

INNOVATION AND TECHNOLOGY DEPLOYMENT FOR THE SDG's

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Innovation and Technology Deployment

Innovation

Mission-oriented
Inclusive
Reverse
Bottom-up
Social
Prizes
Grand challenges
Indigenous



Technology
Deployment
for
Emerging
Markets



“Nearly every problem has been solved by someone, somewhere. The frustration is that we can’t seem to replicate (those solutions) anywhere else.”



THE BUSINESS SOLUTION TO POVERTY

Designing Products and Services
for Three Billion New Customers

"One of the most hopeful propositions to come along
in a long time... original, ambitious, and practical."
BILL CLINTON

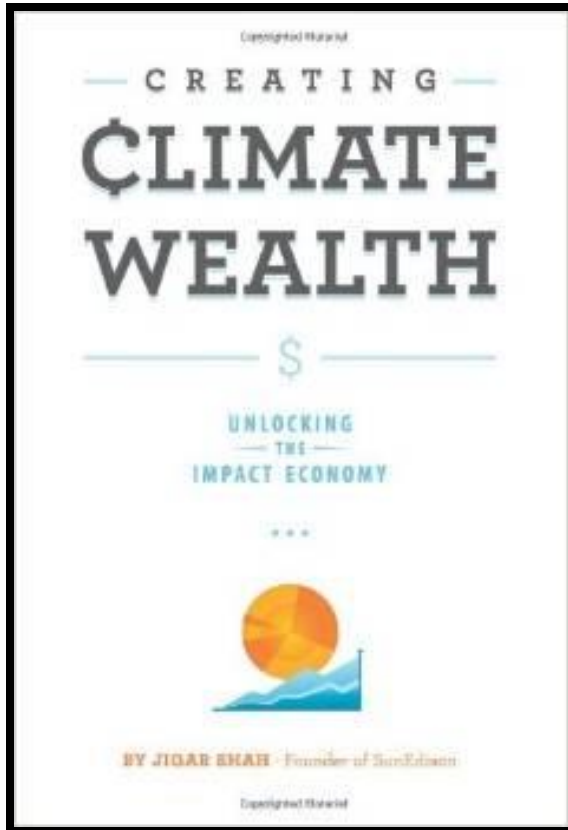
**PAUL POLAK
MAL WARWICK**

**“Scale is the biggest
challenge facing us
today.”**

Paul Polak

**The Business Solution to Poverty
100 Million Customers at a Time**

<https://www.youtube.com/watch?v=b3842v9gX4Q>



“Deploying solutions we have already invented represents the greatest wealth-creation opportunity of our lifetime.”

(Jigar Shah, Sun Edison)

All the Critical Ingredients for Deploying and Scaling are Present in Abundance





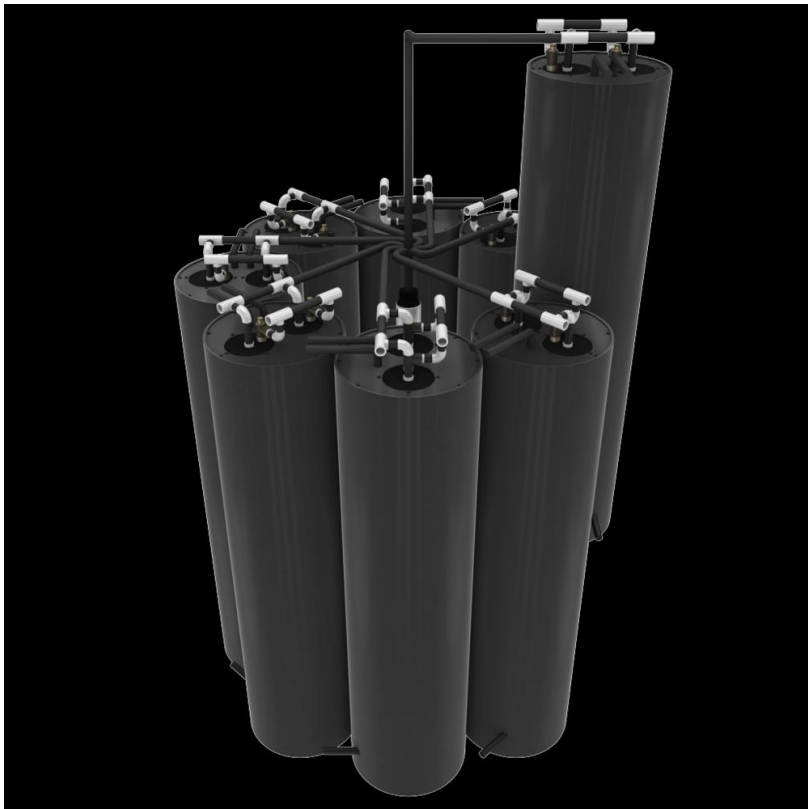
**So why aren't
we doing
more to
promote
deployment
and scaling?**

