

Mobile Technology & Entrepreneurship (in Kenya)

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Afrinnovator | putting Africa on the map.



P I X E L

Simple, useful, usable, smartphone apps

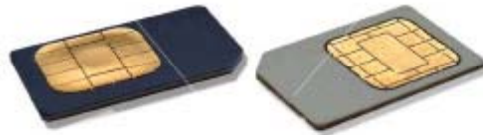
iPhone, Android, Symbian, Windows
Mobile





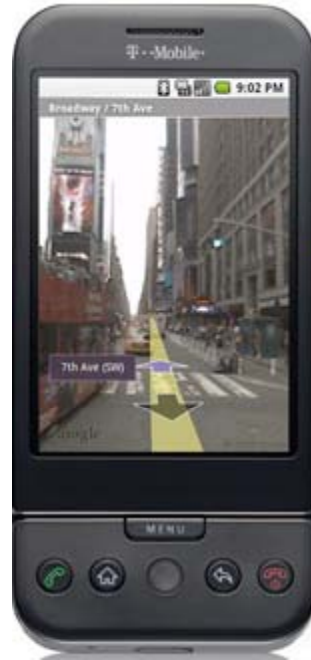
Introducing the computing device for Africa!..





- SMS/USSD/SIM – Value Add Services
- Ubiquity and Simplicity
- User Interface vs. User Experience/Interaction Design
- Limited capability & Service Provider Reliance

