



**Pent-up Disruptions:
Communications in the Era of Emerging Economies**

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Let my People Go!

pent-up

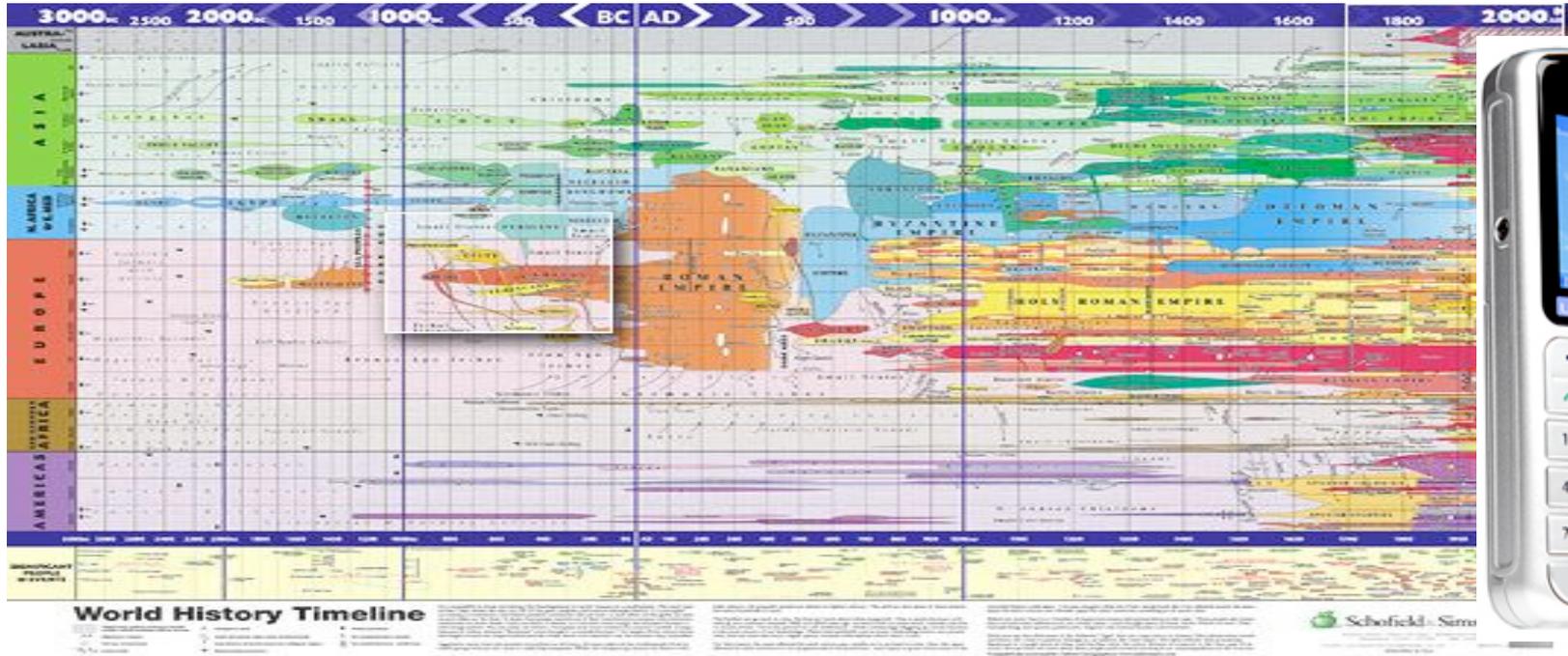
adj.

Not given expression; repressed
(The American Heritage Dictionary)



- Repression
 - Irrespective of time or geography, **repression is a constant in human relations**, leading to segregation by class, caste
 - Currency that the few have used to contain the **curiosity and entrepreneurial energy** of the majorities
 - Takes a wide array of forms, from the physical, concrete (**bondage, incarceration**) to the subtle, intangible (**omission, deceitfulness**)