Challenges Emerging from GSS



- **From billions to trillions to thousands**
- **Need 200,000 micro-grids for SE4All**

How can we scale up the deployment of small-scale distributed solutions?





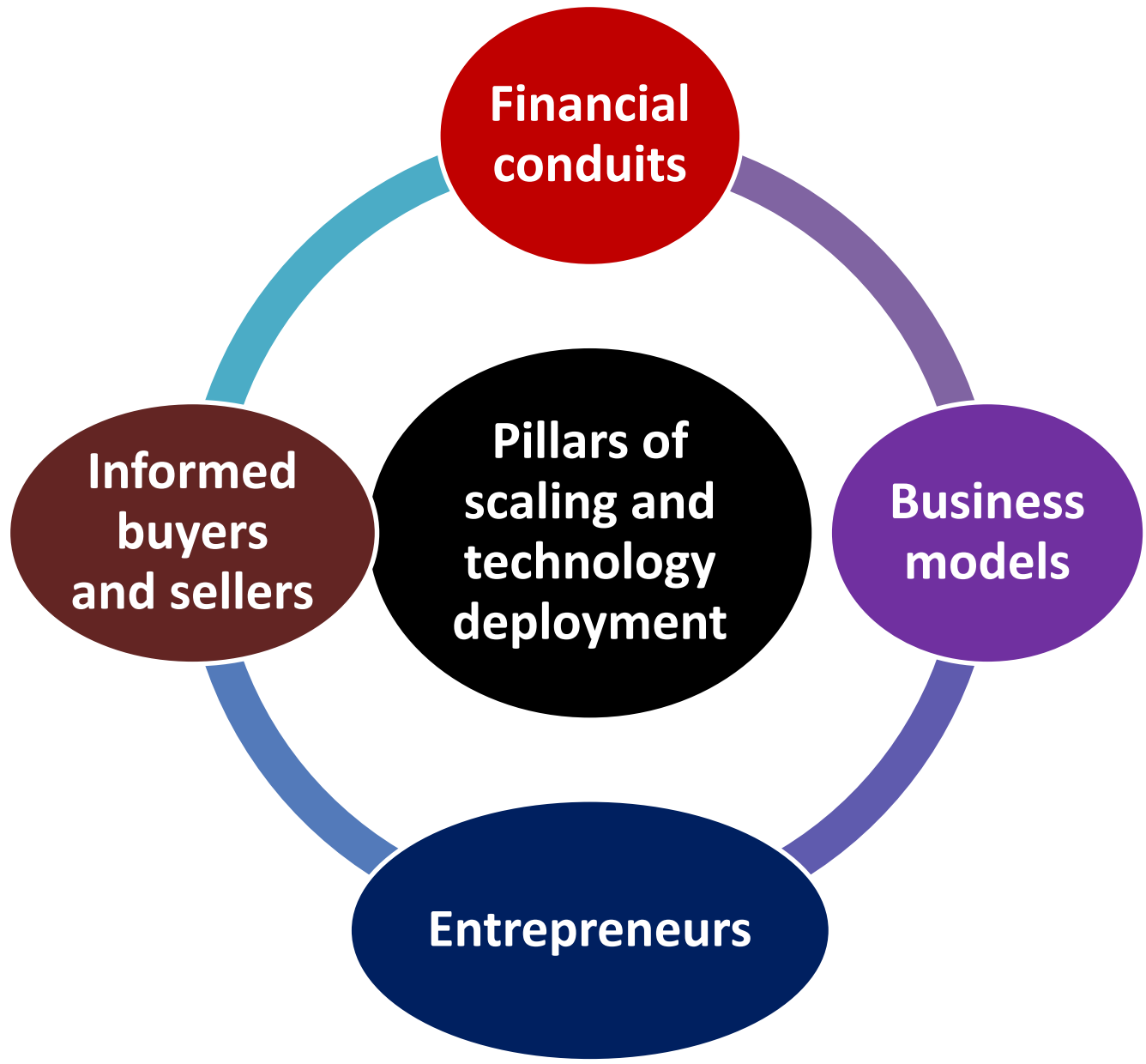


What deployment ecosystems will enable emerging markets to thrive in a world of megatrends, disruptive technology, and new global mandates?

How can we help emerging markets meet their social and economic development objectives by deploying technologies that are already in widespread use elsewhere?

Don't Reinvent the Wheel; Build Systems and Mechanisms for Deploying Existing Wheels







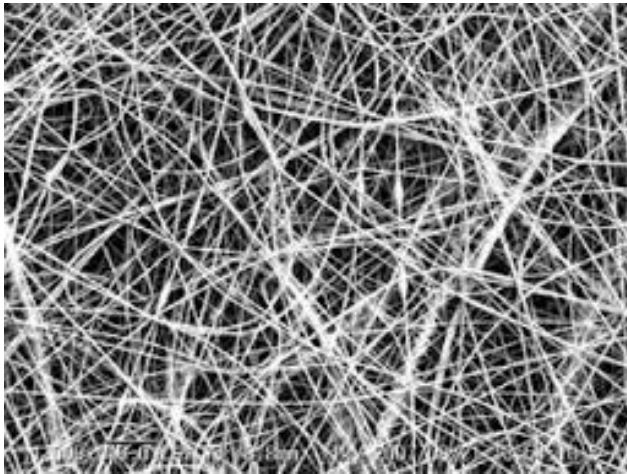
Building a better financial plumbing system

- **Crowd and diaspora**
- **Institutional investors, pension and sovereign wealth funds, insurance companies, foundations, HNWI**
- **Foreign and local; guarantees and co-investment**
- **Blend grants and commercial finance**
- **Large and small projects**
- **Companies that supply technology and companies that purchase technology**