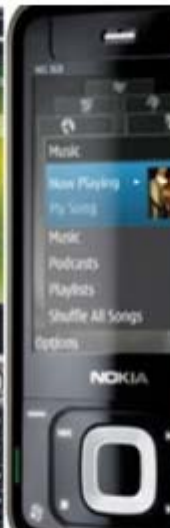




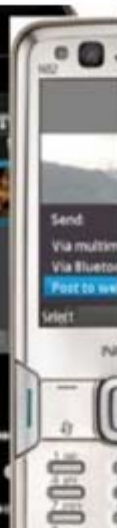
N95



N73



N81



N82



N95-8GB

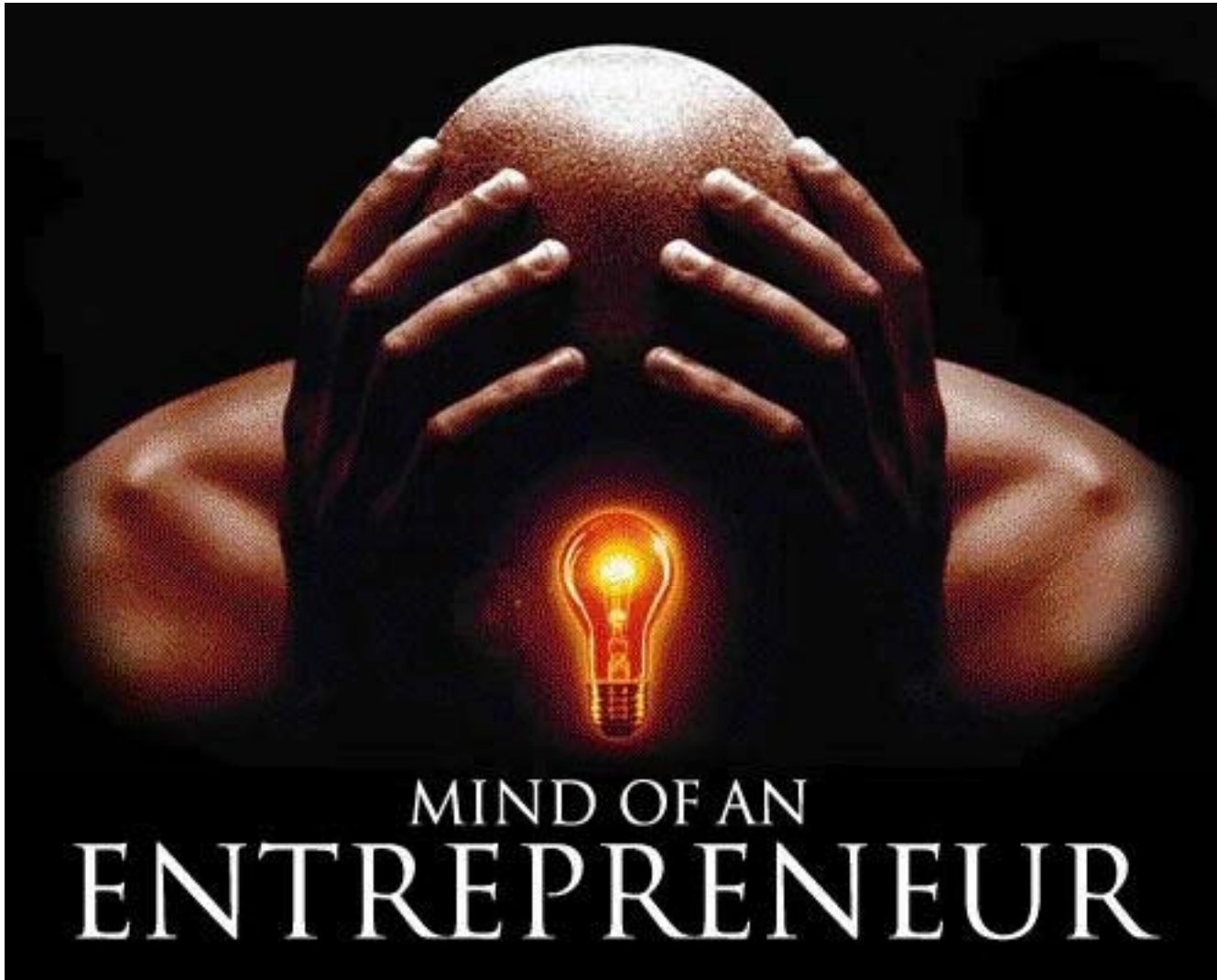


- More resources, greater capability
- Native applications
- Extensive, well documented Application Programming Interfaces (APIs)
- Development hurdles, market etc



Entrepreneurship...





