

Pop Up Bus (and Boat) Business Model

Note from Leigh: *This doc is still in Brainstorm Mode, aka Rough Draft*
Updated August 18, 2014

HOW POP UP BUS CAN GENERATE FUNDING:

The goal is for youth to access Pop Up Bus free of charge.

1 – The interiors of some Pop Up Buses can be transformed/repurposed into VIP event spaces where speakers present topics of interest to the local community in return for an entry fee. Ticket prices would probably be high and speakers would be well known for leadership and vision. While the bus is stationed in a community, certain times would be closed for these VIP Learning Sessions. At all other times, the bus is open for youth training and aid.

Examples: IDEO, Chelsea Clinton, Blake Mycoskie could present topics around design thinking, healthcare, one-for-one successful models, etc. All proceeds go to Pop Up Bus maintenance.

2 – Pop Up Bus could host an annual event where Pop Up Bus Facilitators and partners share valuable in-the-field observations, milestones, data analysis, and local, regional, and global goals. The goal of the event is to generate money, vs breaking even. Partners, philanthropic companies, and other potential investors could buy “space” to either speak or for a booth.

3 – Sharing valuable field data collected in Pop Up Bus communities with companies/organizations seeking the data. World aid organizations have noted there is a lack of data from communities in need, and have called for better data sharing amongst organizations.

4 – Tech giants who are currently launching initiatives that aid youth employment (like Facebook’s [internet.org](#)), or who already have successful initiatives in developing countries (like Google and Grameen Foundation’s *Community Knowledge Workers Program*), may be interested in a partnership.

5 – Philanthropic organizations (examples below) and companies with sustainable missions may wish to donate funding in turn for being able to publicize their philanthropic efforts. These companies could brand (or join together to co-brand) the exterior/interior of the bus depending on level of funding contributed. The ex- and interiors of a bus could be branded in some pretty fun, colorful ways that add to the “edu-tainment” (Pop Up Bus Member Rehmah’s term) value.

Pop Up Bus team member Rehmah suggested that advertising space also be offered. Example: If computers are onboard the Pop Up Bus, screensavers could run adverts. If a web-based learning tool, like Pop Up Bus team member’s Delfee, is used onboard, adverts could be introduced there.

Pop Up Bus team member Khin added that companies like Starbucks and McDonald’s may be interested in this model in order to fit with their corporate social responsibility.

There could be a CEDA Pop Up Bus, or an IDEO Pop Up Bus... A TOMS Pop Up Bus with free shoes on board... A Starbucks Pop Up Bus with fresh coffee on board...

6 – “Cross-subsidy. Figure out some other service that compliments the unique skills or offerings of your hub’s team and get profitable from that, use those resources to maintain your hub, use your newfound success and sustainability to invite other partners to the table to help you scale.”

--Source: From an article Pop Up Bus team member Wekesa shared:

blog.appfrica.com/2014/08/13/what-tech-hubs-are-getting-wrong-in-africa-and-how-to-fix-it/

Example: #1 (above) is an example of this. Ie, use the buses and pop up hub leave-behinds as locations for events that require a fee for entry (in communities that can afford this model).

Example: brainstorming, suggestions welcomed...

POTENTIAL KEY PARTNERS

1. IDEO
2. Clinton Global Initiative
3. Bill & Melinda Gates Foundation
4. Google – Google partnered with Grameen Foundation to launch the Community Knowledge Worker’s Program in Uganda
www.google.com/earth/outreach/stories/grameen.html
5. Grameen Foundation – Grameen already has successful programs in developing countries
www.grameenfoundation.org/what-we-do/agriculture/community-knowledge-worker
6. Facebook – Facebook's mobile application internet.org recently launched in Zambia. The app enables "people (to) browse a set of useful health, employment and local information services without data charges." It's an Android app for Airtel users. "Facebook’s deal with Airtel means people using the app will not have to pay data charges for using any of these services." Facebook plans to roll this out in other parts of the world.
7. TOMS – “[Blake Mycoskie](http://toms.com) is the Founder and Chief Shoe Giver of TOMS, and the person behind the idea of One for One, a business model to help a person in need with every product purchased”
toms.com
8. TOMS Marketplace – TOM’s founder, Blake Mycoskie, pulled together a marketplace of humanitarian/do-good companies with similar business models to TOM’s.
toms.com/marketplace

