

“Building **Sustainable** Digital Economy through Entrepreneurship, Gender Equity, Green Economy and Talent Management”

“Technological Innovation, A pillar of 21st Century Industry”

By Reine Essobmadje, MSc Eng, EMBA

Member of INWES, WFEO, Promoter of ICT days Africa 3.0

Founder Evolving Consulting France - Cameroon



World Summit Geneva 2003
Tunis 2005
on the Information Society
Turning targets into action



WORKING ON BOTH PROFIT & NON PROFIT IN DIGITAL SECTOR

By Reine Essobmadje, MSc, Eng, EMBA,

Founder of Evolving Consulting France and Cameroon,

Co-founder of the NGO ICT4MDG promoting ICT days Africa 3.0

Board member of INWES African Regional Network

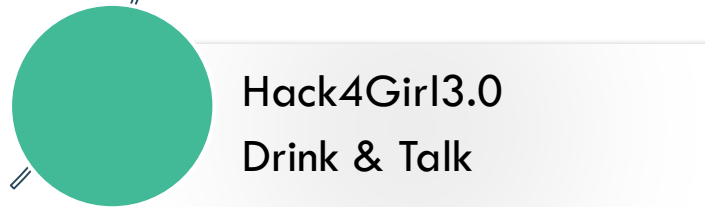
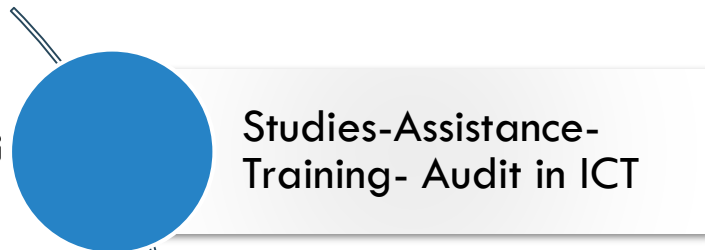
Member of WFEO WIE committee & Club 21e Siècle &