Cellphones as Liberators

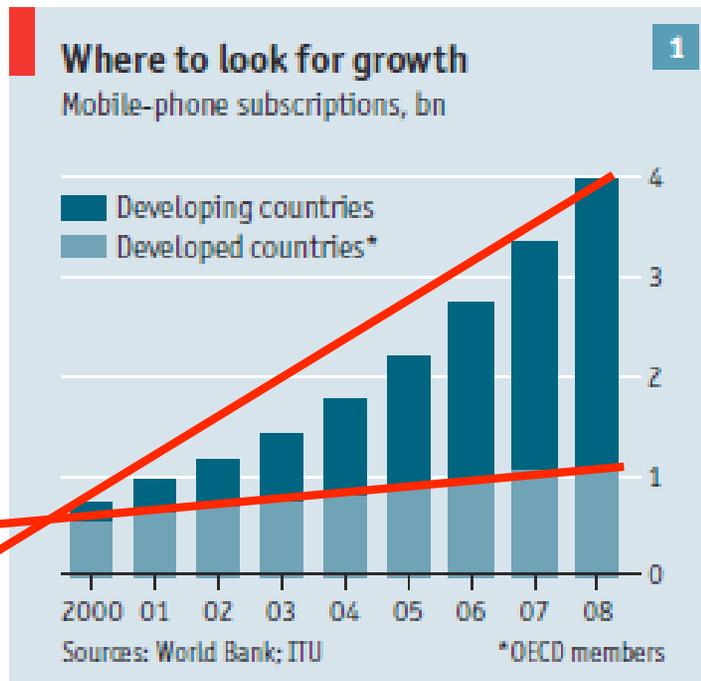


- The **advent of the mobile phone** is an event of socio-economic significance beyond anyone's expectation.
- History's **single greatest catalyst** for liberating the repressed energy of the dispossessed



Hear and be Heard at BOP

- Demand to hear and be heard at the bottom of the pyramid is the **single greatest pent-up market force to come into the industry during the last ten years**

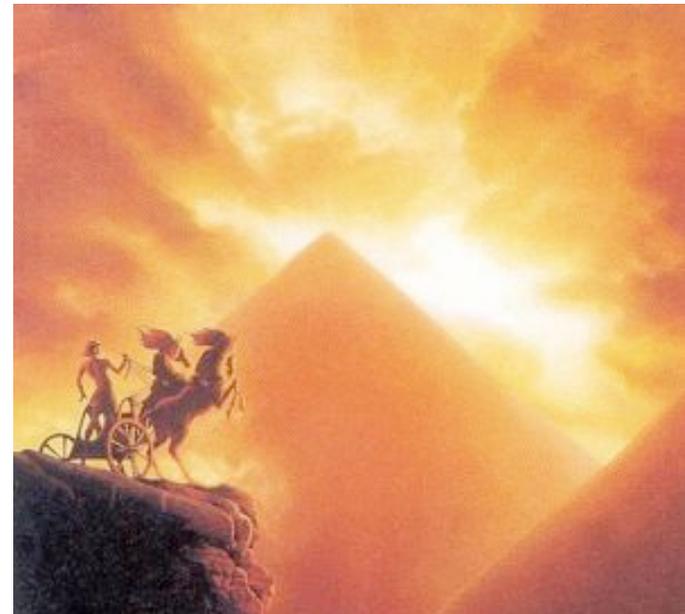
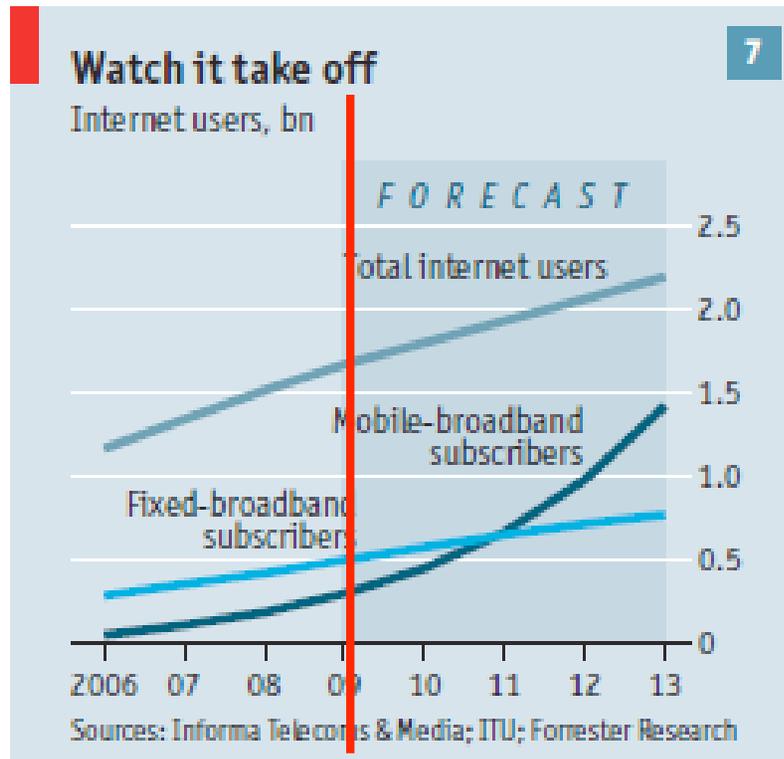


