

STARTUP POOR

REPORT 1

**THE REVOLUTION – HOW THE RICH
ARE GIFTING THE POOR THE MEANS
TO ENTER WORLD MARKETS**

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PROGRESS OF A STARTUP FIVE

Posted in [Uncategorized](#) by [ianamor](#) on July 28th, 2008

Currently we are negotiating with a number of students from whom we will select some to run blogs and others input ideas.



STARTUP-POOR, HOLE IN ONE RESTAURANT CHAIN, L

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- An innovation to help people on low incomes increase their assets and wealth.
- A system to enhance their employment prospects in the marketing and IT sector.
- A system to enable poor people start a business marketing globally, using digital products initially.

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Research Internet marketing education and investment criteria for startups. 1999 – 2009.

Opening World H.Q to help poor startup enterprises, in Mian Channu Punjab – October 2009.

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SUMMARY

Many people are poor because they are excluded from world markets and the benefits of exchange rates. My innovation is to offer a free user online resource so they can

- a) start online business and/or
- b) enhance their CV/personal profile and marketing skills, greatly increasing their employment prospects.

In many countries only a small percentage fully understand effective internet marketing.

Using a) free web space and free enterprise education gives the students knowledge to build a customer base at nil cost - using Lead generation digital products which are researched and collated from free resource or public domain. - b) The Start-Up Poor system gives free education on internet marketing and product development parallel to attaining real world skills by editing a blog involving research, writing, aggregation, image manipulation, animation and the development of a personal multi-media profile. The skills listed above plus the possible transfer of a database and traffic would interest employers seeking employees with real initiative and of immediate benefit to their company.

Anyone can use the system, and start to test their ideas within 15 minutes; see: 'User Manual'

PERPETUALLY POOR

Very often low income families or individuals inherited their circumstances and a vicious circle begins. The poor person may have little money for education resulting in “a severe restriction of a vision of possibilities or opportunities“.

Hence most, if not all, their lives exist on “survival strategies”. With drink, food, self-made shelter or renting accommodation dominating their thinking. Many young people in this situation long to have an education, if only a basic one. If they have a business their profit margins do not allow for much investment to progress the enterprise or develop marketing knowledge to help increase profits.

One of the most fundamental problems facing low income families is a business model which is increasingly difficult to sustain. That is the selling of physical products which need transportation and suitable storage. Increase in population, therefore much more competition; climate change affecting the weather and directly crops plus degradation of water sources or fuel resource means for millions of low income families, life is getting more difficult and less sustainable. Many arrive home too tired to study even if they had educational material.

In essence, “the poor are poor because they are poor.”

Will this always be so? What is the practical alternative?

Despite the trillions of Government aid and the wonderful work done by NGO's and volunteers over the decades. Plus the introduction of development project, micro loan schemes etc . There are more poor and enslaved now than at anytime in history.

This is a time when there is sufficient food to feed everyone. The amount of food thrown away in the West daily would feed the worlds poor. A recent survey in the UK suggests every household throws out 12 - 15% of food, much of which is still edible.

The problem is a moral and administrative problem with the established top down distribution of help to the poor is a seriously flawed “business model” and it does not work effectively. For the reason why, read: ‘White Man burden’ by.....

To state the obvious - If we keep doing the same thing, we will get the same results.

There needs to be a radical change in the way intellectual and physical resources are used. An amalgam started with a different business model including the convergence of new technologies and the previously unthinkable using intellectual capacities of low income families. When poor people are asked what they want, in essence they say :-

- Control over their lives
- A means of generating income
- Extra money for education/health

Many problems could be solved if we can bypass the need for physical products to be produced and transported.

My innovation does exactly that by harnessing the trained intellectual capacity of low income students to make and sell ideas in digital form. Ie E Books, reports, market research surveys, data

lists, DVD's, CD's, software tools, website hosting, product licenses, training, programs, sustainable farming methods; 'How to do It' ebooks on local ecology: History: Crafts: Fauna etc.

