



# FRUGAL INNOVATION

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ACCRA



KETA



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HATORGODO



# What is frugal innovation, practically?

Successful technology solutions on the continent require

- ❑ domain-driven design
- ❑ constraint-driven development.

# “CDD” leads to frugal innovation

## TYPICAL CONSTRAINTS

Power / Electricity

Connectivity

Literacy

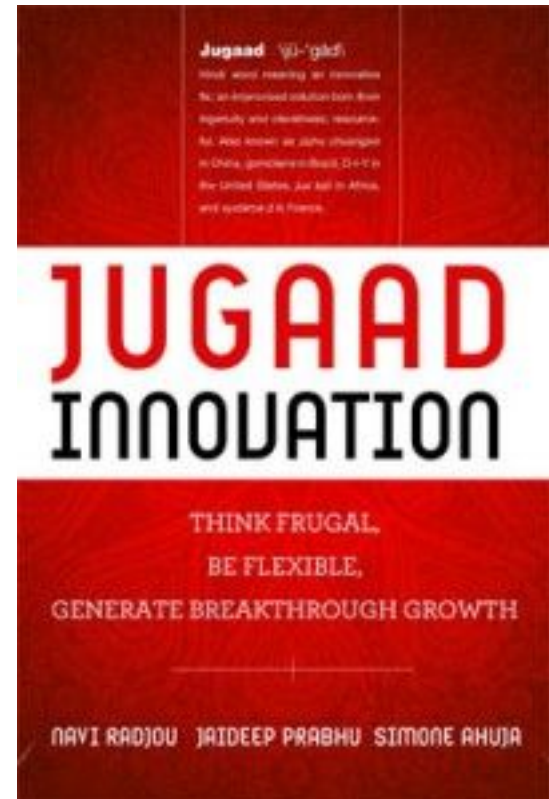
Address System

Peripheral devices

Cash payments

Engineering

- Skills Availability
- Techstack
- Lifecycle



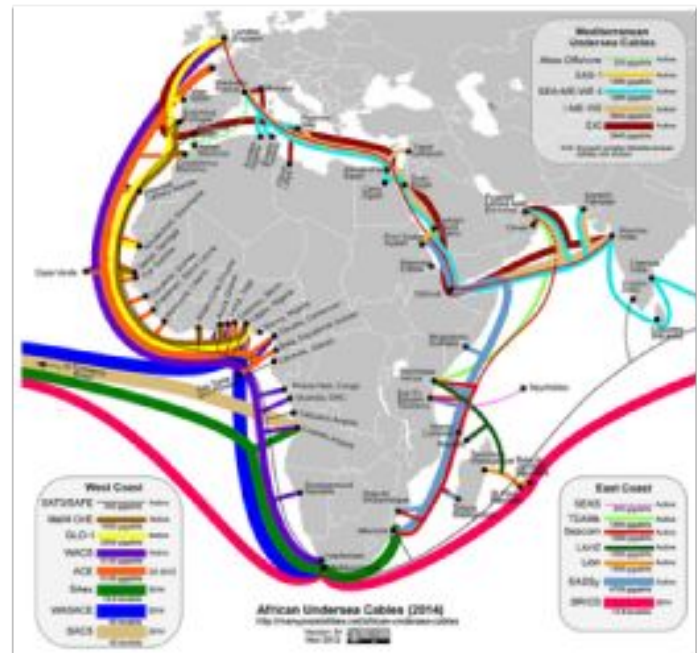
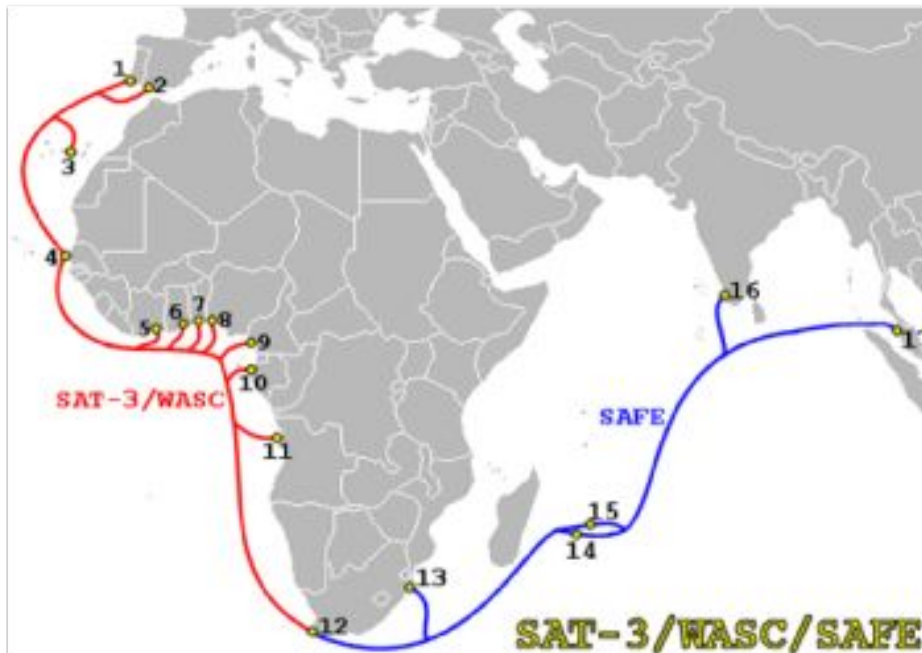