GICAM & CGMPE

@ReineEssobmadje

@evolvingcons

@ict4mdg2015



WORKING ON BOTH PROFIT & NON PROFIT



ICT days report

Key proposals for ICT contribution to GDP growth and inclusive development

Focus on ICT content applications and services

Develop opportunities for youth and women in STEM, foster local entrepreneurship

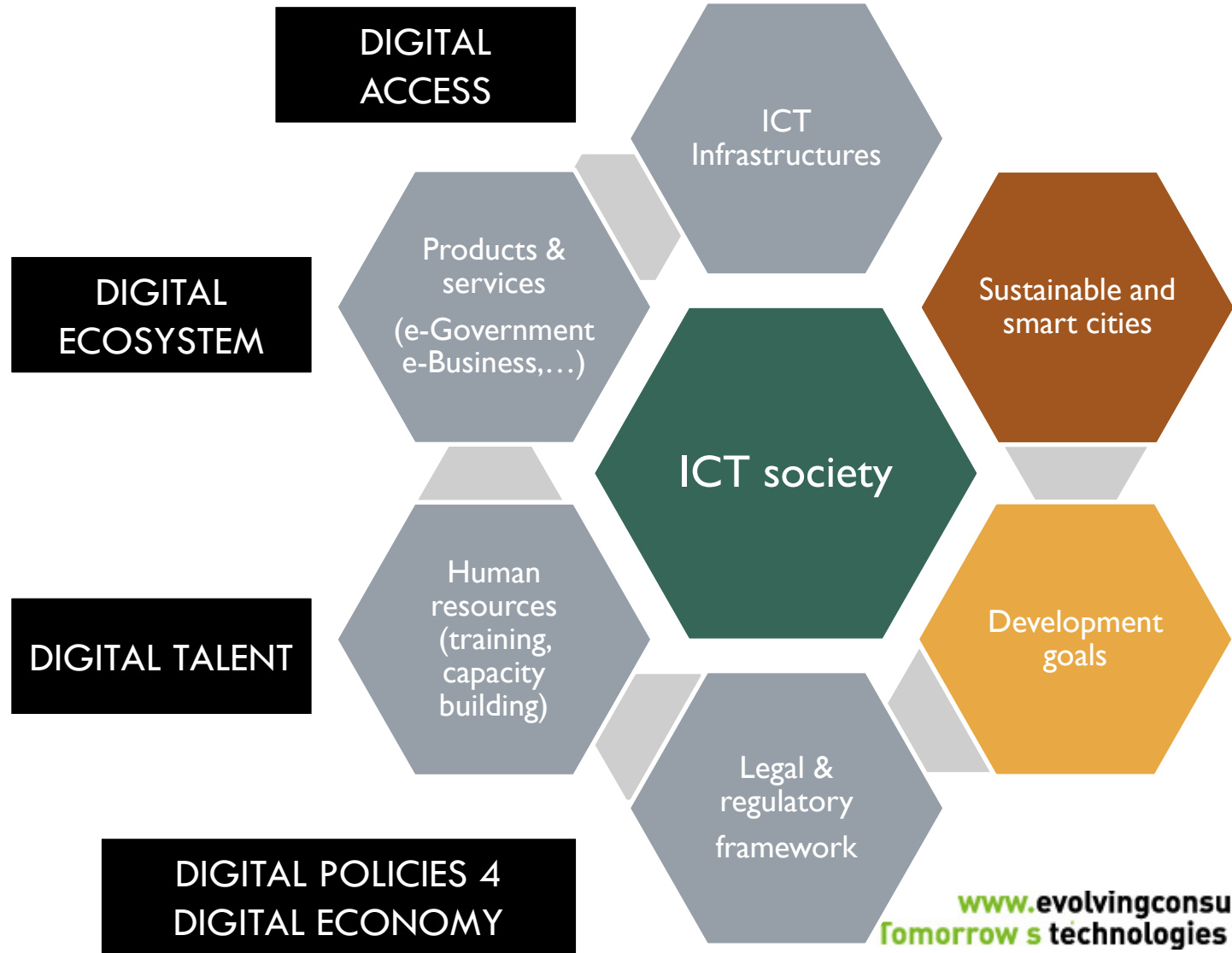
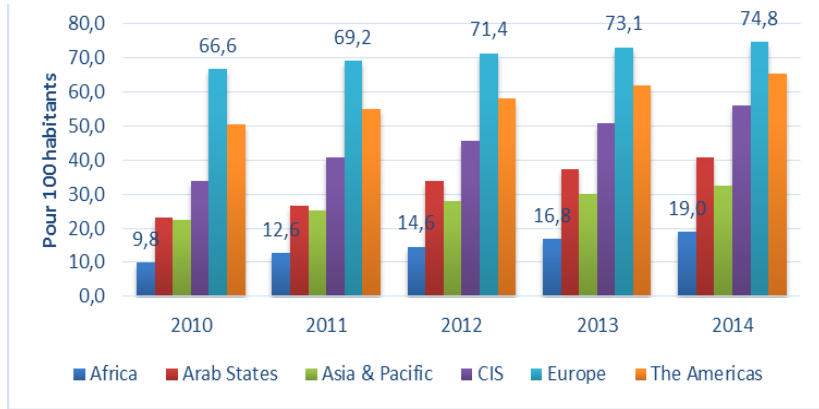
Promote a collaborative approach that aims to involve communities

Adapt international best IT practices to each local context

<http://evolvingconsulting.com/index.php/ebook>



DIGITAL DIVIDE: 4 PILLARS, 2 GOALS



► SOME OF OUR INITIATIVES SINCE 2010

Hack4Cause

ICTDays

Hack4Afrik3.0

Hack4Girl

TipsinBiz

Drink&Talk

<http://www.ict4mdg.org/index.php/videos/> or youtube channel « Evolving Consulting »

HACK4AFRIK 3.0 – HACKATHON

4e Edition des Journées TIC d'Evolving Consulting

I.D.E.E : Imaginer – Développer – Exposer – Exécuter

!! 24 heures chrono pour le "Hack4Afrik 3.0" Contest !!

