



Promoting Innovation and Entrepreneurship for Inclusive Growth

*Washington, DC
November 15-19, 2013*

infoDev—a global innovation and entrepreneurship program in the World Bank Group—is organizing a workshop on Promoting Innovation and Entrepreneurship for Inclusive Growth.

Key topics for discussion include:

- What is the role of the development community in promoting the start-up and growth of innovative new ventures in developing countries?
- What levels of risk are acceptable when innovating to push the frontier of entrepreneurship promotion programs?
- How can the results generated, lessons learned and models derived by infoDev over the past few years support the World Bank Group's strategies and operations, particularly in the mobile and agribusiness sectors, where infoDev has pioneered interesting new solutions?

The main program will include **two breakfast sessions** and **one lunch session** geared toward a World Bank audience. In addition, there will be a **one-day pitching competition** for mobile entrepreneurs, which World Bank staff are invited to attend, so as to meet and interact with the growth-oriented start-ups infoDev supports around the world. ■



Workshop Overview

Monday, November 18

Pushing the Frontier in Entrepreneurship Promotion

The session will discuss the role of the development community in promoting the start-up and growth of innovative new ventures in developing countries, and the role these enterprises play in equipping countries to compete and thrive in the knowledge economy. Discussions will focus on several aspects, from an assessment of the risks inherent in supporting these early-stage entrepreneurs; to the importance of engaging multiple innovation ecosystem players when devising solutions; to the disruptive potential of technology to lower market barriers for these start-ups. Finally, the session will reflect on lessons learned from infoDev's work in piloting innovative solutions over the past few years, and examine how this can inform the World Bank Group's strategies and operations going forward. ■

9:00-11:00 AM
Breakfast session

Harnessing the App Economy: Integrating Mobile Innovation into World Bank Projects

Mobile access has been linked to economic and social development through locally owned, locally relevant solutions. The session will explore different models of promoting mobile entrepreneurship, including the mHub and mLab models which infoDev has piloted in Africa, Asia and ECA over the last three years. Results, lessons and insights gained from these models will be presented. The session will be followed by a TTL-focused technical clinic on designing mobile entrepreneurship projects. ◆

12:00-2:00 PM
Lunch session



Tuesday, November 19

Growing Agribusiness: Enabling Pioneering Firms

The agro-processing industry has tremendous job creation potential across a range of client countries in Africa, Asia and Latin America. This highly interactive session will explore a newly derived model for accelerating the growth of growth-oriented agro-processors developed by infoDev, namely the Agribusiness Innovation Center. infoDev is now at the cusp of testing this model in four markets in Africa. The session will explore the fundamentals of the feasibility assessment methodology, business model and project design, and will engage participants in deriving key learning questions that infoDev should incorporate into its evaluation and knowledge management framework. ■

Demo Day

Friday, November 15

Meet the Entrepreneurs As They Pitch Their Apps to Mobile Experts

Working closely with our mobile networks, infoDev has invited 15 high-growth-potential mobile entrepreneurs to a week-long Mobile Startup Camp. The camp will offer business training and new ways to refine business models and prototypes.

The Mobile Startup Camp will close on November 15 with Demo Day, where the entrepreneurs will have a chance to pitch their apps before a panel of experts and receive feedback and exposure to a range of stakeholders in the mobile sector. ■

