



# The Bottom of the Pyramid in Practice

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

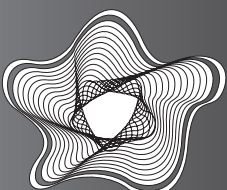
Monday June 1st 1:45 p.m.-5:00 p.m.

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](http://www.imtfi.uci.edu). To register, please email [imtfi@uci.edu](mailto:imtfi@uci.edu) or call (949) 824-2284.



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