MIND OF AN
ENTREPRENEUR



CREATIVITY CORPORATION

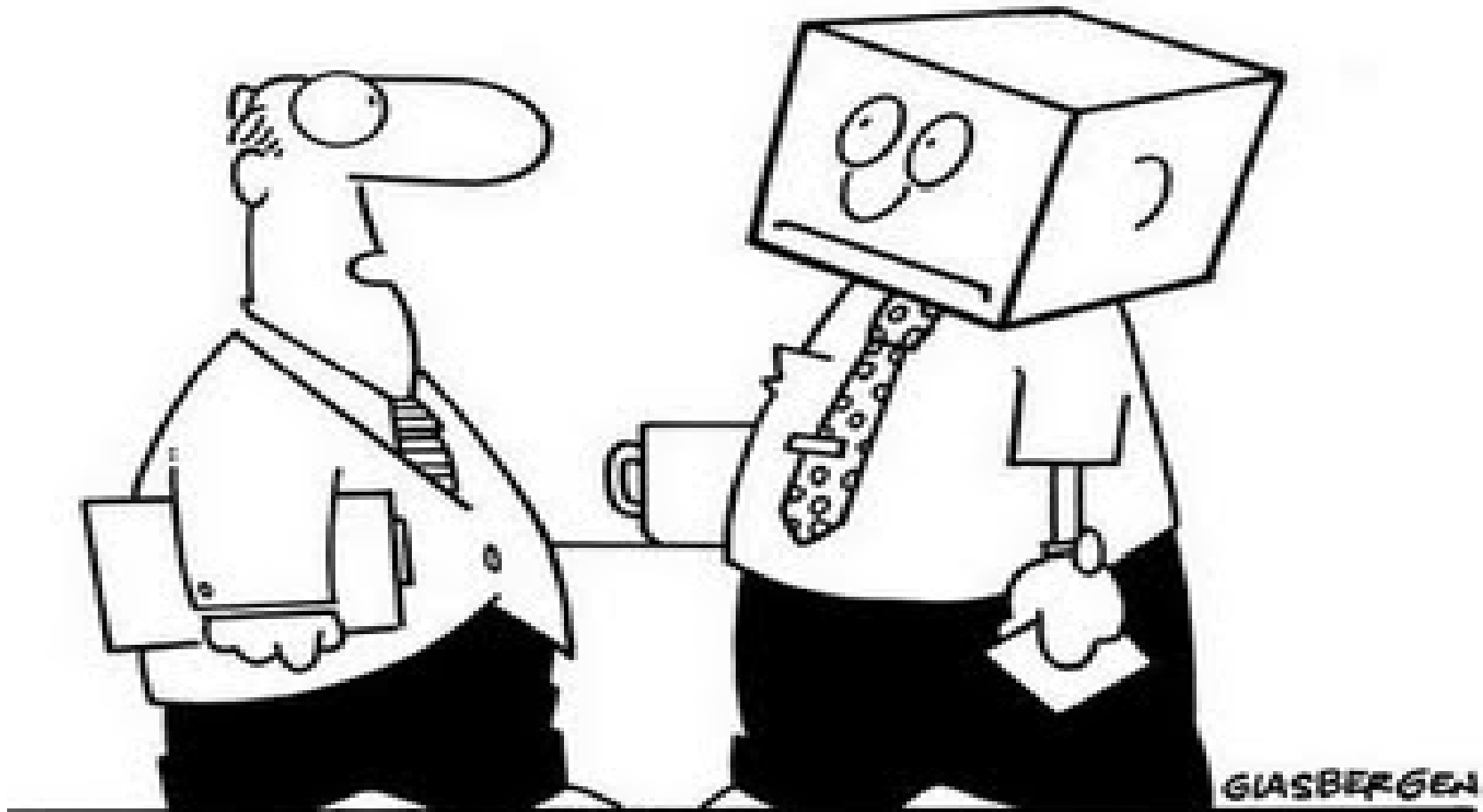
You get back to
that goddamn cubicle
and start thinking
outside the box!



Mr. Fish







**“Thinking outside of the box is difficult
for some people. Keep trying.”**

The GREAT out-of-box thinking test...



If clouds had strings hanging from them...



Creativity Starters by Jean Edwards ©ThinkShop 2002

If I had an eye on the end of my finger....



Creativity Starters by Jean Edwards ©ThinkShop 2002

If my nose were on top of my head...



Creativity Starters by Jean Edwards ©ThinkShop 2002

If there were no moon...

Tech Startups in Africa *won't necessarily* Start in Garages!





How to get from...





to...









A few local hurdles

- Starting a company in Kenya = loooooong procedure
- Lack of very early stage startup (seed) funding
- *Fiber is not all there is to it – the great convergence...*





