



Project Number:

Project Title: Caribbean games mobile Portal

Project Short Title: ITU-e-solutions

Start Date: July 2012

Estimated End Date: December 2014

Government Coop. Agencies: Ministries of Communications, Regulatory bodies, Ministries of Education

Implementing Agency: International Telecommunication Union (ITU) and e-solutions

Project Site:

Beneficiary Countries: Caribbean

ITU Project Manager:

SUMMARY OF CONTRIBUTIONS	
A) Project Budget	
Description	US\$
Project Personnel	150,000
Equipment	30,000
Training	20,000
Monitoring & Evaluation	20,000
Miscellaneous and Other Costs	30,000
Total:	250,000
B) Cost Sharing	
USD 250,000	

Brief Description:

This project aims at creating a Caribbean Portal for mobile games which will primarily target Caribbean citizens in the Caribbean and the Diaspora. The Mobile Portal will develop mobile apps for indigenous games and other activities which Caribbean people play or develop as children. These games include hop skotch, spinning tops, downfall, guttaperk, worry, etc. The tools used in developing these games were either making chalk marks in the road or using wood and other indigenous materials. In addition to these games, the portal will also develop mechanism for delivering sport scores on cricket and football, horoscope and ads in SMS messages.

For the	Signature	Date	Name/Title
ITU:	_____	__/__/____	
Partner(s):	_____	__/__/____	
	_____	__/__/____	

1. BACKGROUND AND CONTEXT

The use of mobile phones on a global basis has exceeded the use of the Internet! The number of mobile phones in the world is around six (6) billion. This number is expected to grow exponentially in the future. In the Caribbean the impact of mobile phones has also grown exponentially in the last ten years; with current penetration in most countries exceeding 100%. In Jamaica for example, Digicel has over 2.5 million phones and LIME has 1.2 million. This story is repeated in Barbados both LIME and Digicel the total combined cell phones is in excess of 360,000. There is therefore a market for products which use mobile phones and which have mass appeal to the Caribbean populace.

2. PROJECT OBJECTIVE

- To be the mobile app portal of choice for Caribbean people and the Diaspora,
- To Develop games which have an amazing appeal for Caribbean people.

3. EXPECTED RESULTS

- A series of games developed in house based on “games we grew up with” these include gattaperk, downfall, brown girl in the ring, hiddy muh diddy etc.
- Partnerships with local, regional and international game developers to develop games for the portal. These games must have a Caribbean flavor and must be targeted at Caribbean nationals as well as the diaspora.

Indicators

- Successful development of 2 games per quarter
- # of downloads per day
- Advertising Revenue

4. ACTIVITIES

- Selecting Hosting Country
- Selection of staff
- Training of staff
- Development of games
- Procurement of equipment
- Launching of site
- Marketing of site

5. INPUTS

e-solutions inc: May provide specific computer hardware and software, pre-defined funds for the business to maintain itself, training programme.

Beneficiary country: Contribution from the implementing site (in kind): Provide trainers, learning centre manager, premises, communication facilities and the required infrastructure.

6. RISKS

The primary risk for this project is that in-country activities may suffer delays due to unforeseen local events and circumstances. Getting the commitment from the government in early stages of planning will minimize this risk of failure. Another factor of risk for the project is the possibility of inadequate budget, competency of staff, and the games may not be bought by any one, and/or difficulty in marketing site, which would increase the time to completion. This risk could be reduced by provision of appropriate sites at the Countries and country training courses by ITU and partners.

7. SUSTAINABILITY

Sustainability of the project will be guaranteed by the Beneficiary Country, through the sale of games and advertisement on site, the beneficiary Country shall commits itself to take necessary measures and allocate resources in order to keep the project in operation.

8. MANAGEMENT

The project will be implemented by the assigned Project Manager from the Area Office in close coordination with the project partners. ITU as the implementing agency will supervise and administer overall implementation of the project in accordance with ITU rules and procedures.

9. MONITORING AND EVALUATION

The Project Manager will coordinate preparation of, in collaboration with other stakeholders, progress reports, which will provide a summary of the project progress, the challenges as well as any necessary change management requests that may be required for the successful project implementation.

The progress of the project will be monitored through periodic evaluation reports issued by the project and an evaluation report will be prepared at the end of the project.

Upon conclusion of the project, the Project Manager will prepare a final project closure report with future recommendations that will be submitted to partners.

10. BUDGET

The estimated budget is attached as Annex 1.

11. WORK PLAN

The work Plan is attached as Annex 2.

