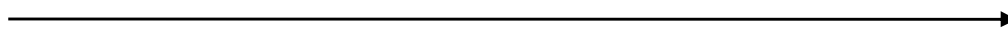


Energy Efficient Container
or
Creating Energy to Solve
One Wicked Problem

antti@korhonen.com
Chief Fandamana

One Wicked Problem

2010



2020

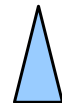
People joining job market

1.300.000.000

Jobs created the old way

-300.000.000

Jobs needed



1.000.000.000



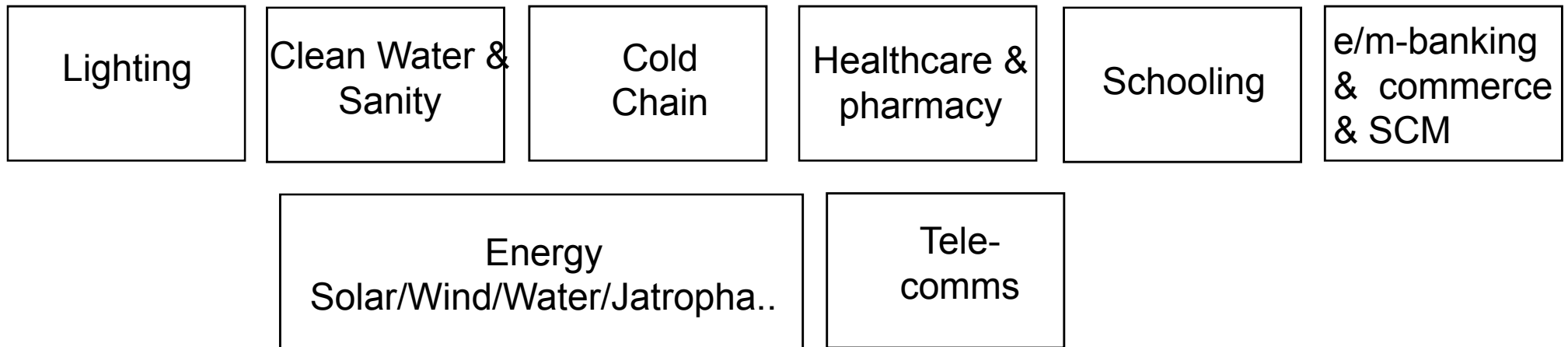
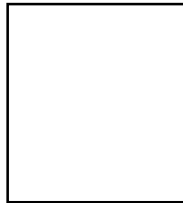
?



How to solve the problem?

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Customization to Village needs



Key Principles:

Cross the river one stone at a time

Modularity and mass customization

Open interfaces and standards wherever possible

Platform enabling open innovation in emerging markets

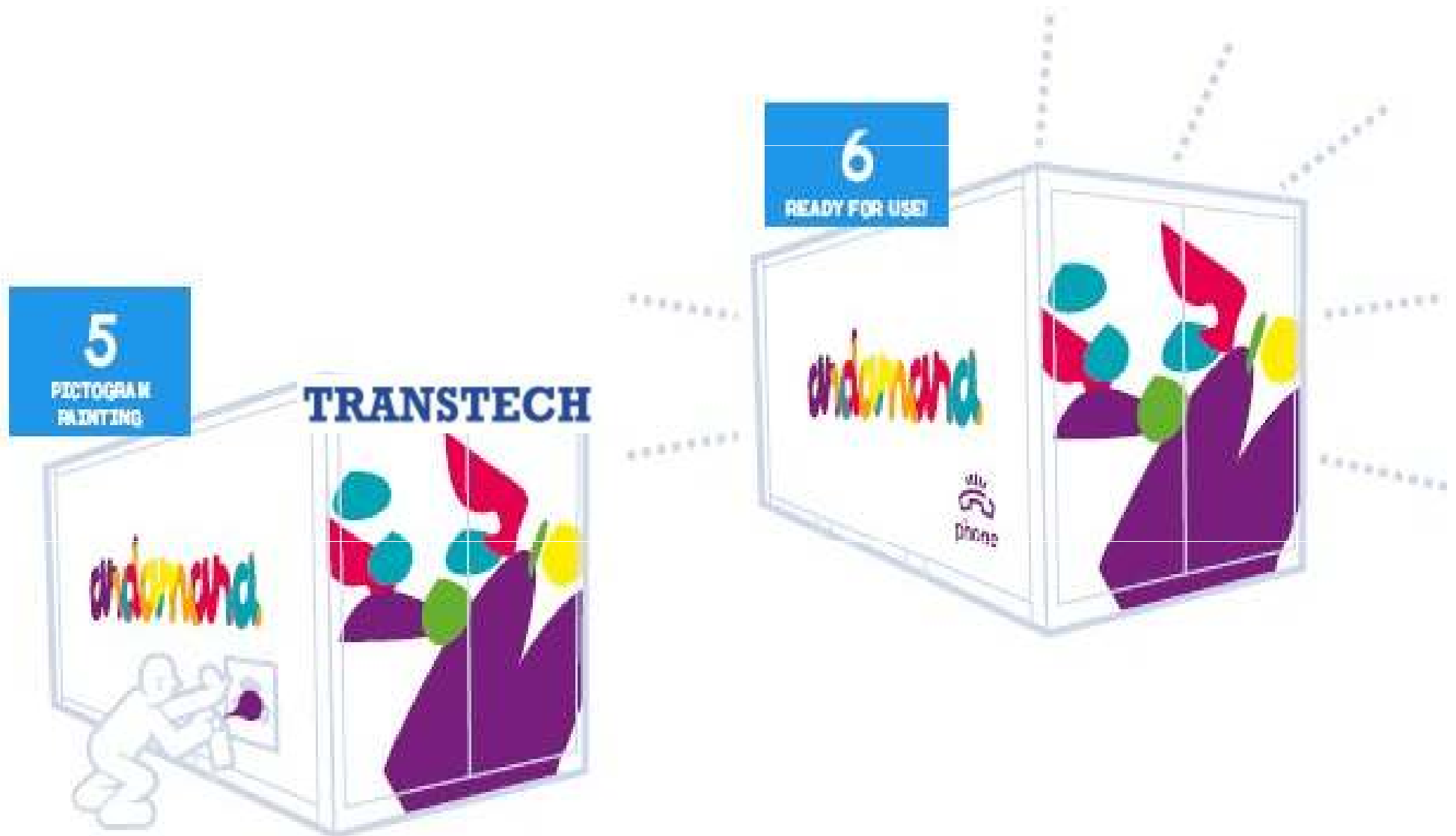
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Andamana Promise for the villagers: Better life

- **Energy**
 - Light (switch kerosene oil to LED lights!)
 - Electricity (switch cheap battery radios and cheap batteries!)
 - Clean water and sanity
- **Telecommunications (of course needs to happen in cooperation with mobile operators)**
 - Connections with family & friends
 - Market information
- **Electricity + Telecommunications enabling:**
 - E-commerce – **work**
 - Banking – **money**
 - Telemedicine - **health**
 - Learning - **education**
 - **Entertainment**



Containers – Global Packaging & Delivery Solution



Local Entrepreneurs - The missing link

- Why is rural Africa off-grid and off mobile coverage?
 - No customers? Not true!
 - No money? Not true!
 - Business model mismatch!!!!
- Streams of income for the entrepreneurs
- Crucial role of Governments
 - Enabling change
 - Extending government services to villages
- Crucial role of NGO's
 - Understanding grassroots change

Tanzania: Nassor Ali



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Road ahead; better life for the next billion

- 2009 – First stones; pilot preparations
 - Credibility; start first pilot in Zambia
-create pull; “1000 of these to Zambia!”
 - Building the Andamana.net consortium
- 2010 – Global pilots
 - Building the ways of working together
 - Pilots in different continents
 - Enabling open innovation for emerging markets
- 2011 - Global markets
- 2012 - Global deliveries
- 2013 - Global impact
- 2020 - Better life for the next billion



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It always seems impossible until it is done

Nelson Mandela

“If it works in Zambia, could it work
also in rural Bulgaria or Romania?”

Gerard de Graaf
Head of unit in charge of Lisbon Strategy in Barroso's cabinet



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We go together

- Join Fandamana Tribe
 - Facebook & Twitter groups for Friends of Andamana (until the end of 2009 in invitation mode)
- Contribute as a netizen
 - Open innovation; Develop Andamana.net wiki
 - Create jobs! Through our channel partners purchase products made in villages.
- Do Business with Andamana.net
 - Technology provider
 - Service provider
 - Funding provider (leasing containers to entrepreneurs)
- Give advice
 - How to make andamana work better
 - Recommend players who should join