9. Carriers – like Airtel, AT&T, Verizon, etc to provide internet service to developing countries
10. Samasource (microwork) – “75% of women doing microtasking with Samasource move on to better jobs within 6 months”
samasource.org
11. Stepping Stone (mobile learning)
stone.edc.org
12. Fenix International, or similar organizations who can provide solar products, to power mobile tech in developing communities
13. World Bank
14. World Health Organization
15. USAID
16. UN and/or UN-Habitat’s Urban Youth Fund
unhabitat.org
unhabitat.org/urban-initiatives/urban-youth-fund/
17. mEducation Alliance
www.meducationalliance.org/group/mobiles-youth-workforce-development
18. Quite a few other world aid orgs that may be interested in data collected by Pop Up Bus...
19. Brands with corporate social responsibility, like Starbucks and McDonalds – contributed by Khin
20. Community Pathfinders: Youth in each community who indicate dedicated interest in learning and transfer of knowledge to other youth within their community.

Examples of philanthropic organizations who may be interested in partnering based on their one-for-one humanitarian mission.

Source: <http://shopwithmeaning.org/social-good-companies/>

4sight Sunglasses

4sightsunglasses.com

For every pair of [4sight sunglasses](http://4sightsunglasses.com) you buy, they give a new pair of corrective eyeglasses to a person in need. They're all about giving you a clear, tangible way to change the life of a person in need and the world. Thankfully, there is a solution to this problem is simple and well-known: glasses! For these people, a simple pair of eyeglasses is truly life-changing. One billion people around the world lack the eye-care they need to lead normal, productive lives; for these people, a simple pair of eyeglasses is truly life-changing.

FIG Ties

wearfigs.com

Fig Ties is instilling confidence and change by providing one school uniform to an underprivileged child with the sale of every tie. [FIG Ties](http://wearfigs.com) is starting in Eastern Africa, specifically in 105 schools within Kenya and Tanzania. They hope to soon provide uniforms to children all across the world so that kids can get the education they so rightly deserve, one tie at a time.

Warby Parker

warbyparker.com

Warby Parker believes that everyone has the right to see. By partnering with renowned non-profits, such as RestoringVision.org, [Warby Parker](http://warbyparker.com) partners is able to deliver one pair of glasses to someone in need for every pair that it sells, one for one. In doing so, they enable you to share the gift of vision and give them the opportunity to read, to work and to live a fuller life.

One Laptop Per Child

one.laptop.org

OLPC aims to provide each child with a rugged, low-cost, low-power, connected laptop. To this end, OPLC has designed hardware, content

and software for collaborative, joyful, and self-empowered learning. With access to this type of tool, children are engaged in their own education, and learn, share, and create together. They become connected to each other, to the world and to a brighter future.

[One World Futbol Project](#) oneworldfutbol.com

The Futbol, named after Sting's song "One World (Not Three)," required eleven months of prototyping and field testing in Africa, Haiti, Iraq, and elsewhere. Months more of relationship-building and legal work followed, establishing a mission-driven business called the One World Futbol Project. Just five months after its public launch, the [One World Futbol](#) had already been introduced in 59 countries around the world through nearly 100 organizations using sport to resolve conflicts, teach tolerance, and build community.

KEY RESOURCES:

1. Buses
2. Pop Up Hubs – to be run by local youth (Pathfinders); used in developing countries when local hubs/spaces aren't available to rent

Excellent related article from Wekesa, *"What Tech Hubs Are Getting Wrong in Africa (and How to Fix It)"*

blog.appfrica.com/2014/08/13/what-tech-hubs-are-getting-wrong-in-africa-and-how-to-fix-it/

Key takeaway from article: "What works? Cross-subsidy. Figure out some other service the compliments the unique skills or offerings of your hub's team and get profitable from that, use those resources to maintain your hub, use your newfound success and sustainability to invite other partners to the table to help you scale."

3. Form collection software to gather field data
Example: Open Data Kit – “build a data collection form or survey, collect the data via mobile device, and aggregate data on a server and extract it in useful formats”

opendatakit.org

More on ODK: <http://youtu.be/HqqUdfz9Uyc>

More on ODK: <http://youtu.be/IRYzf0Xg3qw>

4. Renewable energy used for mobile tech in developing countries
Example: Fenix International’s *ReadySet Solar Kit*

fenixintl.com/usa-canada/

5. Proliferation of mobile devices in developed and developing countries for mobile-based data collection and training.

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