How to bring internet where there is no market?
We called this: The Market Dilemma.
We live in Canada
And our workplace is in Colombia
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
Almost 14.5 million minority ethnic people in Colombia.
Colombian West Coast

A huge jungle, stretching from the border with Panama to the border with Ecuador. 88% Afro, 2% Indigenous.
Utría’s Cove
Chontaduro Fruit
Logging
Village
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:

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

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. In this cases simplicity is usually better than orthodoxy.
3. Second: Build the INFRASTRUCTURE
Our process is easy

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:

First:
Design the right services

Second:
Build the infrastructure

Last:
Release the knowledge
Ours model has grown, matured and strengthened over time.

BUENAVENTURA’S CASE
It was the first Colombian’s E-business community.
It was the first time that the import, export, paperwork could be done from the office using computers.

Foreign trade: It totally transformed the activity of

16 years in operation.
First: Design the right SERVICES
First:
Design the right SERVICES
Second: Build the INFRASTRUCTURE
Second: Build the INFRASTRUCTURE
Last: Release the KNOWLEDGE
It was the first program that put internet and computers in Colombian public schools.
16 years in operation.

65,000 children have benefited to this day.

It became the national model and 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
First: Design the right SERVICES
Second: Build the INFRASTRUCTURE

1. Concentración Escolar San Rafael
2. Concentración Escolar San Jerónimo
3. Concentración Escolar San Francisco de Asís
4. Concentración Escolar Francisco I. Madero
5. Concentración Escolar Juan de Zumárraga
6. Concentración Escolar Padre Toribio de Mogrovejo
7. Concentración Escolar San Martín de Porres
8. Concentración Escolar San José María de Calasanz
9. Concentración Escolar San Simón Bolívar
INFRASTRUCTURE
Build the Second:
Infrastructure

Second:
Build the Infrastructure
INFRASTRUCTURE

Build the Second:
Laste: 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