

## SOCIAL ENTREPRENEURSHIP AND ICT: BUSINESS AND HUMAN DEVELOPMENT IN THE CARIBBEAN

**Abstract:** The role of entrepreneurship and businesses as a vital force to improve the quality of life of all society members. Opportunities created by inequities and new conditions and the potential of the bottom of the pyramid market. Access to funding, formulation of strategies and business plans. A practical approach to the potentials, risks and best practices on using ICT as tools to empower small businesses and entrepreneurs to be successful, grow and generate a positive social impact in their immediate environment. Based on research done by Stanford University sponsored by Google and Reuters and field work in over 12 Caribbean and Latin American countries.

**Key-words:** Research and development. Information and Knowledge Society, Entrepreneurship, Caribbean innovation ecosystem, incubators, technology parks. Competition, resources, capacities.

### I. HUMAN DEVELOPMENT AND SOCIAL ENTREPRENEURSHIP (3MIN.)

- 1.1 Human Development and Innovation.
- 1.2 The role of the Entrepreneur in Human Development.
- 1.3 The Social Entrepreneur.
  - The Difference between Social Entrepreneurs and Non Governmental Organizations.
  - Advantages and potentials of the social entrepreneurs.
  - Disadvantages and risks faced by the social entrepreneur.
  - Resources available for the social entrepreneur.

### II. ICT AND HUMAN DEVELOPMENT (3MIN.)

- 2.1 Human Development in the Knowledge Society.
  - Social, Cultural, Educational and Economic Processes and Stakeholders.
  - Paradox of the Good Middleman.
- 2.2 ICT for Development 2.0
  - From information to knowledge.
  - From communication to action.
  - The potential power of swarms and flocks vs. the limited power of organized structures.

### III. ICT AND SOCIAL ENTREPRENEURSHIP (3MIN.)

- 3.1 A Conducive Local Environment for Entrepreneurship and ICT.
  - Role, challenges and needs and potential of Universities, Business, Financial and Public sector.
- 3.2 Potential and Benefits of ICT for Social Entrepreneurs.

- Access to Funds, Resources and Partners, Developing Entrepreneurial Spirit and Capacity, Access to New Markets, Access New Providers and Competing in Global Markets.

### 3.3 ICT, Entrepreneurship and the Last Mile.

## IV. THE BOTTOM OF THE PYRAMID (BOP) (2MIN.)

---

4.1 Market Size of the BOP: 4 and 1 billion people earning under US\$4 and US\$1 a day.

4.2 High Margin/Low Volume vs. Low Margin/High Volume.

4.3 The Caribbean Pyramid.

## V. THE CARIBBEAN TODAY (2MIN.)

---

5.1 Where we are today:

- Unemployment, Human Development, ICT, Research, Development and Innovation.
- Entrepreneurship.

5.2 Unmet Social Needs and Unattended Market Opportunities:

- Endemic Social Niches: Disabilities, food, education, transportation, communication, transactions, disaster prevention and recovery, health.
- Global Niches: Media, convergence, financial services, data processing, data mining, digital security, geographical information systems, software development, digital content development, mobile content development, e-commerce, partial outsourcing.

## VI. A SOCIAL ENTREPRENEURSHIP NETWORK FOR THE CARIBBEAN (1MIN.)

---

6.1 Available Resources: Technology and Headquarters available.

6.2 Benefits.

6.3 Roadmap.

## THE SPEAKERS

### LUZ INMACULADA MADERA

---

Vice-President of Internationalization and Cooperation, Universidad APEC, Dominican Republic. Doctor in Pedagogic Sciences (Universidad de Camaguey-Universidad de Oriente), Doctoral candidate on Informatics Engineering, Information and Knowledge Society (Universidad Pontificia de Salamanca, España). University Management (Universidad de Camaguey and Universidad APEC). Expert on University Planning and Social, Cultural and Educational Projects Management (OEI-UNED). Regional Integration and International Economic Relations (Universidad de Barcelona). Master in Management and Productivity, Post-degree in Higher Business Management (UNAPEC). Major on Education and Social Sciences (Universidad Nacional Pedro Henríquez Ureña).

Email: [luzi@educar.org](mailto:luzi@educar.org). Tel: (809) 707-9051.

Universidad APEC : Av. Máximo Gómez #72, Santo Domingo, República Dominicana. Tél.: (809) 686-0021. Fax: (809) 685-5581.

## CARLOS MIRANDA LEVY

---

Information and Communications Technology (ICT) Consultant with extensive experience in ICT strategies for social impact in 18 countries and in the creation of successful Internet initiatives. He was recognized as one of "Latin America's 20 Most Influential People on the Internet" by CNN in 2000; invited as a fellow to Stanford University's ICT and social entrepreneurship Digital Vision Program (<http://reuters.stanford.edu>) in 2004; and awarded the Google Developing World Scholarship that same year. Has done research on Public ICT Policies in the Caribbean for United Nations ECLAC and on ICT in Higher Education for the Caribbean Knowledge Learning Network.

Email: [carlos@educar.org](mailto:carlos@educar.org). Tel: (829) 855-4740.

## ABOUT SOCINFO

---

Socinfo is a collaborative research group, consulting team and think tank on the new opportunities for Human Development enabled by Information and Communication Technologies (ICT). Its multidisciplinary staff has done extensive research, formulated strategies and engineered a significant number of initiatives in English, Spanish and French, including field work in over 15 countries in the areas of:

- ICT for Development.
- Social Entrepreneurship.
- Open Content and Collective Intellectual Property.
- Social Networks and Virtual Communities.
- Collaborative Learning and Education.
- Formulation of ICT Strategies.

SOCINFO : Ave. Bolívar esq. José Desiderio Valverde, Torre G-32, Santo Domingo, Rep. Dominicana. Tel : (829) 855-4740 [www.socinfo.com](http://www.socinfo.com).