Hack4Afrik3.0

e-Jobs e-gamification
e-Health e-Green

Campus IAI le 15 Nov. 2014 à Yaoundé dès 9H

"L'ère de la révolution industrielle 3.0"
«L'innovation technologique, pilier de l'industrie au 21e siècle»



Journées TIC Africa 3.0

e-disability e-health
e-government e-greenbuilding
e-MOOCs e-business
e-big data e-industry
e-gamification
e-youth
e-jobs
e-women
e

Icons: telephone, wheelchair, airplane, recycling, plus sign

Inscription en ligne jusqu'au 31 octobre 2014 sur ICT
www.ict4mdg.org/ info@ict4mdg.org
Training sur les plateformes Microsoft inclus dans le cadre
de la préparation des développeurs



<https://plus.google.com/u/0/photos/103019854320441478301/albums/6088654005019177281>



HACK4GIRL 3.0

<https://plus.google.com/u/0/photos/103019854320441478301/albums/6088641973351043681>



La Journée internationale des jeunes filles dans le secteur des TIC

«Élargir les horizons, changer les attitudes»

Hack4Girl 3.0

I.D.E.E : Imaginer – Développer – Exposer – Exécuter

Comme Ana, Awa, Julie et Karen, entrez dans le monde des geeks
 19 Nov.2014 dès 13H au Lycée Fustel de Coulanges

Hack Me I'm a Famous Geek

Fustel de Coulanges
 La Retraite F.X VOGT | Le Pas Féminin
 Dipito CETI J.A Messi |

ICT DAYS MASTER CLASS ON BIG DATA



<https://plus.google.com/u/0/photos/103019854320441478301/albums/6089014895825604273>



“L'ère de la révolution industrielle 3.0”
«L'innovation technologique, pilier de l'industrie au 21e siècle»

ICTdays Africa 3.0

“The era of industrial revolution 3.0”
«Technological innovation, a pillar of 21th century industry»



EVOLVING CONSULTING – An ICT Company

FRANCE - CAMEROON

ICT : Information and communication technologies

“Establishing Innovation is the specific instrument of entrepreneurship. The act that endows resources with a new capacity to create wealth” Peter Drucker

**“TECHNOLOGICAL INNOVATION, A PILLAR OF
21ST CENTURY INDUSTRY**

**Reine Essobmadje,
EMBA, MSC, ENG
CEO of Evolving
Consulting France-
Cameroon**

INDUSTRIAL REVOLUTIONS

The **first industrial revolution** (19th century) was caused by the convergence of steam-power and letterpress printing.

The **second industrial revolution** (=20th century) can be attributed to electric communication and the combustion engine.

The **third industrial revolution** (= 21st century according to Jeremy Rifkin –) is triggered by the co-occurrence of the internet and renewable energies. And both elements promote the development of the local, collaborative and lateral societal and economic structures of the green economy

WORLD LEADERS IN 21ST CENTURY

Facebook

Microsoft

Google

Apple



Amazon

Samsung

Finance

Industries

ZOOM ON AFRICA

Traditional economy but high GDP growth



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> | THE RATIONALE BEHIND : INNOVATION

21st Century revolution = @evolution (web evolution of traditional services)

@evolution = SMAC (Social Mobile Analytics Cloud)

Services bring an added value that lead to digital economy

Everyone is looking for the NEXT BIG THING

THE NEXT
BIG
THING

PART I : SHARING EXPERIENCES?

Presentation

➤ 4 PILLARS FOR SUSTAINABILITY IN DIGITAL ECONOMY

Building a sustainable digital economy requires four pillars:

- Entrepreneurship,
- Gender equity,
- Green Economy
- Talent management

A global policy should take into account each local context to be more efficient. We are looking forward to hear our speakers and the audience on their local experimentations and experiences.

