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M-INCLUSION

Mobile Inclusion Platform for Europe and Latin America

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D8.1.1-Report on Marketplace Results

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| Dissemination Level | | |
|---------------------|---|---|
| PU | Public | X |
| PP | Restricted to other programme participants (including the Commission Services) | |
| RE | Restricted to a group specified by the consortium (including the Commission Services) | |
| CO | Confidential, only for members of the consortium (including the Commission Services) | |

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LIST OF ABBREVIATIONS AND DEFINITIONS

Please include the list of abbreviations and definitions used in the deliverable

| | |
|-----|---------------------------|
| DoW | Description of Work |
| EC | European Commission |
| FP7 | Seven Framework Programme |

1. INTRODUCTION

The objective of this Document is to describe the Marketplace hosted inside the M-Inclusion website. The idea of having a marketplace in the M-Inclusion website is to develop an ecosystem where all M-Inclusion needs are covered and that will facilitate end-user to find specific solutions that can cover their specific needs.

A virtual market place has been built in the website, where developers are able to offer their mobile solutions for inclusion. The Marketplace help developers display their mobile applications, web services and ideas related to inclusion into the market. At the same time, the platform provides access to inclusion services (mainly social assistance and health services) and providers (public, non-profit and private) from LATAM countries.

Furthermore, Telefónica has provided in the project website links to global developer platform such as the one it recently launched (BlueVia) to provide a business platform for the technical developers (BlueVia provides free APIs and designed business model to commercialize applications). Such combined platform will act as a global sales channel to reach millions of customers, guaranteeing a wide impact in LATAM society of the mobile solutions supported within the project.

In this respect, other platforms similar to BlueVia will be analyzed and implemented, such as Nokia's Open Forum provided by INDT, or any other recommended by the stakeholders.

Those platforms will be offered as a complementary service within the M-Inclusion Market Place where developers will be able to decide their use. The current users of Blue Via and/or other potential platforms or Data Bases to be considered, such as FUT Data Bases or Nokia's Open Forum, are being invited at the very beginning of the project to voluntarily register to M-Inclusion community, ensuring the accomplishment of all legal issues related to data protection regulations and high potential for increasing the number of registrations in the M-Inclusion Data Base.

Furthermore, a contract of "terms & conditions" will be defined for any registration to be made in order to ensure neutrality (with regard to partner's interests versus similar solutions/platforms outside the consortium direct business) and intellectual property rights to all developers using the M-Inclusion services, specifically the Market Place and related developers platforms (such as Telefonica's Blue Via or Nokia's Open Forum).

Before month 6, when the Data Base is expected to be available, Telefónica will provide the contents for the aforementioned "terms & conditions" form.

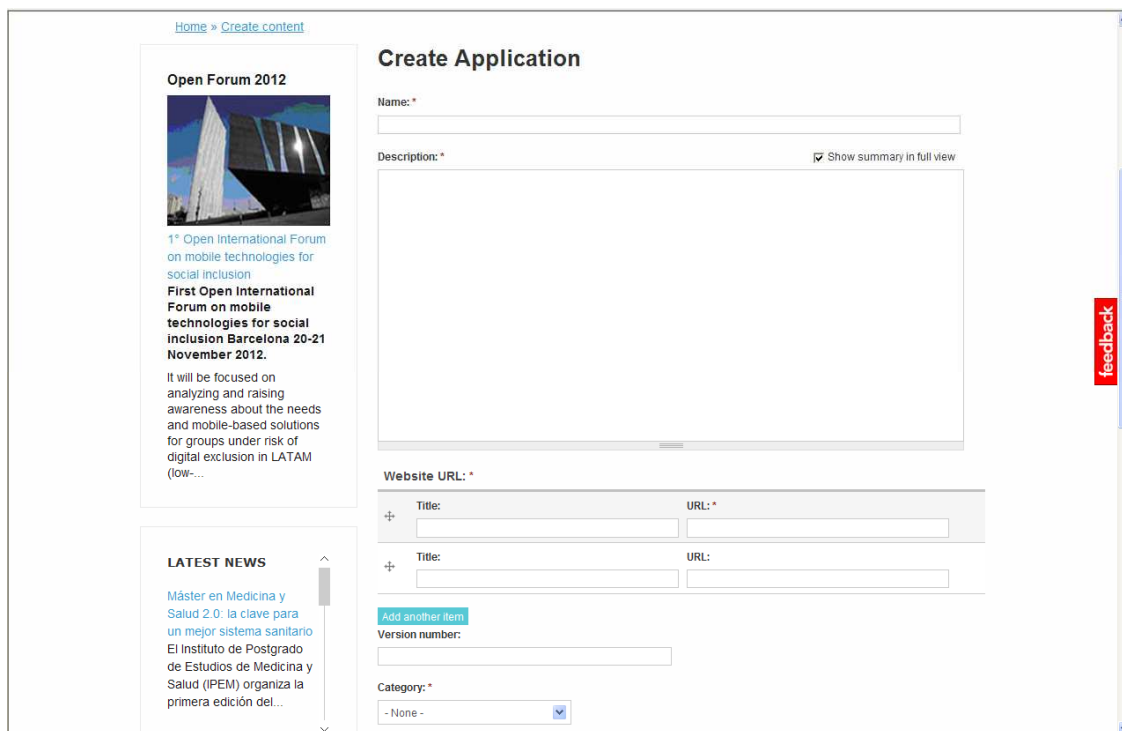
The two Open International Forums represent a valuable kick-off tool for these project platforms and services, ensuring a wide promotion through its potential users, both developers and customers (social enablers and final users).

