



Mobile Java App Innovation in Nigeria

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Director, Wizardry and Development

JavaOne, Oct 1 2012







The Mobile Opportunity

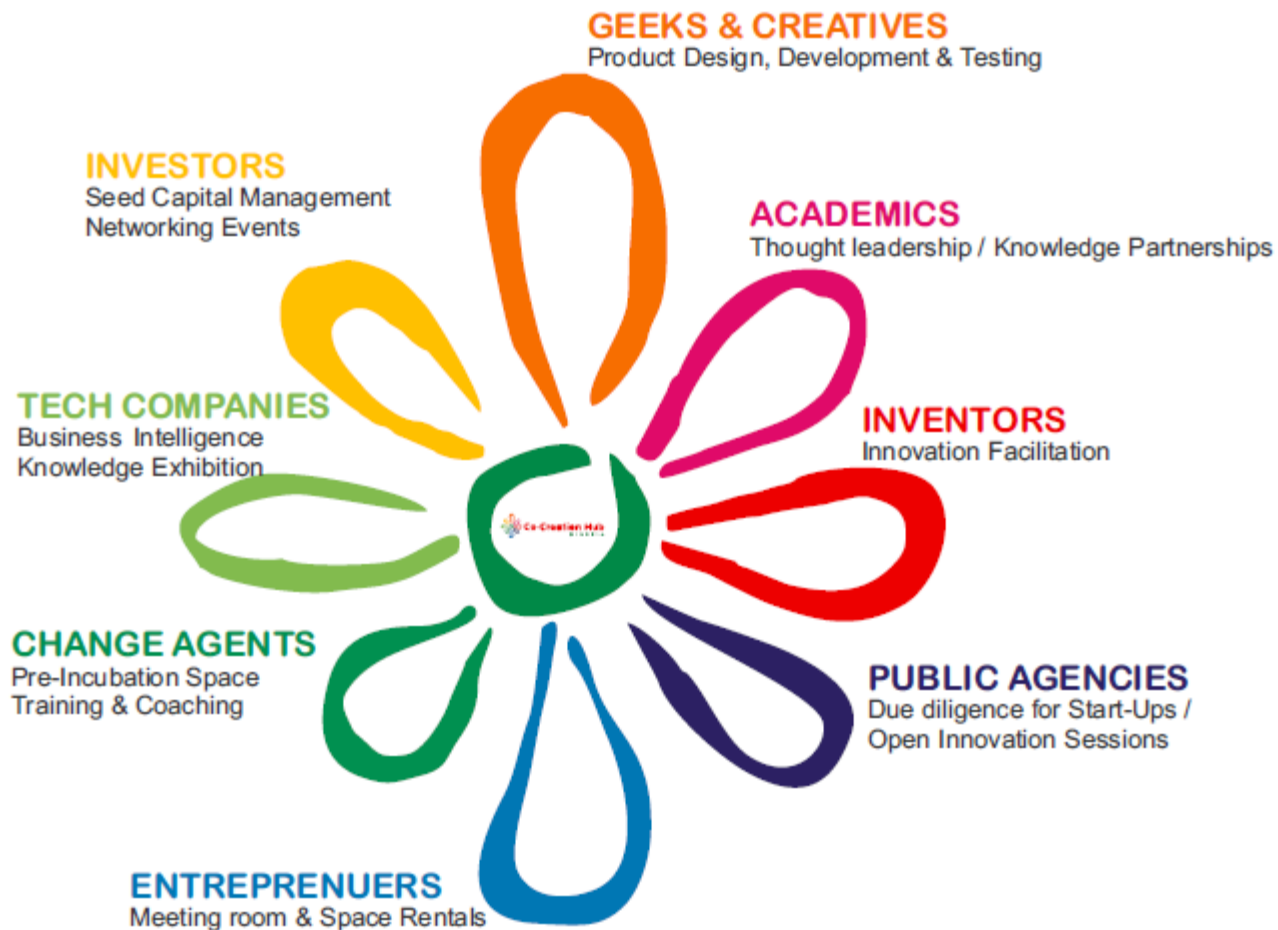


- 7th Most Populous Country
- Youth dominated market
- 96M mobile subscribers
- 20M with mobile internet (25%)
- 10M Downloading games (12.5%)

Nokia/CcHUB Growth Academy

Creating social change; one idea at a time...