**PART II : HOW DO WE MAKE IT
SUSTAINABLE?** ||

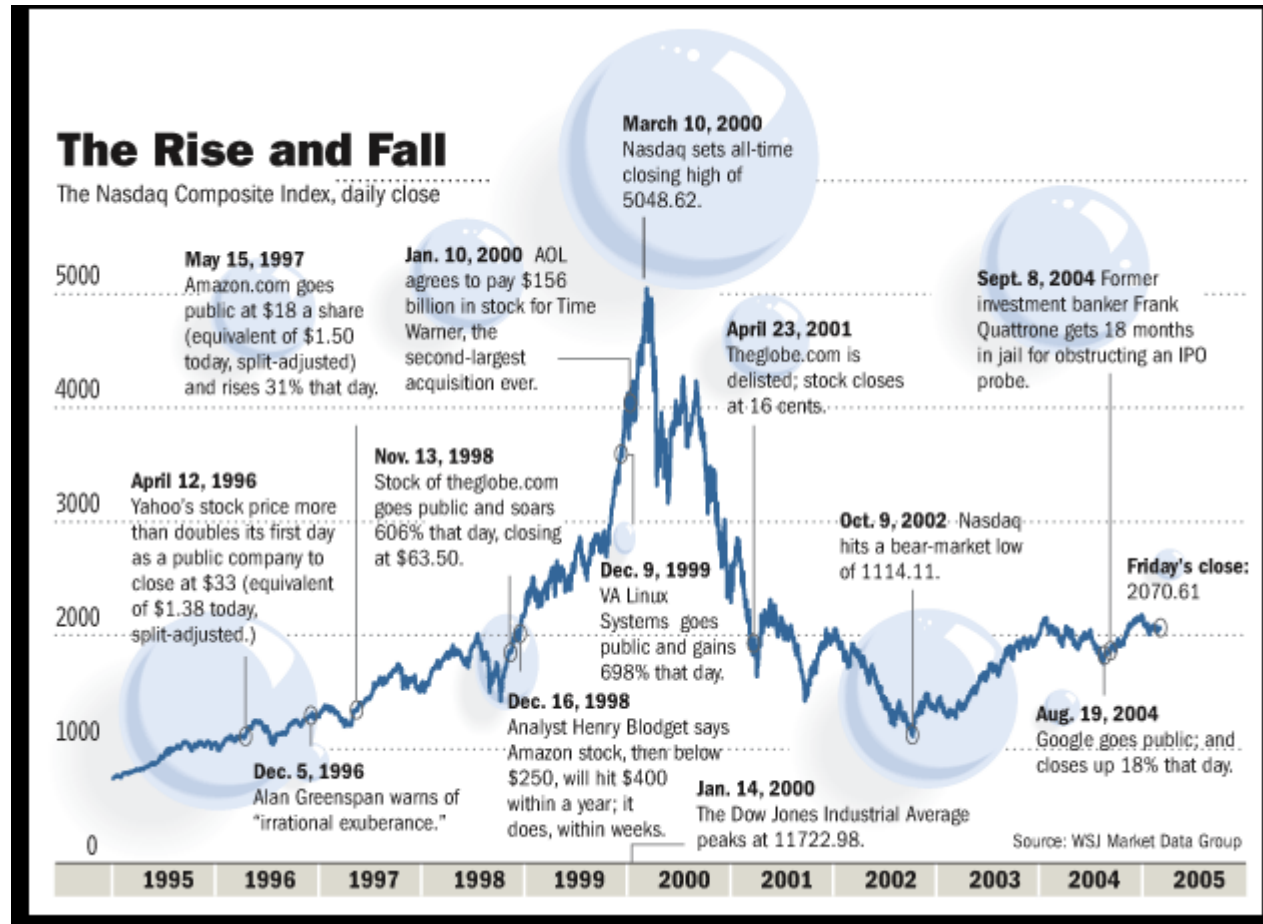
Dialogue

YOU HAVE PROBABLY NOTICED THAT

IN 2015, **UBER**, THE WORLD'S LARGEST TAXI COMPANY OWNS NO VEHICLES,
FACEBOOK, THE WORLD'S MOST POPULAR MEDIA OWNER CREATES NO CONTENT,
ALIBABA, THE MOST VALUABLE RETAILER HAS NO INVENTORY,
AND
AIRBNB, THE WORLD'S LARGEST ACCOMMODATION PROVIDER OWNS NO REAL ESTATE.

<https://pbs.twimg.com/media/CA8lhEWUUAAnD6l.jpg>

LESSONS FROM THE PAST – DOT-COM BUBBLE



WORKING DAZE

JOHN ZAKOUR
KYLE MILLER



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PART III: AUDIENCE QUESTIONS/CONTRIBUTIONS

▶|THANK YOU!!!

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➤ QUESTIONS TO THE PANEL

- From your experiences what are the policies that sustain innovation in 21st century ?
- What about Female innovation? Where do we stand now?
- Can you elaborate on financing instruments that target female CEO

What is a disruptive innovation ?

Bricks and Mortar Vs Online Sales. Online sales represent less than 10% of total retail in develop countries, why is it such a big deal ?

- When do we know that an innovation is viable ?