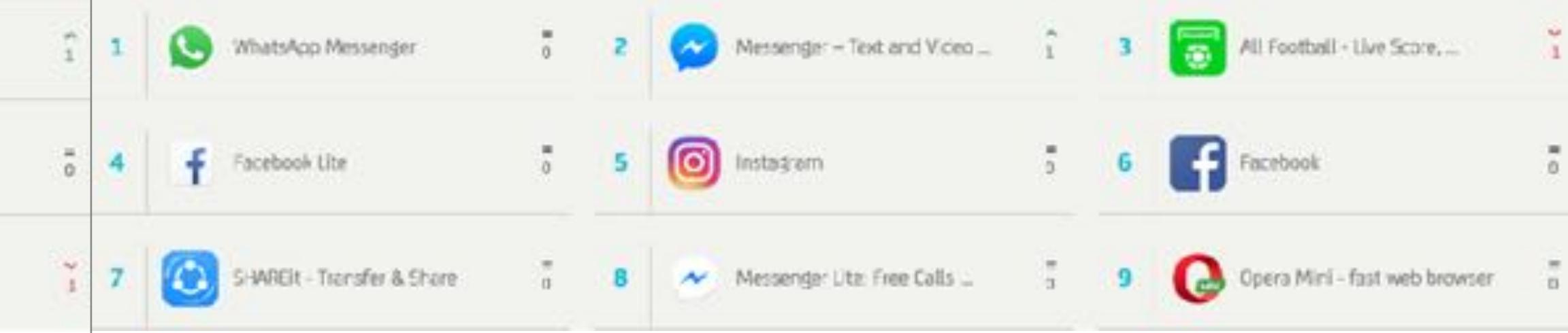
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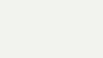
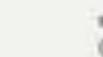
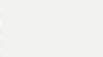
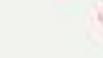
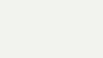
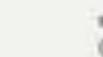
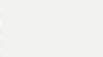
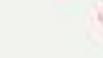
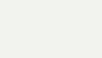
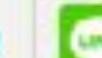
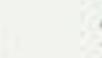
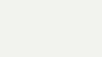
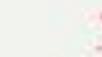
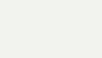
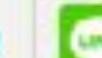
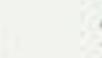
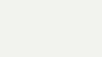
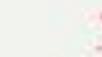
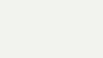
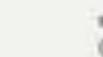
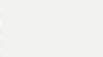
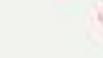
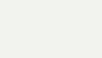
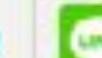
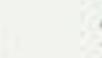
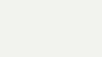
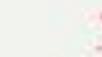
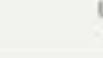
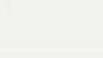
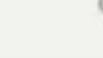
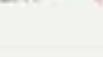
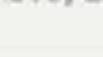
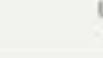
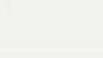
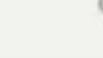
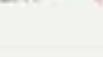
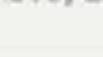
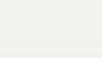
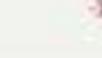
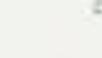
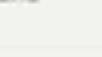
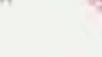
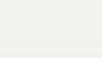
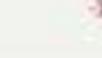
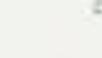
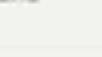
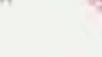
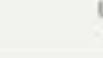
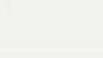
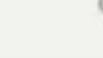
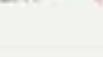
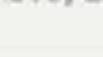
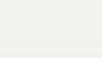
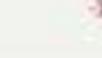
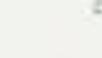
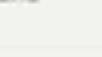
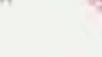
## LOCAL DEMAND

- Financial
- Medical
- Educational
- Sharing Economy
- Transportation
- Weather
- Agriculture
- Entertainment
- Social Media
- Religious