RAINBOWS&POTHOLES



Nokia Growth Academy

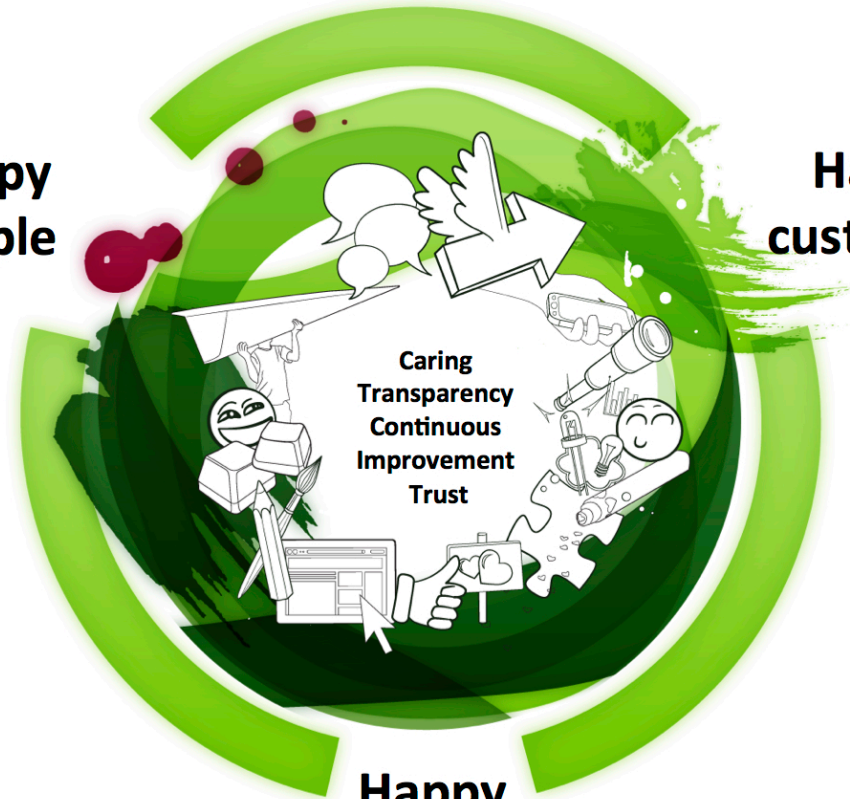


Mikko Kaipio, UX Trainer



**Happy
people**

**Happy
customers**



**Happy
end-users**



Asha 305, 2.5G, Dual SIM, Resistive Touch





Asha 306, 2.5G, WLAN, Resistive Touch





Asha 311, WLAN, 3G, Capacitive Touch



Why are these guys developing for Series 40?

- 675 million Series 40 phones in active use
 - More than Android world wide, much more in Nigeria
- Nokia Store: **100,000 content items**
 - Less than Android. Gold rush time for developers
- Nokia store sees 15 million downloads per day
- Nokia Store has driven more than **6 billion cumulative downloads**
- Series 40 devices accounted for 13% of the first billion, 42% of the fifth billion and 46% of the last (sixth) billion
- Nokia Store offers **operator billing: 145 operators, 52 markets**



Nokia Growth Academy









The Apps

- 1) **Danfo Reloaded** (game)
- 2) **myCa\$h** (money mgmt)
- 3) **Ticket Mobile** (etickets)
- 4) **Ningo** (history edutainment)
- 5) **Efiko** (social education)
- 6) **gReality** (social tv)
- 7) **Traclist** (shopping)
- 8) **Waserise** (job search)



Danfo Reloaded

PLEDGE51
a mobile media company

- Shares the everyday experiences of Life in Lagos as a commercial bus driver
- Partnered with Nokia to run a 5-week challenge for gaming community to win N100, 000.00 every week



NOKIA

 **Co-Creation Hub**
NIGERIA

Team

PLEDGE51
a mobile media company



Zubair Abubakar

Former lead developer

www.connectnigeria.com

Developer; Nigerian

constitution > 330k downloads

> 600k Downloads

Bayo Puddicombe

Ex KPMG Nigeria IT Analyst

Developer; Danfo mobile game

> 270k downloads

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 **Co-Creation Hub**
NIGERIA

Going Forward

- Expand Danfo to other platforms
- Develop more games!!!
- Expand the team (Admin, Game Developers and Graphic Artists)
- Grow a community (active users)





Mobile Expense Tracker

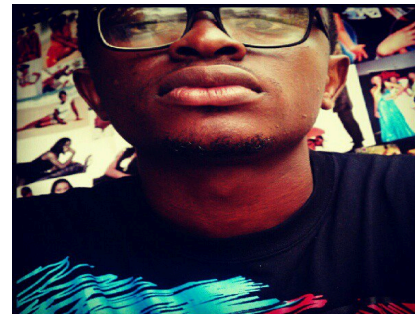
The Team



Ajibola Aiyedogbon
(Software Developer)
- Web App (400,000 users)
- Mobile Applications (120,000)
- SMS Services with millions of SMS delivered