Source: *The Economist*



Connect and Be Connected at BOP

- Demand to contribute, collaborate, create, learn, teach, trade, pay and play, via mobile broadband from the next billion(s) will be the **greatest pent-up disruption to come in the next ten years**

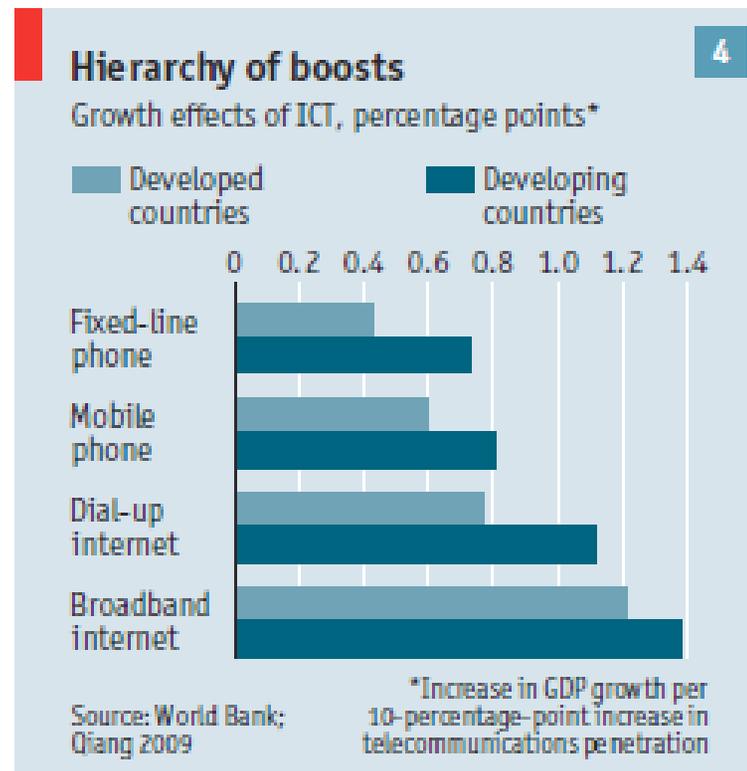


Source: *The Economist*

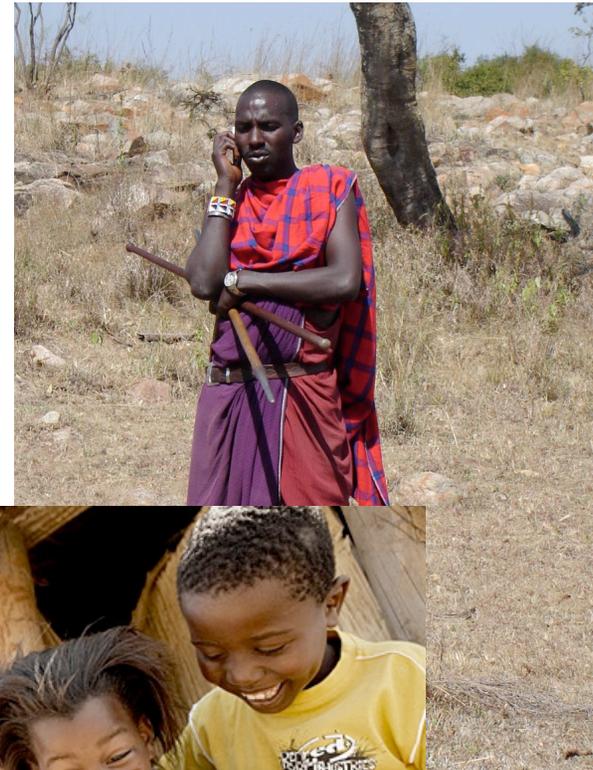


Liberty and GDP

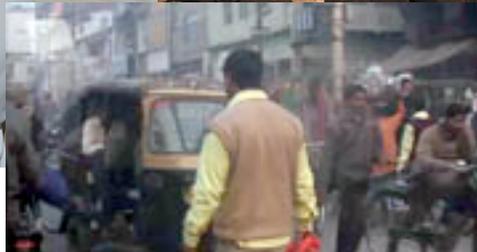
- The advent of ICT, especially cellphones, has commenced a long process of social, economic and intellectual development for low-income people at the bottom of the pyramid (BOP)



Imagine a World



Explorations of the Next Billion Network



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