																																										
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## APP EXAMPLES



[taxify.co.ke](https://taxify.co.ke) - Uber

<https://www.uber.com/en-KE/>

A description for this result is not available because of this site's robots.txt



## APP EXAMPLES





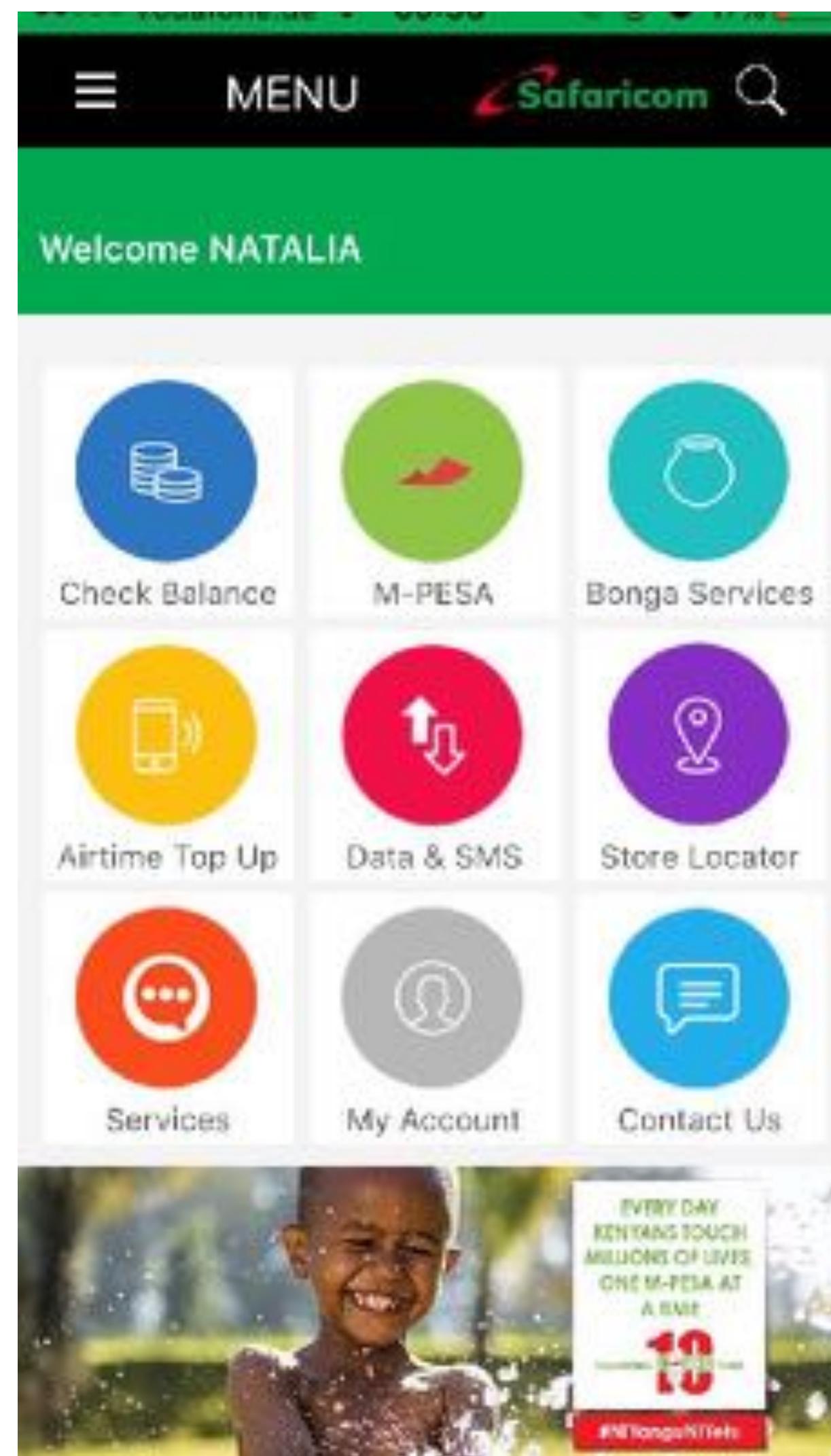
## APP EXAMPLES

### Mobile phone based money transfer and financing service

- Launched in 2007 by Vodafone and Vodacom
- 2017 transactions: B6.8 kSh (~M60 €)
- 10 monthly transactions / user
- 19M active monthly users
- 130,000 agents