Dapo Olaopa
(Graphics Designer)
- UI/UX Guru
- Design Ninja

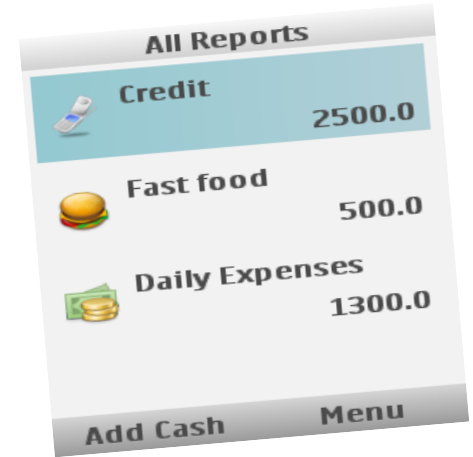
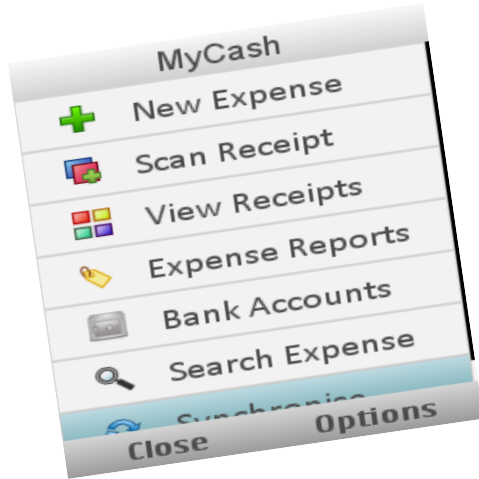


Kene Udeze
(Front-end Designer | Web Developer)
- User interface designer and developer
- Write and speak five languages (PHP, CSS, >





MyCash is a mobile personal finance manager that allows individuals track their expenses and know where and how they spend their money.



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New Expense

Enter Title

1. Bus

2. Water

3. Rice

Next Back

New Expense

Enter Title

1. Bus

2. Water

3. Rice

Next Back

NOKIA



Set Amount

Enter Amount

150.0

1. 1

Save Expense

Change Date

Back Cancel

All Reports

	Credit	2500.0
	Fast food	500.0
	Daily Expenses	1300.0

Add Cash Menu

Select Report

Transport

Daily Expenses

Next Back

Receipts

Dry cleaning

15 Sep

The future



- » Apps on BlackBerry and Android, 4 months
- » Create web application, unified platform
- » Track usage & feedback, custom analytics
- » Average Return Per User 2013 - NGN 1200
- » Retention rate of 40%
- » +2 referrals per user monthly per user

» Sales & marketing team



tiket mobile



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 **Co-Creation Hub**
NIGERIA

The Team



Constance Okoghenun —

Product Developer

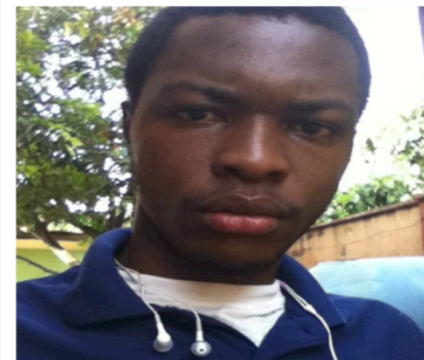
C#, Java, JavaScript, SQL,
Bash, C. DNIIT Software
Engineering



Celestine Ezeokoye —

Service Architect

.NET, C#, Java, Scala,
JavaScript, SQL.
Two time Microsoft
Imagine Cup finalist, BSC.
Computer Sci.



Kennedy Obiechina —

Business Developer

BSC. Accounting ,
Information officer Student
Union Government
University of Nigeria.