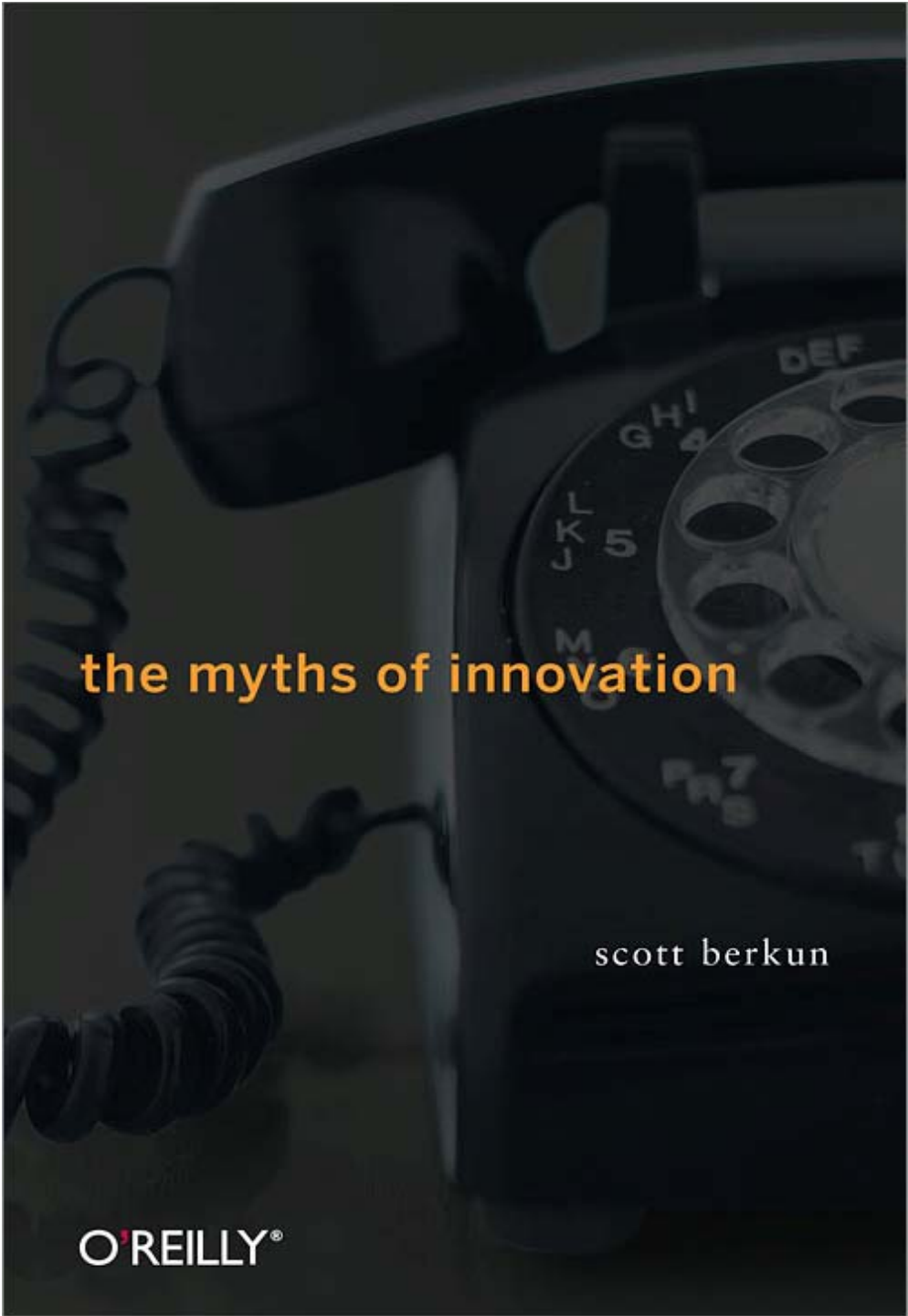
Practically for mobile...

- Pick a platform
- Learn a bit about the OS in general
 - Understand the environment in which your app will run
 - How the OS treats scenarios like multi-tasking
 - Could help with things like performance tuning
- Get the tools
- Learn the APIs
 - Learn as you go – it's easier to pick what you need and learn it when you need it instead of trying to learn all the APIs beforehand
- Design is key for consumer apps

In conclusion

- Know your stuff
- Be Original!!!
- Think outside the box
- Dream!
- Do something you are passionate about –
make meaning
- Solve a problem