2. HOW IT WORKS

M-Inclusion market place aim to be a ad-hoc app store for end user to find specific applications that are made or develop to address one or many of M-Inclusion topics. Also developers can use M-Inclusion market place to test or offer for free applications to M-Inclusion end users.

Developer to up-load an app:

To upload an app the first think that a developer need is to be register as an individual or an organization in M-Inclusion. When the developer is register can access to upload application to M-Inclusion market place.



The screenshot shows a web interface for creating an application. On the left, there is a sidebar with a 'Home » Create content' link, a featured article titled 'Open Forum 2012' with a photo of a modern building, and a 'LATEST NEWS' section. The main content area is titled 'Create Application' and contains several input fields: 'Name: *', 'Description: *' (with a 'Show summary in full view' checkbox), 'Website URL: *' (with sub-fields for 'Title' and 'URL'), 'Version number:', and 'Category: *' (with a dropdown menu). A red 'feedback' button is located on the right side of the form.

Figure 1: Marketplace, uploading an application 1/2

The developer needs to enter a name for the application, a brief description of what the application is for, a URL or website where he can give support to the end user, a version of the software so the end user can keep track of the last version, a category to make easy for end user search for specific topics.

Figure 2: Marketplace, uploading an application 2/2

An icon which will be display in the search of apps, some screenshots so the end user can have an idea on how the application looks like, select the platforms where the application runs properly and add the binary of software code that contains the application. Once this formulary is completed, the application will be uploaded to the portal and end user will be able to search for it.

End user to search for an app

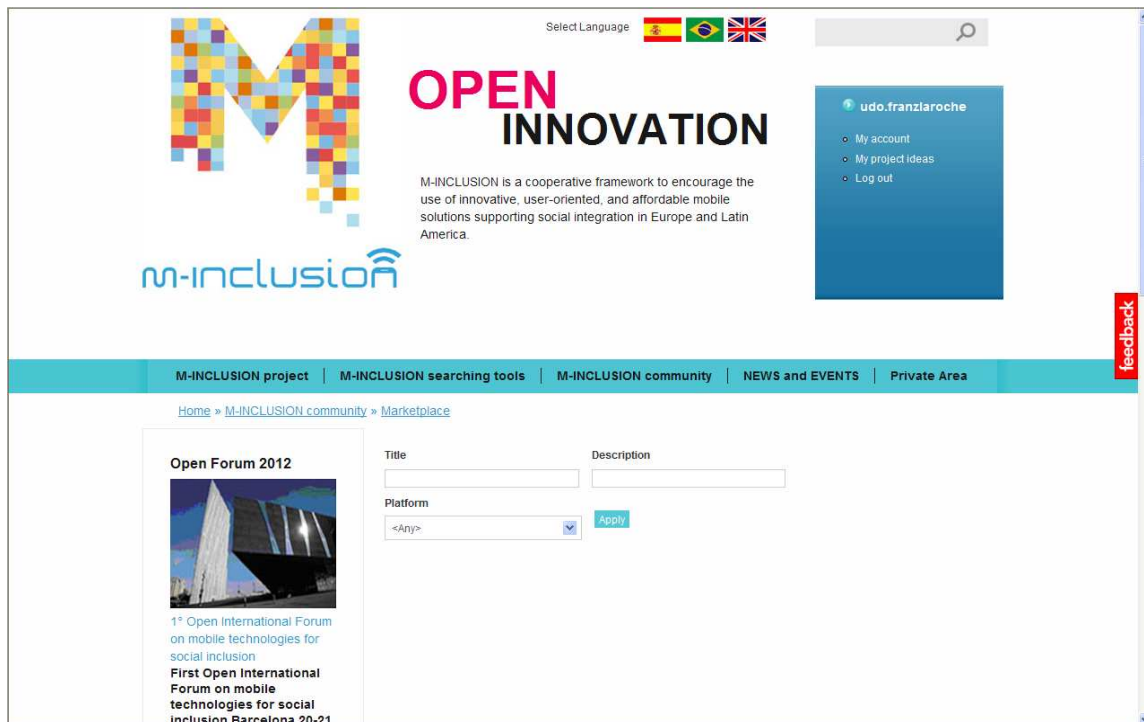


Figure 3: Marketplace, searching an application

End user can search for apps that have been previously uploaded to the marketplace. The search can be done by application title, description or type of platform.

4. CONCLUSIONS

M-Inclusion marketplace try to achieve to be a specialize channel for our target end user group to find specific services that cover the need that they have. In our days this is a very challenging objective as there are in the market already well know and positioned application marketplaces (Apple Appstore and Goolge Play). To overcome this reality the consortium is analysing how to improve this tool to bring more value to the end users, one alternative that is under discussion is to enable the possibility to link services that can be of interest to our end users from the traditional marketplace to our, with this developers that do not want to upload their application into our Marketplace still can promote them from our marketplace creating a specialize portal where inclusive apps can be found.