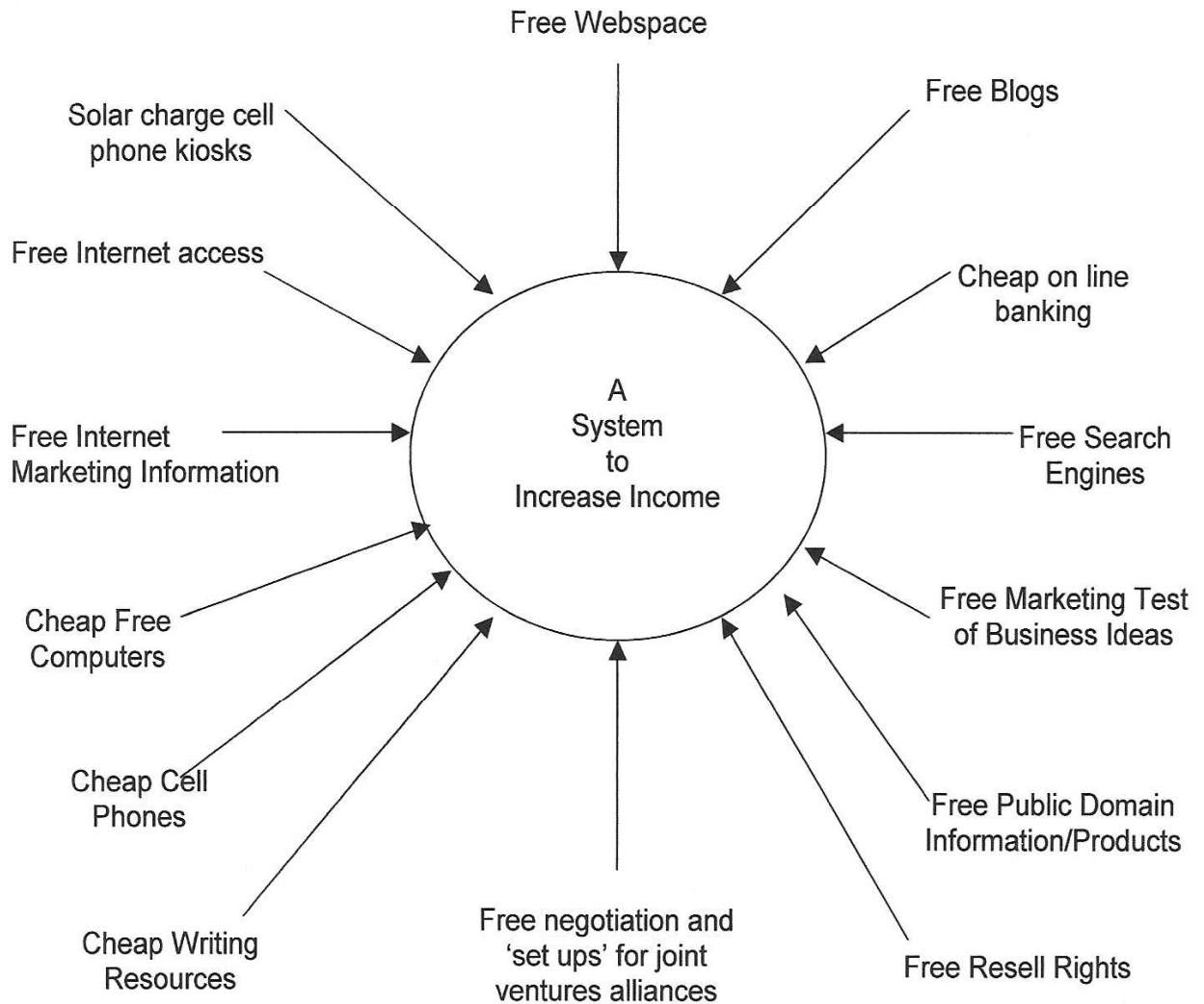
These alternative invisible products remove the greatest problem the poor have, namely inability to exchange labour time into a progressive adequate income. There is only a certain number of pots, mats or other craft products that can be made in the time available.

This is why the United Nations defines poverty not only as "lack of income but also as the inability to meet basic and social needs, the feeling of powerlessness to break out of the cycle of poverty...."

The obvious question is "how can a person with low income access and afford the technology needed to bring about such great change?" How can he/she be educated effectively?

We are currently in the midst of great changes which is bringing a convergence of various elements including the means to start a revolutionary type of system and different protocols to channel aid direct to the poor with the latter, for the first time in history, on the cusp of controlling their own lives by being able to generate income derived from global markets.

CONVERGENCE IN DIAGRAMMATIC FORM



There is a convergence happening which will give everyone opportunity to “speak to the world”.

The trend is inexorable leading to ever cheaper technology and amalgams to include even the low

income groups. (See 'The World is Flat', by Thomas Friedman)

In general we tend to see the above elements in isolation but fail to appreciate a global application with the idea of the poor using their intellect to generate income, in a way 98% of rich don't understand, seemingly improbable.

