

at-a-glance

tradepoints

reaching out: the challenge & opportunity

TradePoints are an innovative approach being piloted by TradeNet to reach out to market communities and help them get exactly the kind of market information they are seeking, when they want it.

Despite the widespread use of mobile phones, it's clear that their full potential for premium/data services is only just beginning to be realized. Whether to transfer money, add units or request commercial business information, new services are rapidly being introduced and users need support and training in how to access those services. Literacy, texting, formats, codes, awareness are significant challenges to ensuring swift adoption by communities that can benefit most. Visiting markets and making one or two presentations is not sufficient: regular and permanent support in local dialects are essential to knowledge transfer...

Our TradePoint program seeks to promote more sophisticated use of mobile handsets by providing them with permanent agents in the field (in brightly colored kiosks) that provide education and training. Our agents teach people how to use their phones effectively to improve livelihoods!



what do people want?

- local, national and regional price information
- signing up to get SMS alerts on their mobiles
- training in how to text on their phone
- learning what codes to use to request information
- advertising an offer to buy or sell a commodity on mobiles
- understanding how much the service costs
- finding new markets -- buyers and sellers
- learning about international export markets
- finding other services on their mobiles

building smart networks of useful information

TradePoints are just one more innovation from TradeNet. This 12 month pilot will be tested in several markets throughout West Africa and will be used to better understand the needs and challenges of our target market. Intelligent networks, enabled through mobile handsets, will allow producers, processors and traders to exchange important information, instantly. Extension messages, supply chain management, commercial offers to buy and sell, forecasting, transport availability, disease control, input supplies, are required in efficient management of trade and agriculture. Whether private or public, TradeNet provides a unique set of affordable and easy-to-use tools to help people realize their potential.



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