

The Bottom of the Pyramid in Practice

June 1st-2nd 2008

UC Irvine's Institute for Money, Technology and Financial Inclusion (www.imtffi.uci.edu)

Workshop Program

June 1, 2008

Participants arrive in morning and check in to Ayres Hotel

Day 1: June 1st

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|-----------------|--|
| 12 – 1:30 p.m. | Lunch for all speakers |
| 1:30- 2:00 | Welcome and Overview of BoP, Renee Kuriyan and Isha Ray |
| 2:00 –3:00 p.m. | Opening Keynote |
| 3:00- 3:30 | Break |
| 3:30- 5:00 pm | Session 1: BoP as producers
Discussant:

Why the BoP should care about profiting from the ToP
Aishwarya Ratan, Microsoft Research India

Moving the Bottom of the Pyramid Upward: Mobile Phones and the Expansion of Economic Networks in Morocco
Hsain Illhaine, Iowa State University and John Sherry, Gates Foundation |
| 6:00 p.m. | Dinner for speakers |

Day 2: June 2nd

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| 9:00- 12:00 | Session 2: Financial Services For the Poor
Discussant:

Women's Sociality, Infrastructure, and the Making of Payments Space in Cairo
Julia Elyachar

How M-PESA fits into and alters financial habits: |
|-------------|--|

The results of the financial diaries project
Olga Morawczynski, University of Edinburgh

Title TBD
Bill Maurer

12:00-1:00

Lunch

1:00-2:30

Session 3: Participation and Access
Discussant:

Intermediaries and the BoP
Savita Bailur, London School of Economics

E-shopping through Drive-by WiFi in Rural India
Jo Tacchi, Queensland University of Technology

2:30- 3:00pm

Break

3:00-5:00

Session 4: BoP, Consumption and Emerging Markets
Discussant:

The Hidden Phantasm of Corporate Social Structure: The Fight That Surprises Everyone, Even You
Tony Salvador, Intel Corporation

Title TBD
Heather Horst, UC Irvine

Depoliticizing the Consumer
Renee Kuriyan and Dawn Nafus, Intel Corporation

5:00

Closing Remarks, Bill Maurer

6:00

Dinner for speakers