# APP EXAMPLES















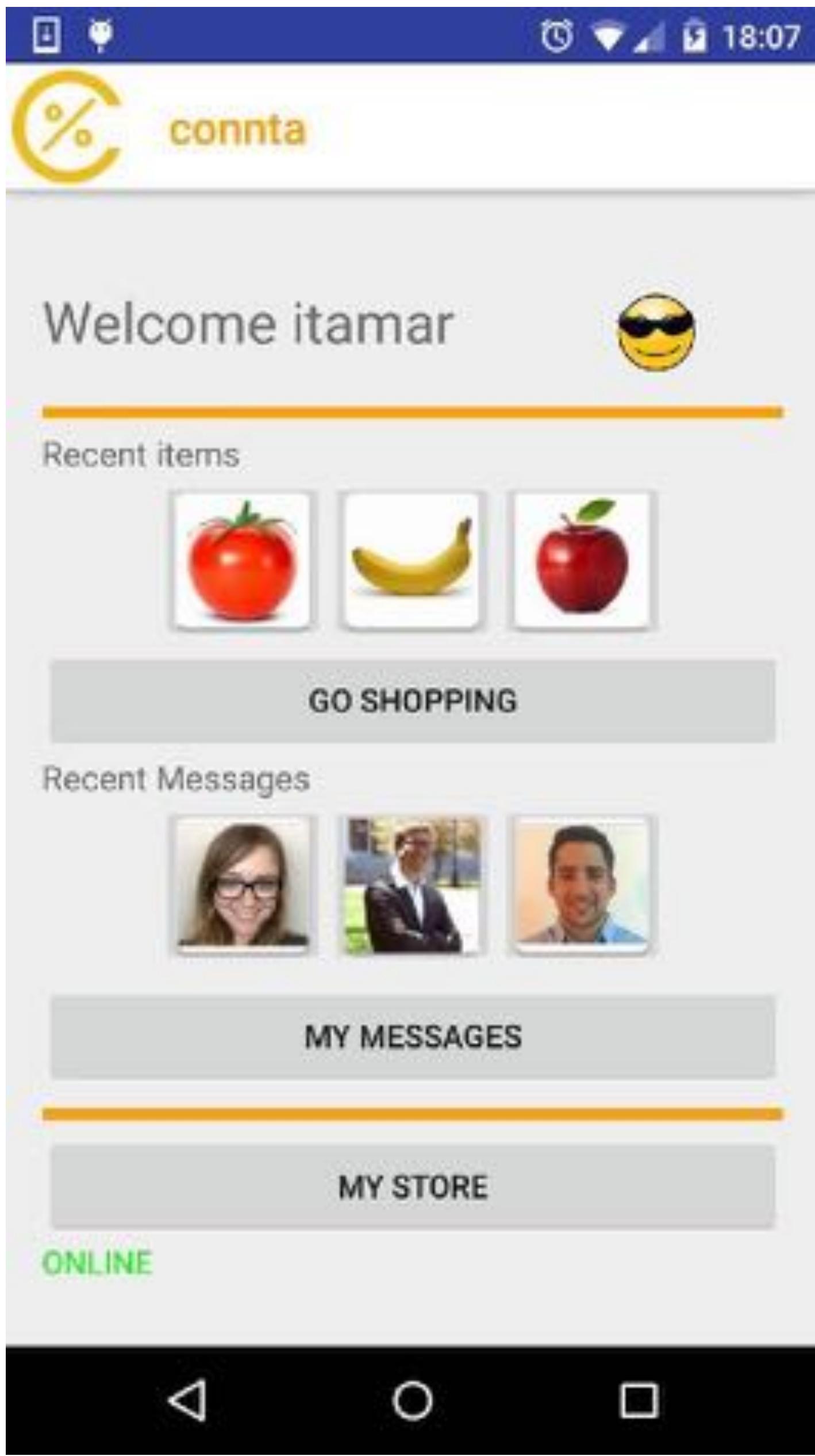


# Connta



# Connta

Connta an **m-commerce platform**,  
focused on **emerging countries**,  
with tools for easily running **online stores**  
from your mobile phone in the **simplest way**.