# Domain ... makes **ALL** the difference



# Africa is **NOT** mobile first ...

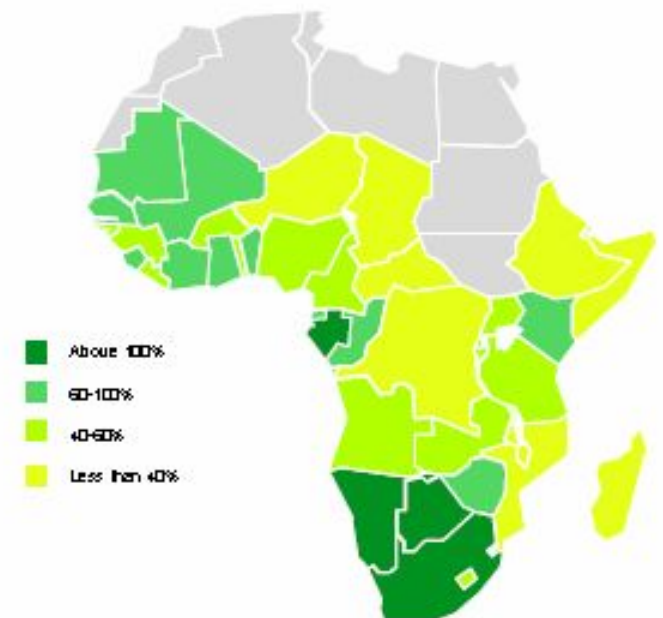




# ... it is mobile only.



Source: Wireless Intelligence





# Story 1 : It's about the domain context...



How to  
provide  
security  
services?