USERS

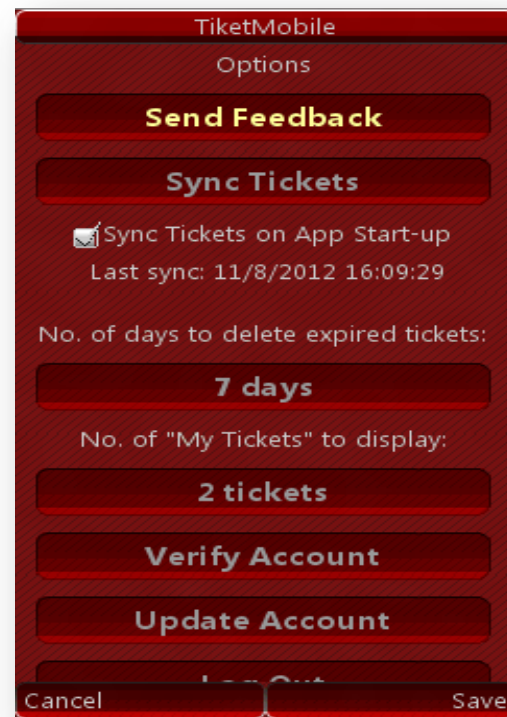
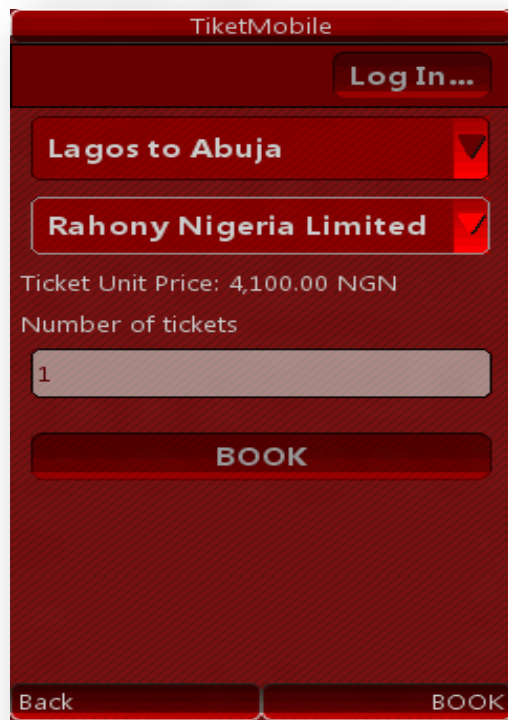
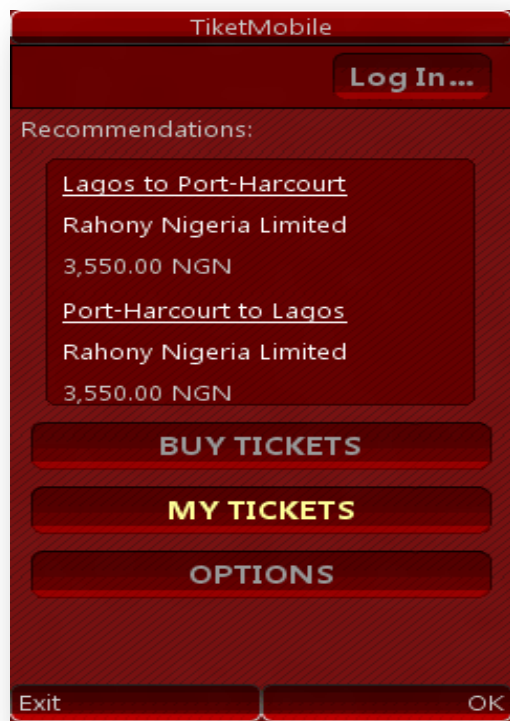
- ✓ Find and buy tickets anytime.
- ✓ Get Instant Information on various buses and their prices
- ✓ Helps you informatively plan ahead for your trip easily

VENDORS

- ✓ Create, manage, sell and monitor tickets therefore reducing fraud.
- ✓ Plan their bus journeys ahead of time therefore reducing cost and waste
- ✓ Keep customer record and get feedback while being in line with the cashless policy
- ✓ Real time sales analysis

NOKIA





Road Map

October - December



Get 10,000+ registered users



Integrate payment(mobile money and card payment)



Partner and register 10+ bus companies



Sell 5,000+ tickets

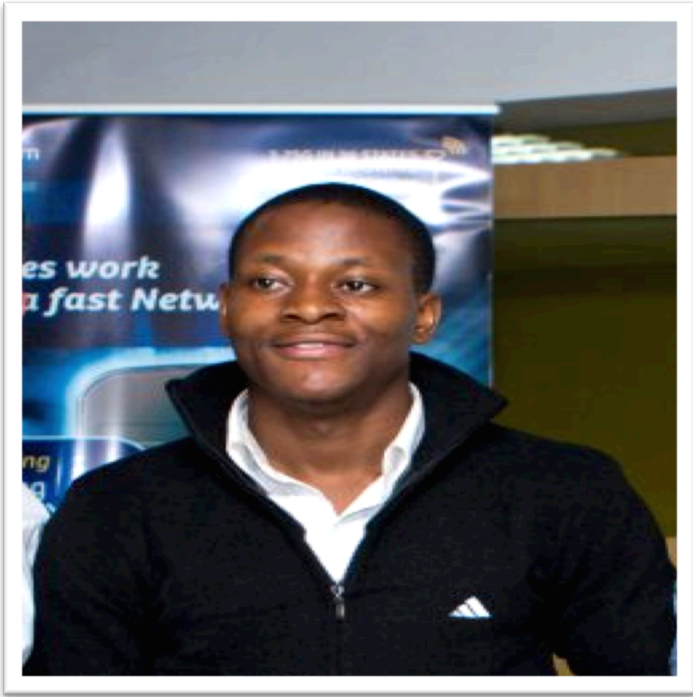
Ningo Mobile App.

- **NINGO Mobile App.**
Allows users access and interact with Nigerian History anywhere, anytime.
- **Ningoapp.com**

“STUDY THE PAST IF YOU
WOULD DEFINE THE FUTURE”

-Confucius
Chinese philosopher and reformer

Team



Victor Dibia, Lead
Developer

Ningo Mobile App.