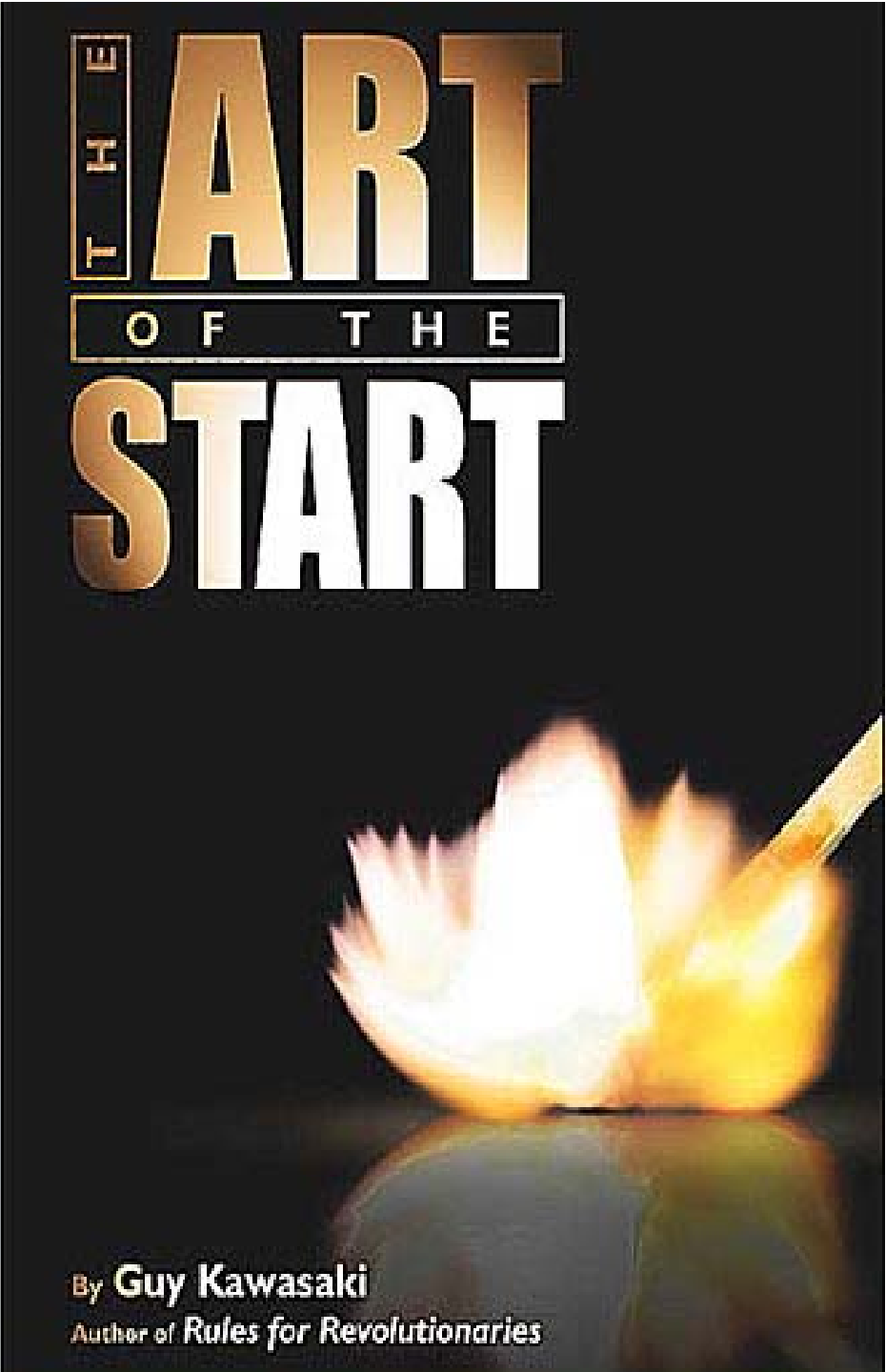




the myths of innovation

scott berkun

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THE ART OF THE START

By **Guy Kawasaki**
Author of *Rules for Revolutionaries*



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