**HEI-JULOR!!!**  
EMERGENCY ALERT SYSTEM



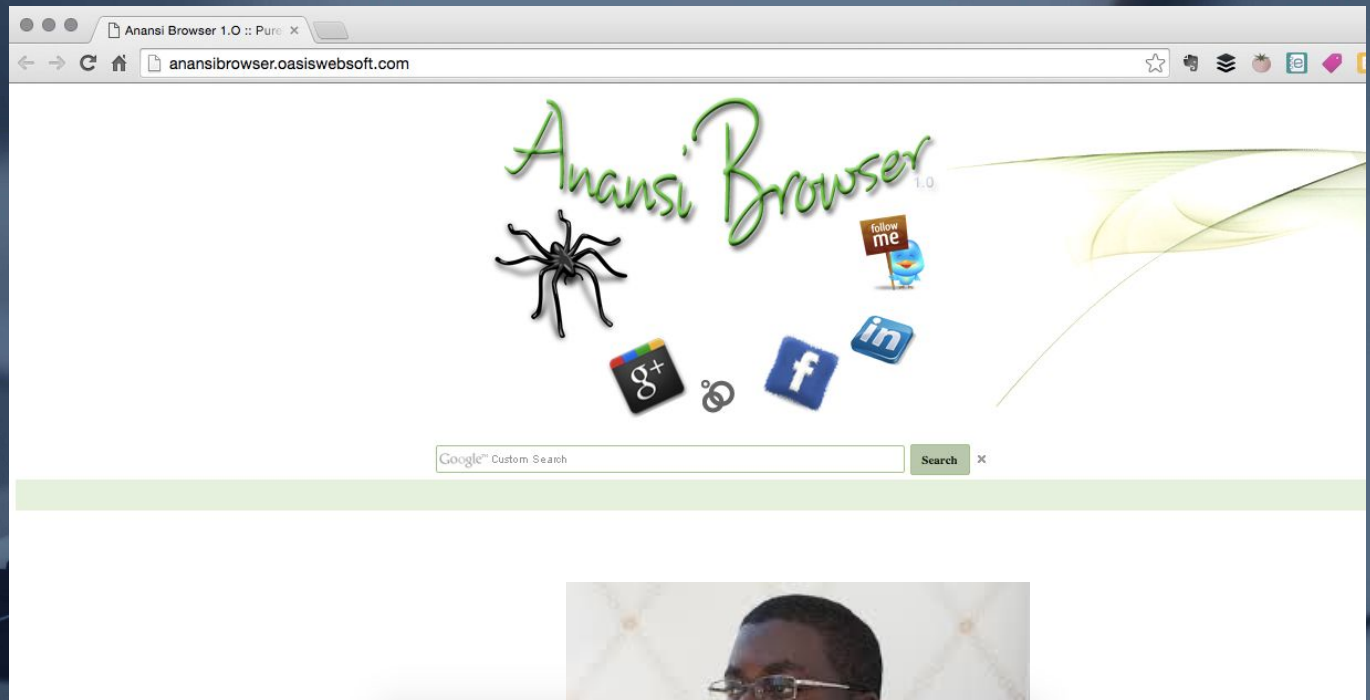
# Story 2 : Constraint inspiration ....