New business models for technology deployment

- **Community investment trusts**
- **Social franchising**
- **Co-op models**
- **Sustainable supply chains**
- **Public procurement**
- **From charity/grants to mission investing**
- **Data bases plus the human dimension of tech deployment**

A PATENT IS NOT A PRODUCT
A PRODUCT IS NOT A BUSINESS



Most "new" technologies are really new combinations of independent technologies that when put together create a new capability by virtue of their synergies.

Bundling technology and developing new business models are critical

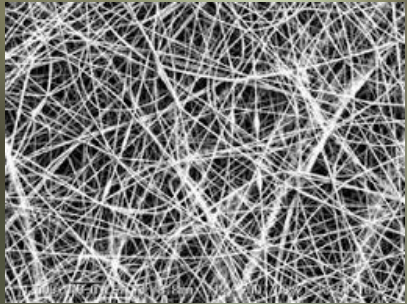
- **Meters**
- **Billing and Payment Systems**
 - **Finance**
- **Installation, Repair and Maintenance**
- **Customers**
- **Products**

- **Market entry strategy**
- **Staff to manage int'l operations**
- **Local Partners**
- **Capacity to arrange financing and pursue int'l expansion**



**We live in a
world of
broken circuits
for the supply
and demand
for technology
and more
databases
won't solve
the problem**