Ningo Road Map

- Implement more features. A history based quiz game
Release for more platforms – Blackberry, Android, IOS, Facebook.
- Build a larger team, focus on content quality assurance.
- Build an online portal for Nigeria History, bring Veterans like Wole Soyinka, Chimamanda Adichie, Chinua Achebe
- Go International . Ningo for Ghana, Ningo for Sierra Leone, Ningo for Syria .. Iran .. Armenia

About Efiko



- » ***Efiko**** is a mobile quiz platform designed to provide access to assessment & learning resources to secondary school students
- » Apps provide instant scoring, ranking & with quiz review
- » Apps include social integration for peer-to-peer engagement
- » Topical performance reviews
- » Targeting feature phones which is popular with students

**Efiko is the local nickname for bookworms.*



The EFIKO Team



Sunday Akinsete
Android Developer

Abdul Adeshina
Business Analyst

Ade Adebayo
Business Developer

Desiree Craig
*Social Media
Developer &
Asst.
Team Lead*

Remy Okeowo
Mobile Web Developer

Sola Ajayi
Technical Lead

Abiodun Thorpe
Front End Designer



The EFIKO Story



» Q1, 2012

- › Team was formed at TechInEd Hackathon (CcHub) on Feb 17th, 2012
- › Won Tech-In-Education
- › Pre-seed funding, Tony Elumelu Foundation
- › Won the I4J Competition organised by the Nigeria Internet Group



| The Tony Elumelu Foundation

» Q2 – Q3, 2012

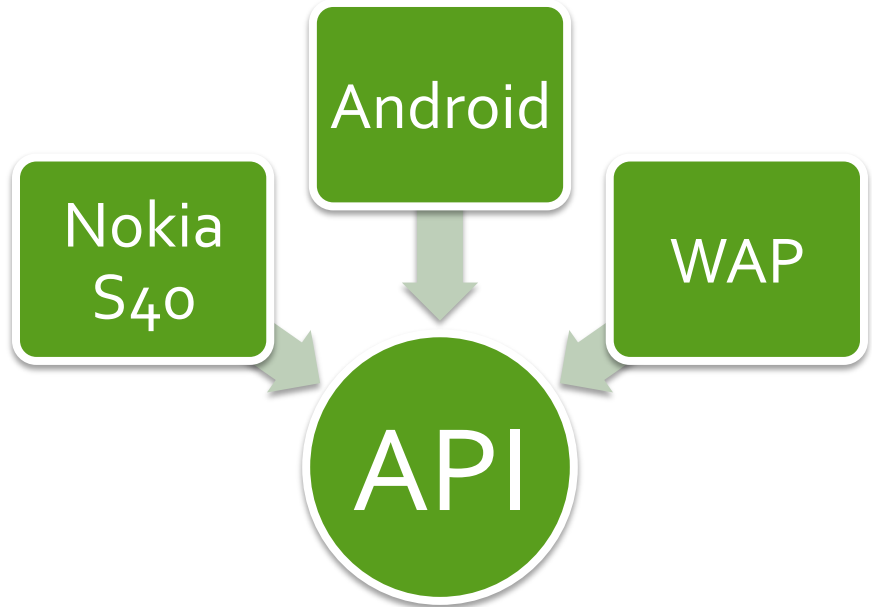
- › MVP Development, Nokia Growth Academy, Testing



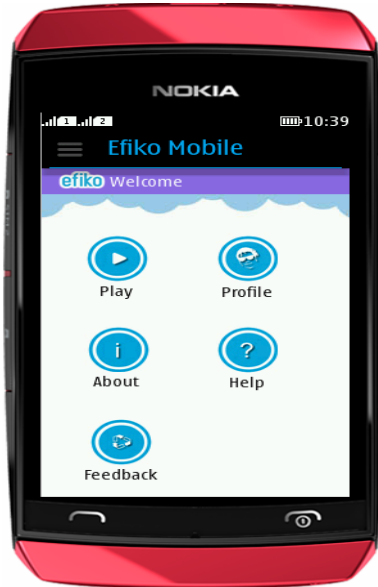
Technologies



- » Control Panel & API
 - › MySQL + CakePHP
- » End-User Apps
 - › Nokia S40
 - › Android
 - › WAP App for Other devices