How and what will bring this about?

INCOME GENERATION FOR THE POOR

The commission on growth and development recently conducted a two year study in to the best ways of lifting billions of people out of poverty.

The report chaired by Nobel prize winning economist Michael Spence concluded, "Fast sustained growth is the surest way to free a society from poverty".

It said developing countries can prosper despite rising food and energy prices if they adopt the right strategies including embracing world markets, fostering education with high quality administration.

China, India, Oman, Malta, Singapore and Korea have already lifted millions out of economic misery.

In a fast growing economy it only requires a few successful entrepreneurs to increase their wealth to benefit local communities. This is because their disposable income has a cascading wealth effect.

By engaging local services and buying consumer products eg, education, tourism, business

services, and demanding specialist foods, tailoring, cleaning, electrical goods including computers, cell phones, televisions etc.

It effects the local and global economy. Almost all those on fast growth incomes buy higher quality products and services immediately in line with their wealth. A ratio of one wealthy individual to one thousand poor can lift their income levels out of the poverty trap.

In figures this example illustrates the point.

Example:- One entrepreneur with disposable income of £20,000GBP can indirectly help 1,000 on low incomes @ £20 per family.

Many families in Pakistan, for example, would be lifted out of poverty with an income of 2660 rupees per month.

In reality there would likely be 10 businesses generating the £20, 000 but the results would be the same.

Many Government agencies and NGO's have introduced enterprise and education programs with varying degrees of success. See next billion.net, businessflightspoverty.org, plinit.org and global giving.org. But almost in every case it has been at a local level with the need of grants, micro loans or the full support of charitable organisations. In the 13 countries mentioned in the report the main thrust is for Governments to stress enterprise and business start up education as the main means of solving the problem of helping the poor out of the poverty trap. With an obvious degree of success.

This top down strategy has been tried but has failed in **QUICKLY** increasing poor incomes globally.

(The main reasons are documented in White mans burden)

The present strategies and protocols have three serious flaws, that no amount of money will rectify unless there is a radical change of thinking and new strategies are adopted. The poor must be given what they want namely, 1. A means they themselves can use and control to generate wealth. 2. Opportunity to learn how to do so. 3. free at point of local access.

If the poor can be gifted these three things by the rich there is real hope of global transformation and accelerated incomes for a much higher percentage of the worlds poor.

The next section suggests how this gift can be implemented.

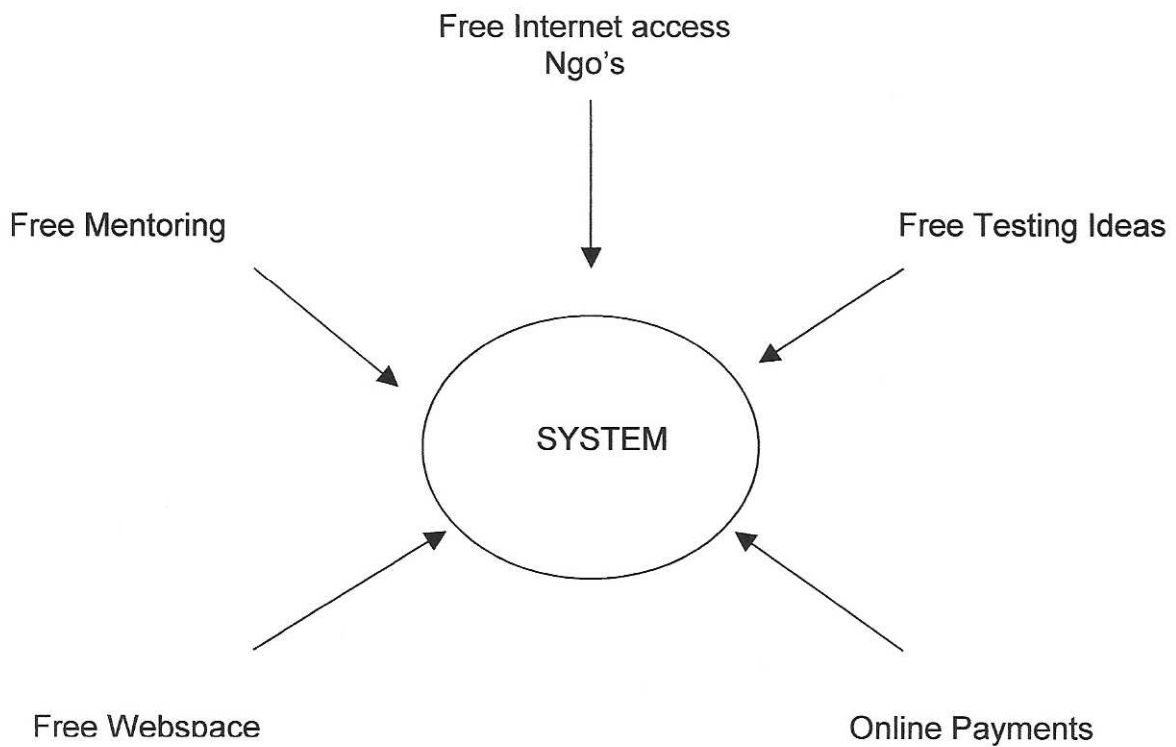
The Key to Income Generation for the Poor