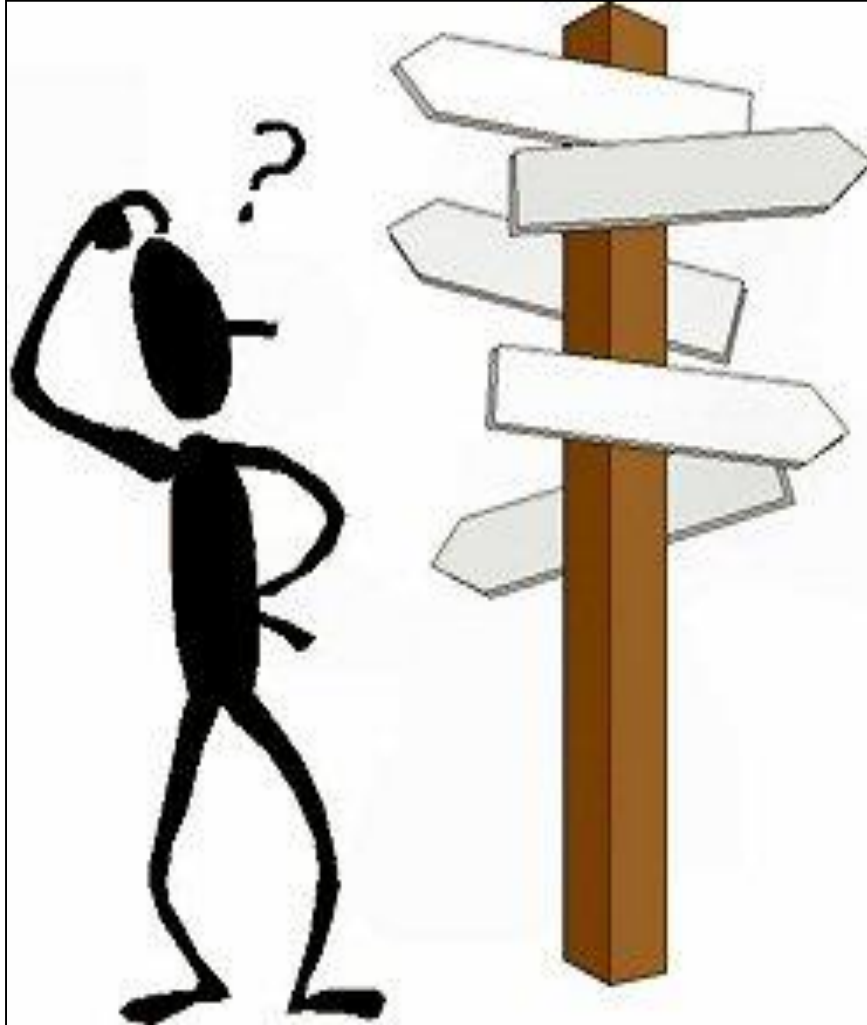
MOST IMPORTANTLY, WE NEED INNOVATION AND ENTREPRENEURSHIP



And better informed buyers and sellers



On the Buyer Side



Countries don't know:

What they need

Where to find it

How to evaluate it

How to bundle it

**How to build capacity
to use it**

**How to organize
businesses around it**

**How to diffuse and
scale it**

Most local companies are too busy struggling to survive. Perhaps they have the capacity to identify needs, but they don't have the capacity to find solutions, evaluate alternatives, and integrate them into company operations.

On the seller side ...



- What do I do and whom do I see when I get off the airplane?
- I don't have the bandwidth to do business in Vietnam, Colombia, and Rwanda
- I sell to the Pentagon (or resort hotels). I don't know emerging markets

CHARTER OF THE TECHNOLOGY BANK FOR THE LDC's

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The objectives of the Technology Bank shall be:

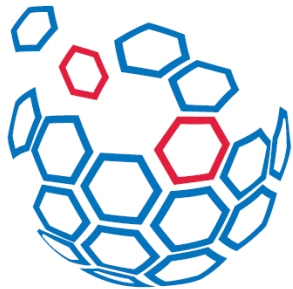
(a) To strengthen the...capacity of least developed countries... to identify, absorb, develop, integrate and scale up the deployment of technologies and innovations... as well as the capacity to address and manage intellectual property rights issues;

(e) To promote and facilitate the identification and utilization of and access to appropriate technologies by the least developed countries ... and fostering the national and regional capacity of the least developed countries for the effective utilization of technology in order to bring about transformative change.

THANK YOU

Alfred Watkins

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**GLOBAL
SOLUTIONS
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