EFIKO



The Future



» Q4, 2012

- › Pilot in 5 schools
- › More Product Development



» Q1, 2013

- › Product Launch

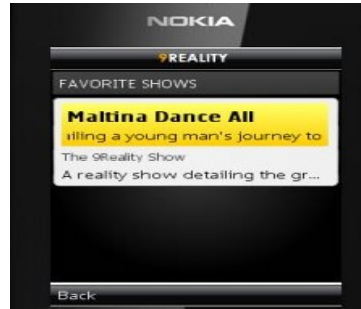
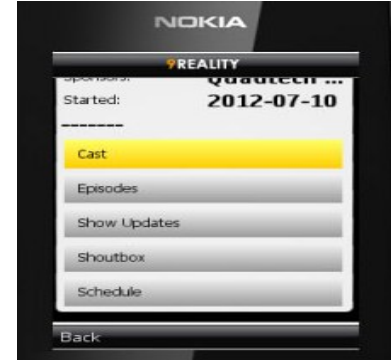


| The Tony Elumelu Foundation



gReality brings the excitement from your favourite TV shows to your mobile phone in 3D (text, images and videos) on the gReality application.

Website: <http://www.greality.com>



9Reality is a mobile application that provides:

- Show Integration
- Show updates from public sources
- Additional information about each show
- And allows social interaction

The Need



Bimbo

- » 19 year old Undergraduate
- » Loves Reality Shows and can't stop talking about them



Team



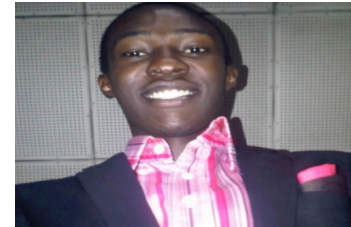
Sam

- Lead programmer
- 10 years experience.



Segun

- Business and Content Manager.
- Entertainment Blogger



- gReality: The reality show integrator for show organisers.

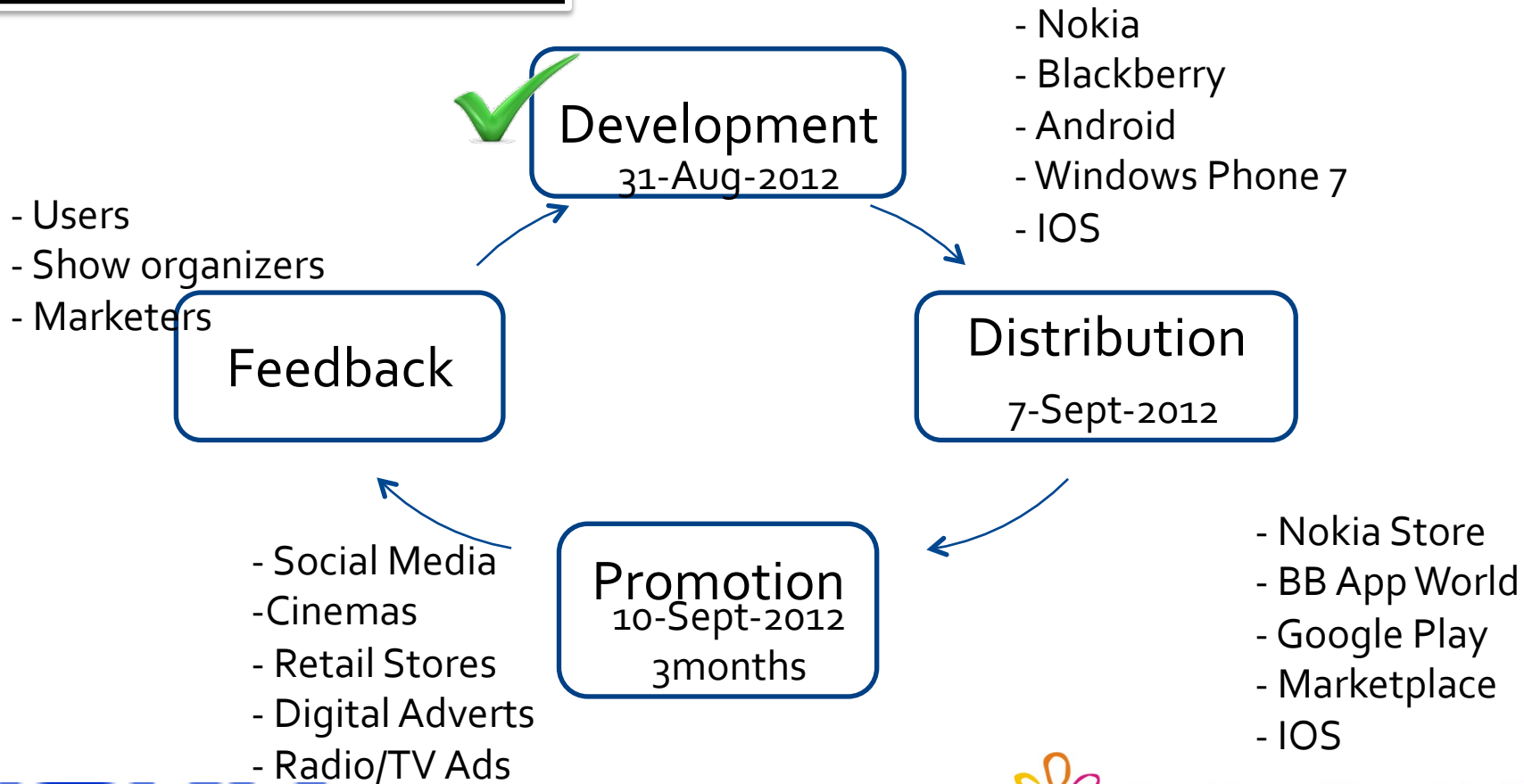


- gReality: The reality show integrator with public content.