The Commissions report includes three words which gives us the key – **WORLD; MARKETS, EDUCATION.**

If low income families can gain sufficient knowledge on how to enter world markets, develop products or services at nil initial cost they are technically on a level playing field with everyone else, with economic progress under their control. (See the Earth is Flat)

We now need to produce a system to make this possible.

ESSENTIAL ELEMENTS NEEDED BY POOR



All five elements need to be available free to customers and formulated into a free user amalgam which offers all the resources on one online platform, except access point, which will initially be those NGO's offering free internet access. (Or if a low income person can afford the fees, Internet cafes.)

The online resource offers free online information on how to start and run an online enterprise (irrespective of the type of business it will become, including service industries). Free website space to test ideas and then process them to trading entities. (See free starter on testmyidea.com)

All products will be digital, initially no matter what business model is finally used. Eg, A seller of reptiles sells a report on the worlds most poisonous snakes as a lead generator. Digital products can be in many forms - DVD's, video reports, surveys, ebooks, software tools, newsletters.

These can be used to gain a customer list to market to.

Because few of the poor can, at the moment, access the internet, the starting point for the income revolution would be the NGO's or schools, (an increasing number receiving computers from charitable organizations). The schools are interested because all the organisations approached will be offered free mentoring/ sponsorship /internship for a selected student (ideally two or three).

This brings immense benefits to schools/NGO's? They have additional staff who are trained to teach succeeding students the eco enterprise.

THE INNOVATION

In a nutshell: Teach low income families how to use the free resources on the internet to research, collate information and sell/resell digital products mainly to the developed world.

The system suggested here is based on well established business models. For example - on Ebay millions of digital products are sold everyday.

Google - Income based on free search giving traffic, part of which buys digital products advertised on the right side of each page.

Click bank - Its whole business is based on the ranking and selling of products formulated from researched information.

To make this revolutionary idea work there has to be a) contact point for training and b) the technology available.

Fortunately there are thousands of NGO's globally run by dedicated people with many supported by volunteers. Some of the organizations run educational courses and many have computers – with an increasing number of companies donating technology and offering free internet access.

We at Start Up Poor have offers of 300 computers per year at the nominal price of £1.00. We have also been offered free server time for hosting websites.

The local NGO's being the first point of contact as most NGO's can have or already have internet access. Many low income families have opportunity if local to an NGO.

My vision is for the revolution to start this way. We have an alliance with the 'Uganda entrepreneurs and business foundation'. A charity which is running a pilot project to test the system. As the NGO's are a point of contact for the low income families access to the internet, it logically follows it is also ideal for teaching how to develop digital products and market them on the Internet.

One factor which greatly helps the lower income groups is the exchange rates of currency. By selling products to mainly western markets a seemingly small income in western eyes is in reality for the poor a large increase.

E.g. - one report sold for \$37 would be enough to feed a family for a month in Bangladesh.

One back end product high quality, high perceived value selling at \$300 (not an unusual sum) would enable a lower income family pay for the education of their children if only one product was sold per month.

THE SYSTEM - MEANS METHODS

The innovation is essentially a way of using the intellectual capacity of the low-income person to learn by a training program how to develop products and use free resources to generate revenue from simple marketing strategies using the internet. Let us now look at this in detail and explain by screen shots how simple the protocol is. See: 'User Manual'.

The best approach is to work through the NGO's especially those with established educational programs.