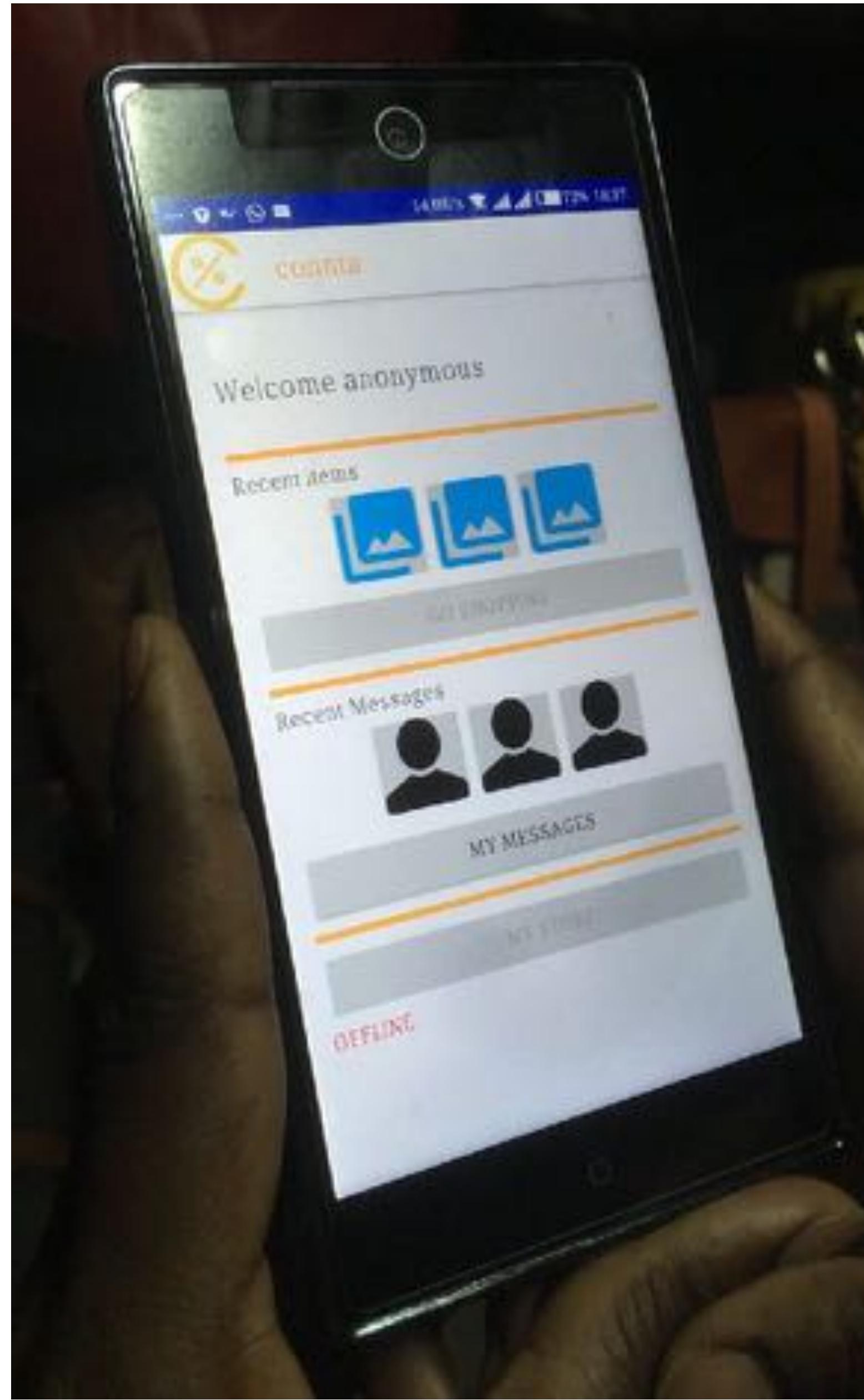
# CHALLENGES



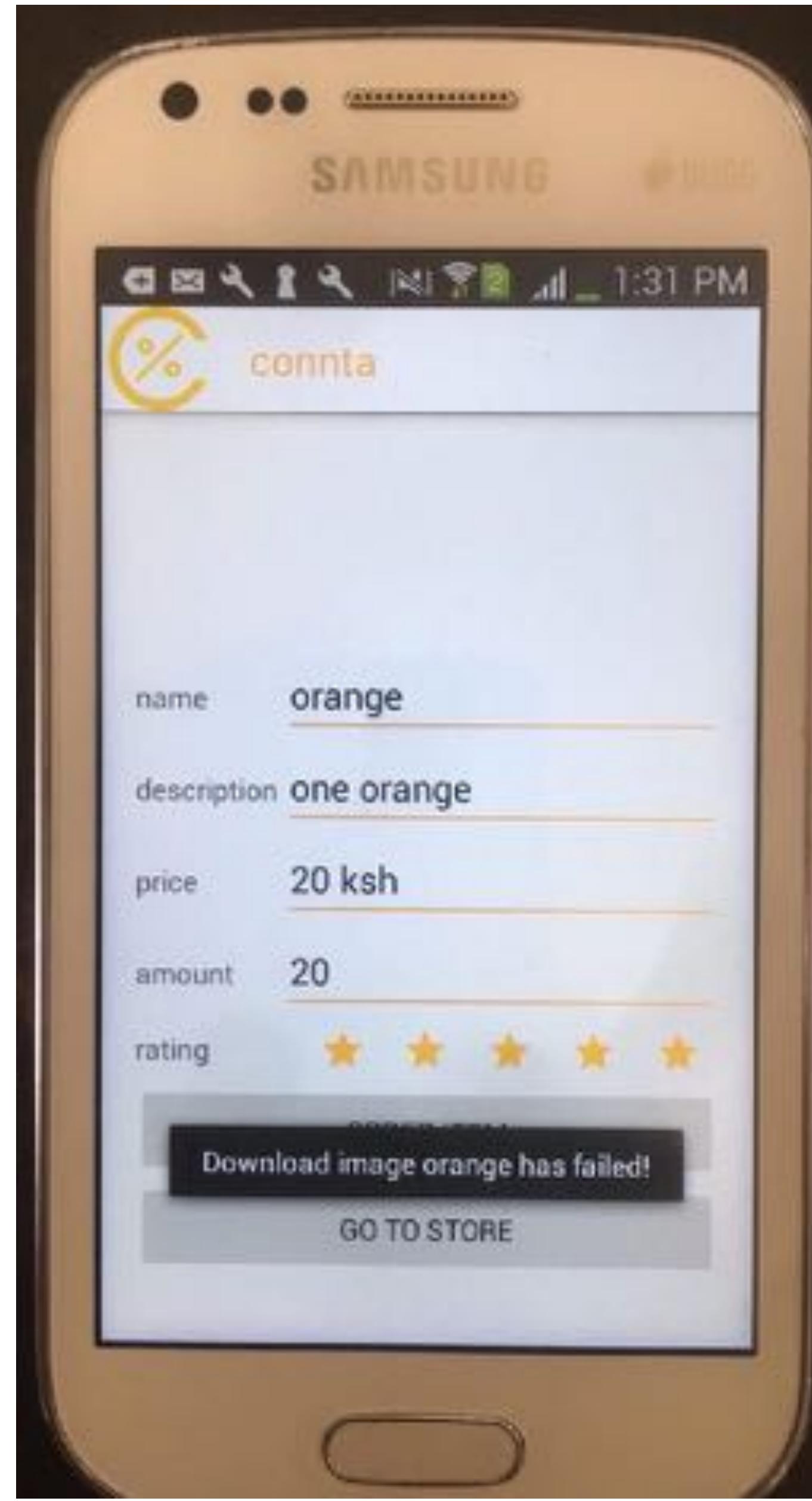
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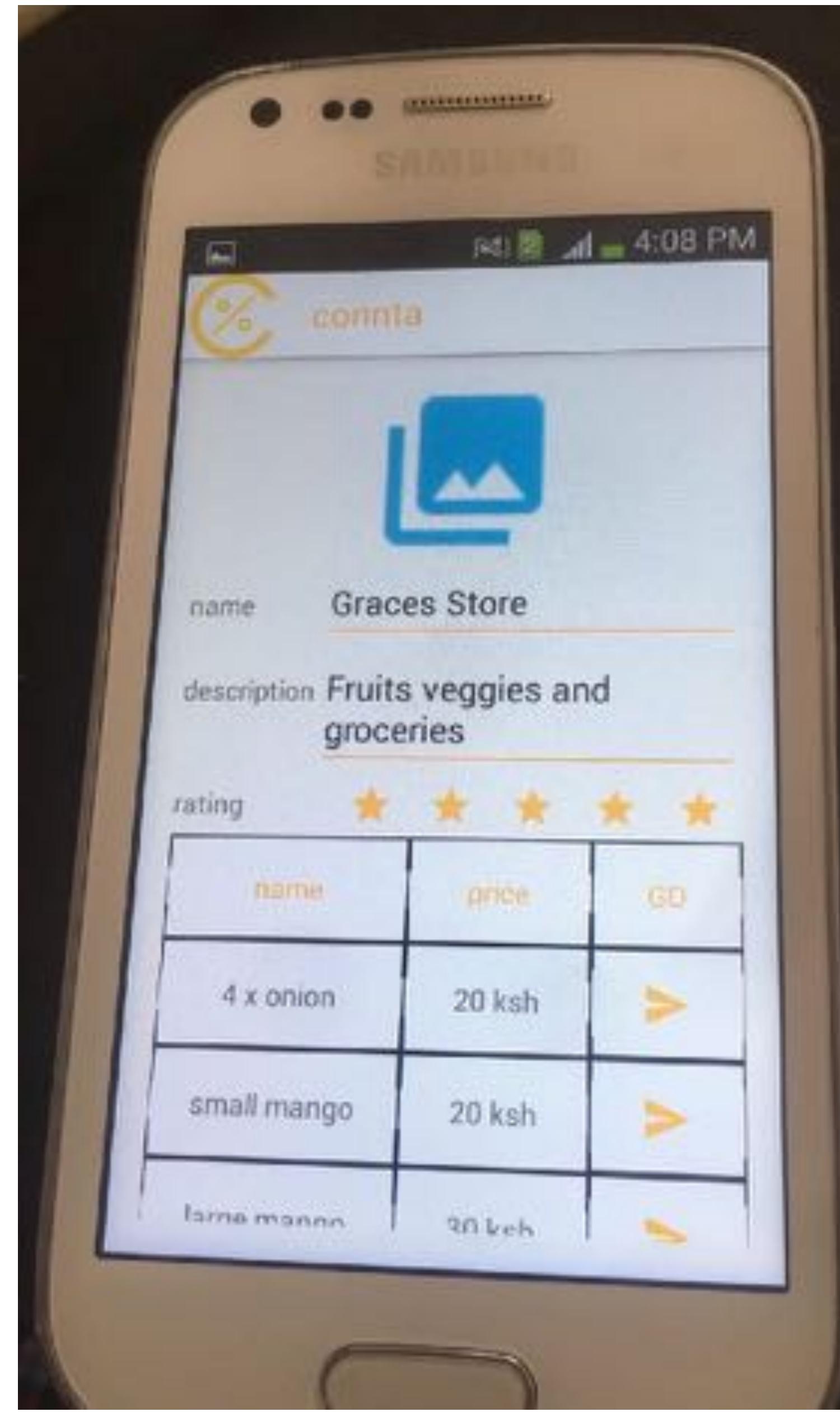
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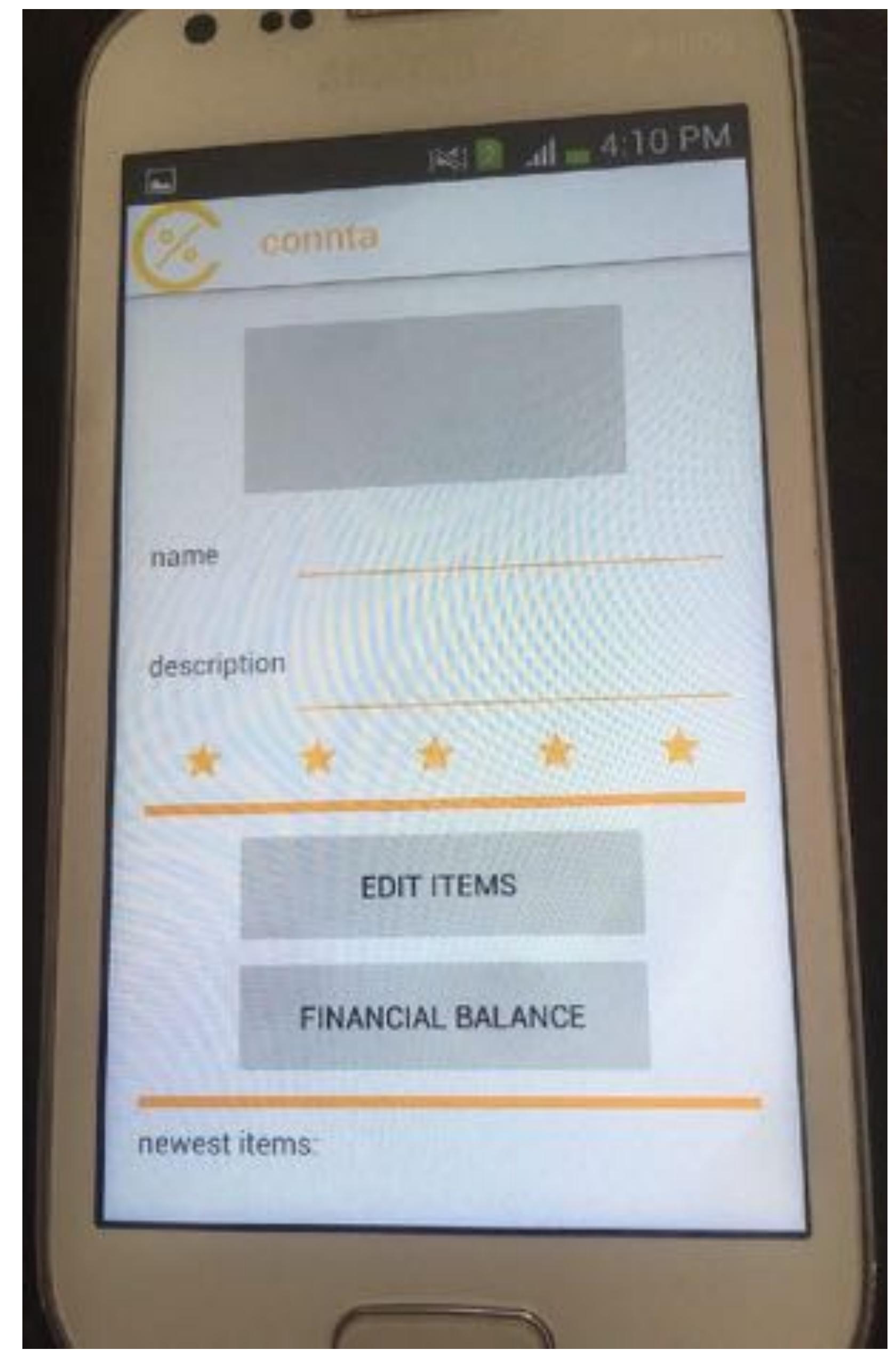