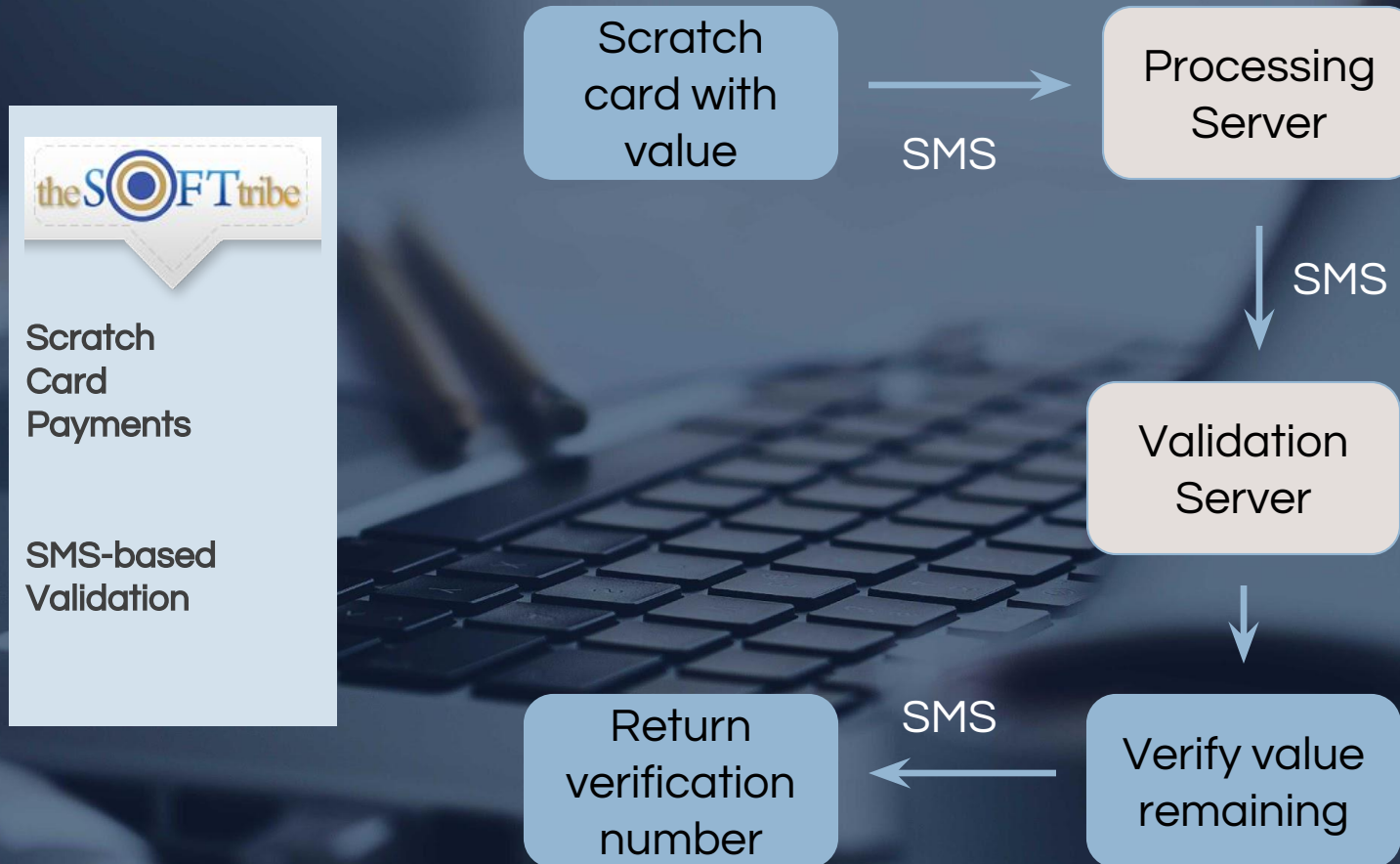
Poor connectivity

Expensive  
data plans

Poor  
download  
speeds



# Story 3 : Simple sophistication ...



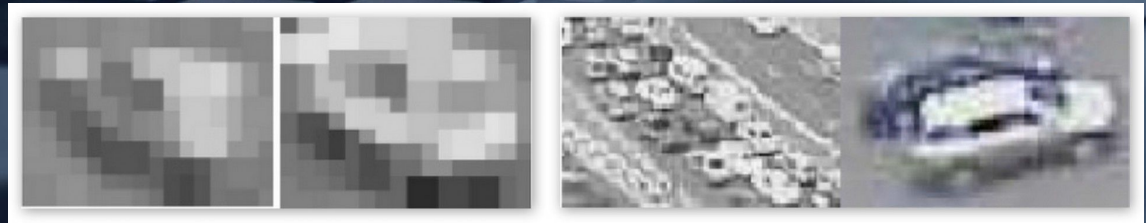
# Story 4 : Engineering where required....

TWENDE

IBM Research

Utilising low  
fidelity cameras

Directions by  
SMS





# Story 5 : Building ecosystem solutions...

**cobalt**

Facilitate  
micro-  
manufacturing

Access to  
markets



# Story 6 : Many innovations ...

**cobalt**

Technology  
manages  
paper

Many frugal  
innovations  
= one big  
innovation





# Story 6 : ... in a single solution

**cobalt**

Technology  
manages  
paper

Many frugal  
innovations  
= one big  
innovation



# Story 6 : ... and then evolve

**cobalt**

Technology  
manages  
paper

Many frugal  
innovations  
= one big  
innovation





# Story 7 : Beyond borders?

RAPIDFTR

Lack of an  
address  
system

How to  
enable  
package  
routing?



# Story 8 : It's really about the design

**cobalt**

Design  
thinking

Many frugal  
innovations  
= one big  
innovation



4 Ways Design Thinking Can Be a  
Powerful Tool for Change

ExperiencePoint®

# Story 8 : To scale for impact ...



How much  
technology do  
you build?

What technology  
do you leverage?

Many frugal  
innovations  
= one big  
innovation





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