

money bee



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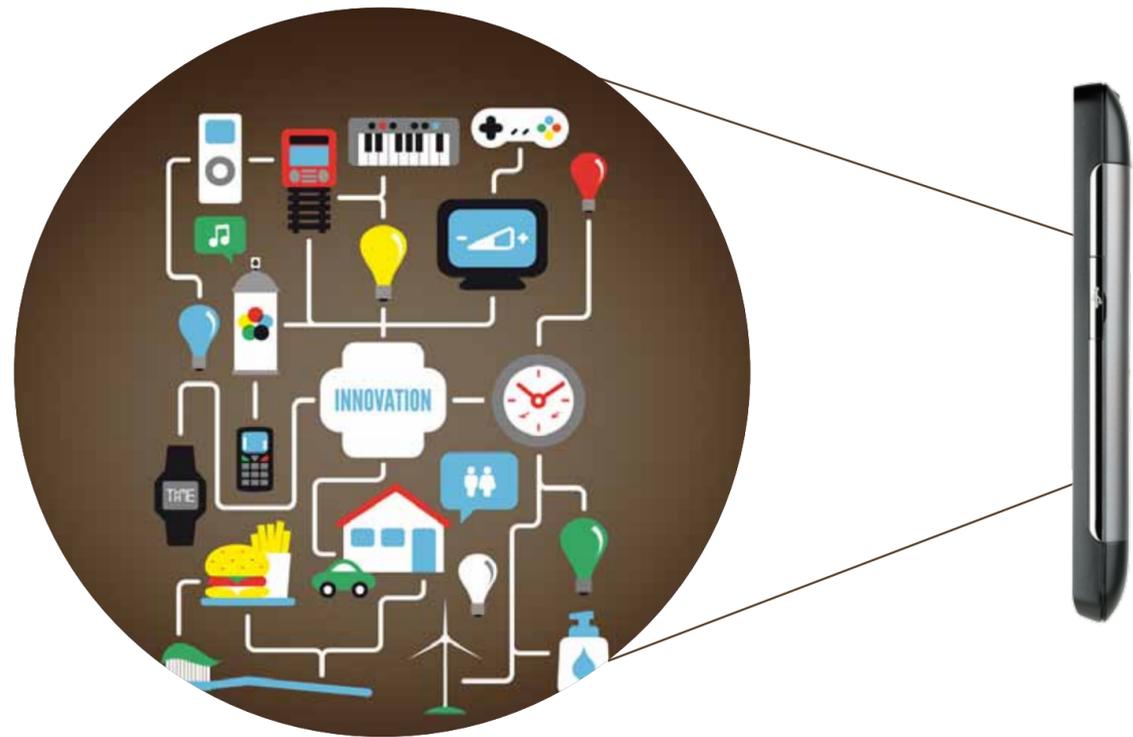
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Project Profile

MoneyBee is a comprehensive operator-enabled mobile crowdsourcing service for emerging markets.

Mobile phones present the best platform to support a crowdsourcing application for emerging markets, and telecom operators are in the best position to offer and support such a service. MoneyBee is accessible to mobile phone users in emerging markets through their mobile operators. The operator has a large subscriber base and the ability to pay task workers using prepaid airtime minutes. These advantages allow MoneyBee to reach far more people than conventional Internet crowdsourcing approaches. The mobile operator already has access to information on user demographics, location and presence, and monthly spending patterns. In addition, the MoneyBee platform gathers user information (such as preferences skills, and reliability) from a user's interaction with the crowdsourcing service.



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Problem & Opportunity

The internet crowd sourcing platforms do not reach most people in emerging markets who don't have an internet connection.

Millions of task doers in the emerging markets are willing to work for small amounts of money – many with mobiles and no bank a/c. There are also a wide variety of potential, untapped task givers who look out for such task doers (small/medium businesses, individuals). These two segments can be connected and leveraged by the mobile operators to enable the subscribers to earn money.



Solution

- MoneyBee platform intelligently connects task givers & doers
- Pays task-doers using seamless micropayment mechanism of free airtime minutes

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Benefits

Aligns with 'Emerging Market' strategy

- Novel use-case enabling the Bottom-of-Pyramid in emerging markets to make money
- Overcomes the emerging-market barriers to unleash the latent-potential of an otherwise
- Successful concept (crowdsourcing & p2p question-answers).

Aligns with AE strategy

- Novel application enabler with 480M+ mobile users as a service in India
- Builds upon ALUs assets
- Can be viewed ASG's Genesys Call Center on 'Steroids' with every mobile subscriber as a call center agent
- Builds upon ALUs related products for integration into operator's network
- Leverages Bell Labs expertise

What ALU benefits from the Operator ?

- Customer base & reach: reach users with no broadband or smartphones, and also in real-time
- Seamless payment: micropayments via prepaid balance
- User information: location, presence & additional subscriber info
- SIM card control: SIM apps that work on ALL mobile phones

Partnering with the OPERATOR provides ALU the competitive edge over OTT crowdsourcing competitors.

What Operator benefits from ALU ?

- ALU's strong relationships with operators & related product portfolio
- ALU already has products like SDM to integrate with operator databases
- ALU already has products which integrate with payment gateways
- Technology assets built on ASG's Genesys Platform
- Voice-based task creation & participation from mobiles
- Voice2text technology to aggregate voice responses, and extract semantics of voice-task
- Bell Labs expertise to provide algorithms for efficient user selection and user reputation management
- Passive user profiling and like-minded users community detection
- ALU's related product portfolio provides to the OPERATOR a small time-to-market

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Innovations & IP

- **3 patents filed by Bell Labs on MoneyBee architecture, user selection, open APIs**
- **Genesys voice-based assets and subscriber interaction framework.**
- **SDM Data Grid to unify/simplify access to multiple third party databases.**

Team

Animesh Nandi, Member of Technical Staff

Dinesh Govindaraj, Member of Technical Staff

Girija Narlikar, Distinguished Member of Technical Staff

Viswanath Poosala, Head of Bell labs India

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