- gReality: The TV show integrator with public content.

The Future



traclist

A PRODUCT DISCOVERY PLATFORM

The Team



Emotu Balogun, Product
Development



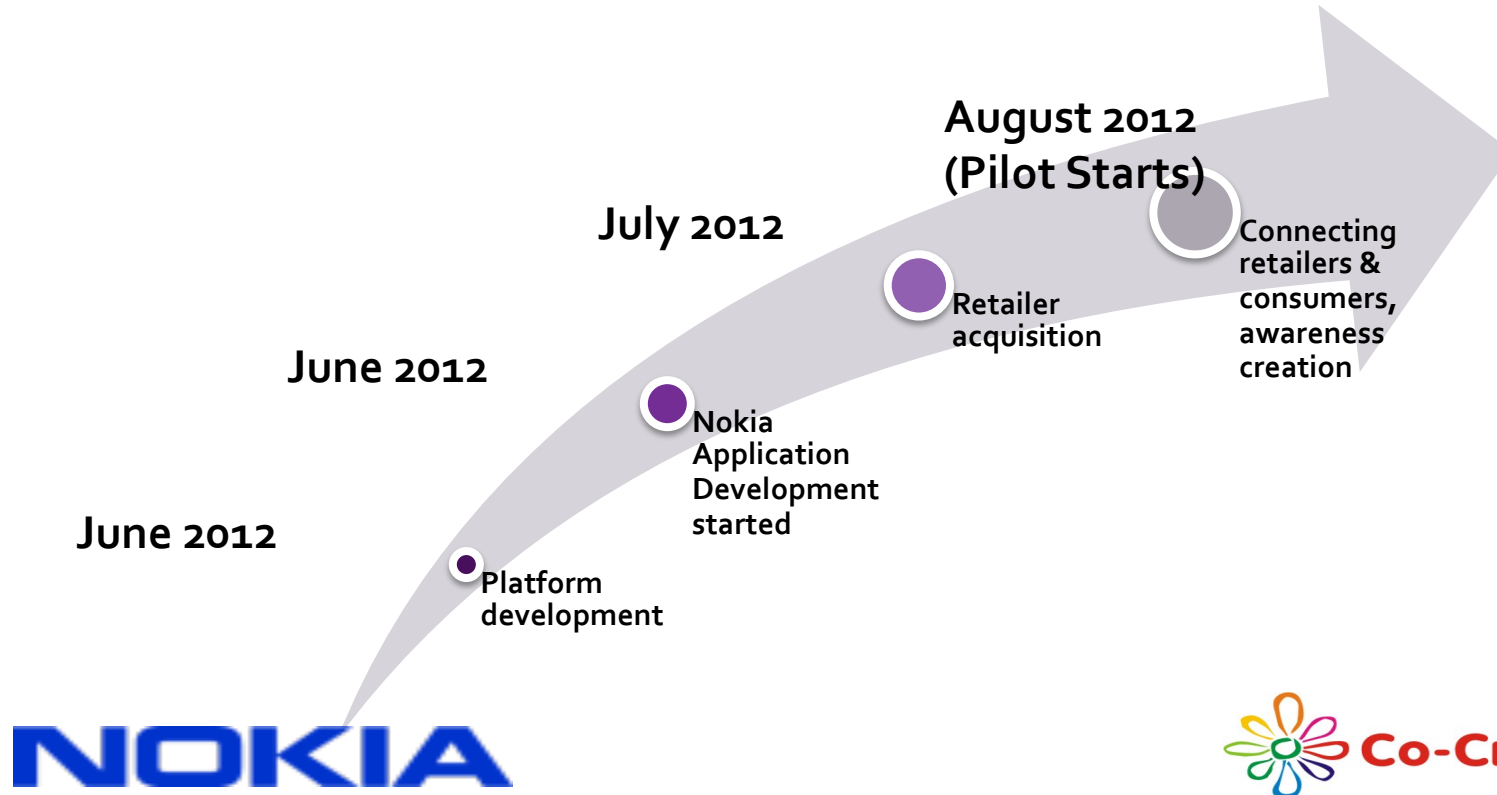
The Solution



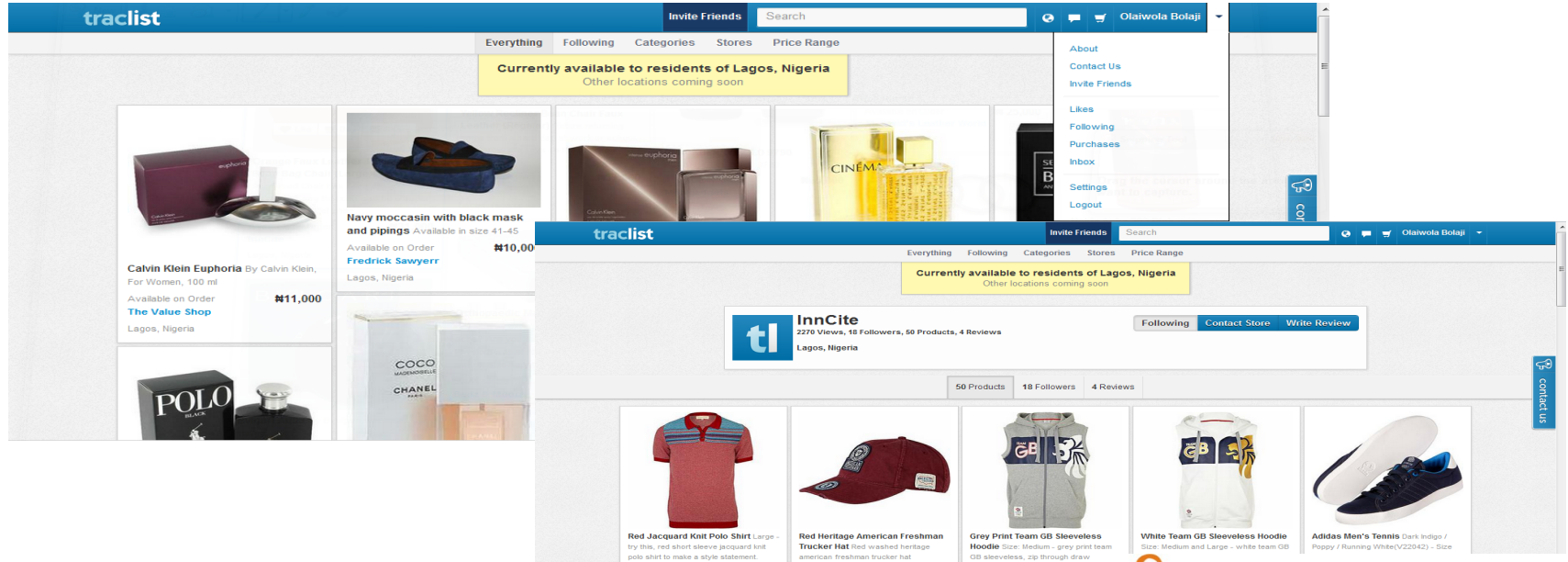
TracList is a solution that helps small and medium-sized businesses **expose their inventory** through the **internet and social media**, enabling them to **reach more customer segments**



The journey so far



How it looks



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The Future (next 3-6 months)



- » Grow **inventory** base
- » Grow signed on **users**
- » Increase **retailers** base
- » Apps for Blackberry, Android, iOS, Windows
- » Integrate **online payments** and **delivery services**



 *alpha*
wósénsé

Our Solution



**Summarise Resume into few
useful tags.**



Happy Employer
NOKIA



Automated Search
..while you sleep



**Personalized
Search Feedback**



eMail & SMS Notification

 **Co-Creation Hub**
NIGERIA



The Team

- About Eluwole Oluseyi

- ✓ Department Of Mathematics & Statistics, Yaba College of Technology, Lagos, Nigeria.
- ✓ Worked with Various Linux Distros since 2003
- ✓ Web/Network Server Administrator since 2006
- ✓ Proficient in Qt, PHP, MySql, JavaScript, HTML5, Perl, Batch programme and CSS.

- About Bisi Oyediran

- ✓ BSc Electronic/Electrical Engineering, OAU, Ile-Ife
- ✓ Speaks Java, Mysql, C++, HTML 5





- ☐ **Waserise Alpha Launched in December 2011.**
- ☐ **Beta launch expected in Q3'2012.**
- ☐ **Mobile App (targeting Nokia Asha device range) as part of Nokia Growth Academy expected to be ready in August 2012.**
- ☐ **Mobile Web – Work In progress & expected to be fully**
- ☐ **Mobile Web – Update to be Ready in October 2012.**
- ☐ **SMS app expected to be launched in December 2012.**



Thank You! Don't miss

Wed 11:30 CON6494 Extreme Mobile Java Performance Tuning, User Experience, and Architecture



paul.houghton@futurice.com
Director, Wizardry and Development

Nokia Certified Trainer
Forum Nokia Champion