A student is selected to train as a key worker to eventually teach others. He/she may be a sponsored student or intern. SEE: mbaswithoutborders.com

A computer is given by aid agencies for the students use or the organizations initially. (In practice getting free computers is an easy problem to solve)

The free user (start-up poor.com) supplies free information and mentoring or best case face to face tuition.

The key worker uses free webspace to build his startup, uses his/her business ideas given by SP. His main priority is build content and find his target market - he is given online tools to research. The whole process is real time learning giving the student new skills, including developing information products, how to research, negotiation, selling methods, advertising, alliances, joint ventures.

The training of the key worker (who could be a last year student), may take a year depending on how much internet time is available.

Irrespective of the revenue generated at the end of the training programme the student will have learned new skills and found many contacts plus a whole range of internet marketing methods, all of which will make him a valuable asset to any company when he/she seeks employment.

The key worker will help to finalise the educational programme in the light of local circumstances and the first class of students to use the system.

CONCLUSION IN SYNOPSIS

- There is a need for revolution in thinking and action to help the lower income groups.
- One of the major problems to overcome is how to increase their income with limited labour time.
- The poor need a means of entering world markets without reliance on selling their physical labour or producing physical products.
- With free internet access students can research and collate free information to formulate digital products e.g reports, articles, white papers, videos, DVD's, CD's and software.
- No initial funding incurred by student/poor engaged in the start-up poor program which offers

Free internet access

Free internet marketing information
Free personal mentoring
Eco enterprise education to start sustainable businesses.

- Point of contact and infrastructure supplied by educational NGO's
- Inset program – last year of students college time
- First students on program to be selected to be trained as teachers/keyworkers to run the systems in the NGO's
- First students sponsored by Humbird UK.
- Free '**eco enterprise education**' is to encourage students to build sustainable businesses and produce and invent products and services immediately beneficial to the local community. E.g. www.AMORA8.COM

MAJOR PROBLEM AND SOLUTION

Realistically it is impossible to radically change the way governments and major charities distribute aid, especially when we are suggesting a revolutionary approach to poverty reduction with a bottom up ideology. The start-up poor system needs no new money but a re-direction of resources to build an infrastructure for free internet access centres as point of contact – possibly powered by solar energy stations in remote areas. This approach is already operating in Uganda with solar powered cell phone kiosks supplied by Motorola. A similar system suited for free internet access could be built but not through the traditional charities and aid channels. To change their policies involving thousands of salaried staff with decisions based on top down planning and little 'grass roots' accountability is unlikely.

How can this major problem be overcome if the new approach is to succeed?

THE SOLUTION

The only way is to launch the alternative with very low operational costs (and nil cost to the poor) and let the results induce change.

The startup poor system will be launched in Mian Channu, Pakistan in October 2008.

Testing of the system has started using a Beta version of the testing platform. (testmyidea.com)

Four alliances have been formed in Uganda, Columbia, Bangladesh and Pakistan.

The problem of building an infrastructure is solved by working with these educational NGO's who are willing to test the system. See apnamianchannu.com

The benefits include, free computers, free web space, free enterprise information, free mentoring and in some cases internships for the final years graduates.

By the system producing teachers to pass on the knowledge the NGO's get what they want – more key workers helping raise their revenue generating abilities, benefiting everyone. This is because the NGO's now, have at no cost, a system and protocol for enhancing their students lives in two main ways.

a) Personal multi-media profiling. This builds online a valuable CV enhancing the students lives and greatly increasing their employment prospects. As it includes skills and knowledge on marketing which are highly desired by employers.

b) The opportunity to start a business irrespective of the ultimate type (pure online or land based). Students are given a training website to progress in the real world of internet marketing. – the

skills learned include, ad copy, writing articles, editing blogs, product development and list building. Like all innovations it will take time to become established but the startup poor system has started.

RESEARCH 1999 – 2009

There is an immense body of papers/reports/reviews on world poverty and how top down aid funding can result in ineffective distribution of resources with only a fraction received by the intended low income population: even after earthquake or flood disasters.

It might be more profitable for the academic world to concentrate their minds on a solution to the current mismanagement?

My research is mainly confined to finding a practical solution, an enabler (system), free to people at the point of contact.

The evidence of such an enabler (system) can only come from real world marketing – hence the use of experimental online research platforms 1999 – 2009.

VIEW

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THE RESEARCH GIVES FIRM EVIDENCE IT IS PRACTICAL AND CAN BE OFFERED TO NGO'S IN ANY COUNTRY TO RUN PILOT PROJECTS.



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