The “bottom of the pyramid” (BoP) - the four billion people who live on less than $2 per day - has been “discovered” by development and business alike, as a target market, a potential revenue stream, and a focus for development strategies. This workshop brings together leading researchers from academia, industry and development to better understand the BoP in practice, to assess some of the claims and reflect on the concept itself as it has circulated and transformed, with a special focus on information and communication technologies.

SPEAKERS INCLUDE:

Bill Maurer, UC Irvine
Renee Kuriyan, Intel Corporation
Isha Ray, UC Berkeley
Scott Mainwaring, Intel Corporation
Aishwarya Ratan, Microsoft Research India
Hsain Ilahiane, Iowa State University
John Sherry, Intel Corporation
Julia Elyachar, UC Irvine
Olga Morawczynski, University of Edinburgh
Paul Dourish, UC Irvine

Savita Bailur, London School of Economics
Jo Tacchi, Queensland University of Technology
Anke Schwittay, RIOS Institute
Samantha Cross, UC Irvine
Tony Salvador, Intel Corporation
Heather Horst, UC Irvine
Dawn Nafus, Intel Corporation
Vijay Gurbaxani, CRITO
Paul Thomas, Intel's Chief Economist
Mohammed Mohammed, Bill & Melinda Gates Foundation

Monday June 1st 1:45 p.m.-5:00 p.m.
Tuesday June 2nd 9:00 a.m.-5:00 p.m.
The University of California, Irvine
Doheny Beach conference room

Parking is $7 at the Student Center Parking Structure. For schedule and additional information, please go to www.imtfi.uci.edu. To register, please email imtfi@uci.edu or call (949) 824-2284.

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