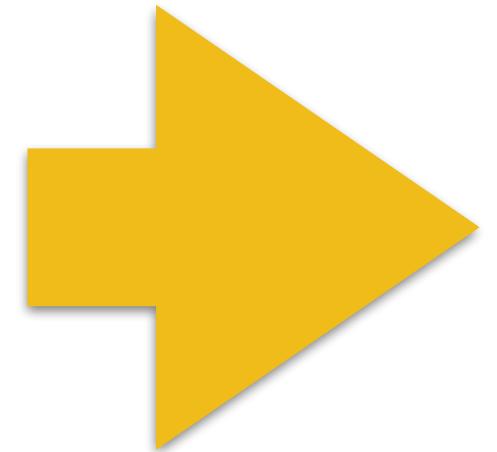
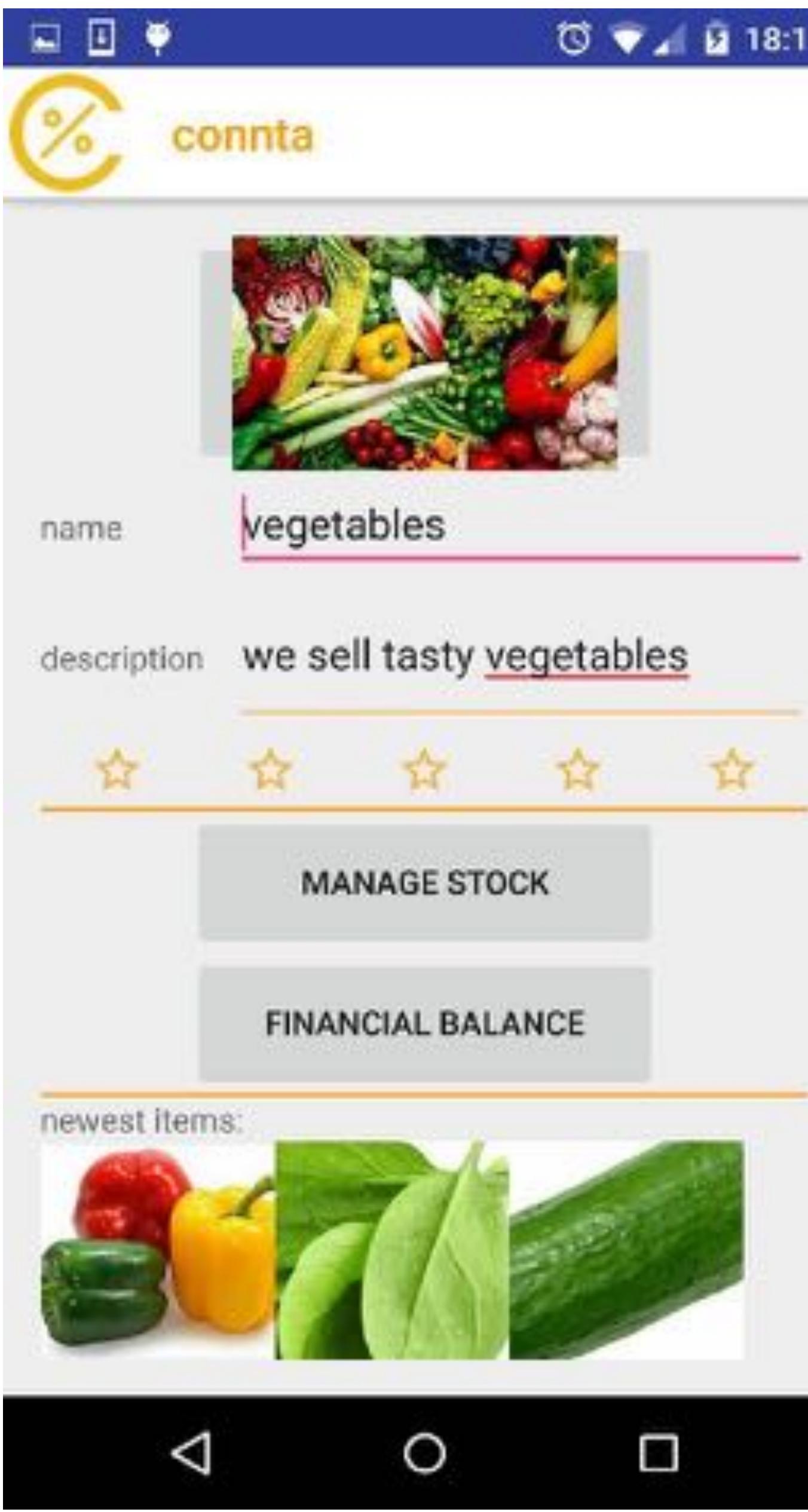


# CHALLENGES



# CHALLENGES





# CHALLENGES



The screenshot shows a mobile application interface titled "Manage Stock". At the top, there is a logo consisting of a yellow circle with a percentage sign inside, followed by the word "connta". The main title "Manage Stock" is centered above a table. To the right of the title is a small icon of a shopping bag filled with groceries. Below the title is a horizontal yellow bar.

name	price	quantity	edit	action
tomato	4 ksh	66		
carrot	2 ksh	99		
pepper	6 ksh	88		
spinach	3 ksh	889		
Cucumber	9 ksh	67		

At the bottom of the screen are three navigation icons: a triangle pointing left, a circle, and a square.

## KEY TAKEAWAYS

- Internet is not everywhere
- Mobile only
- Demand
- Use
- Distribution
- Finance
- Variety
- Data is scarce
- App store
- Operating system
- Devices
- Images
- Language
- Symbols



# THANK YOU

@nataliepis