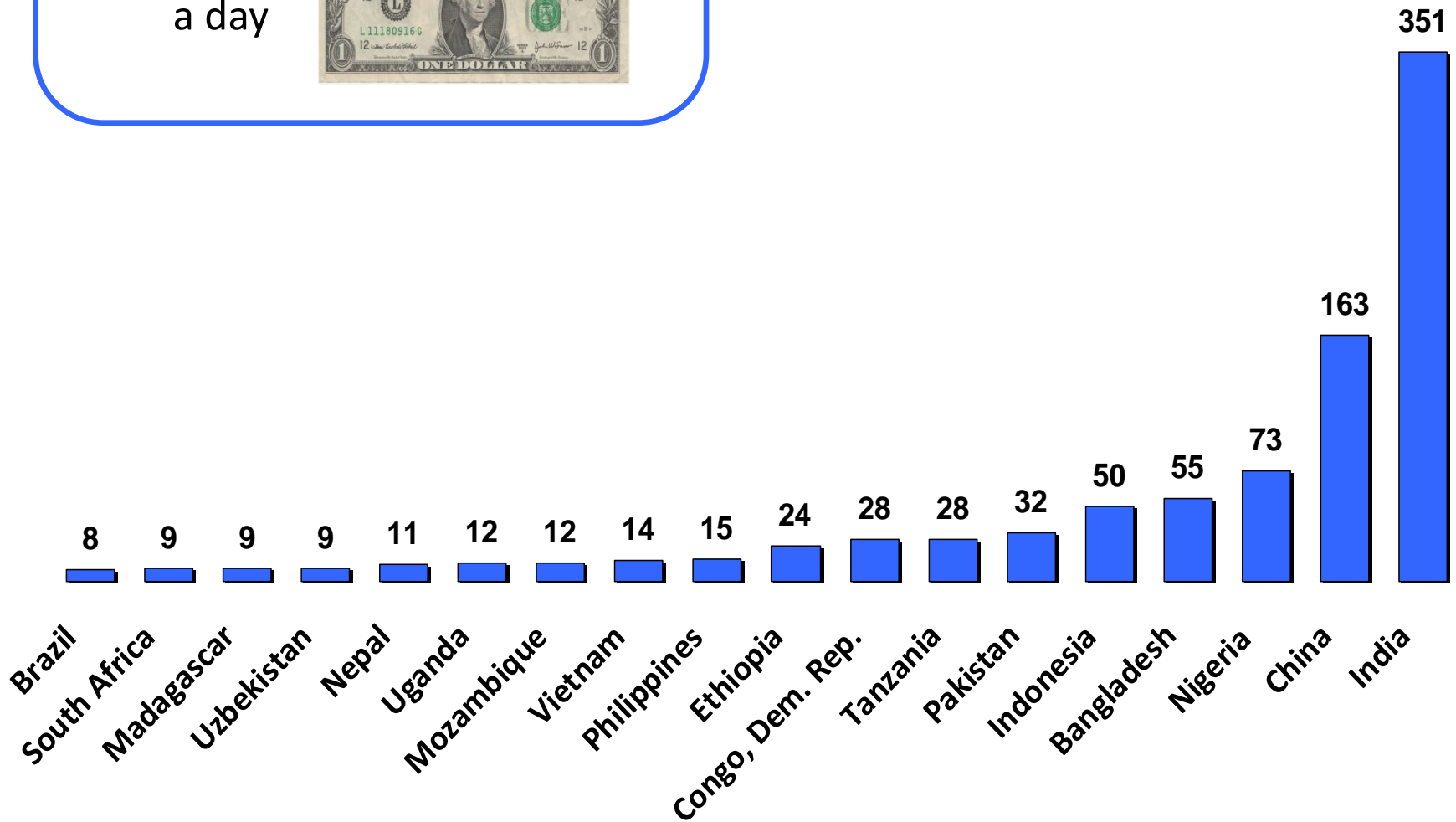


# The Pyramid Inverted

Building on CK Prahalad's  
'The Fortune at the Bottom of the Pyramid'  
Does the rise of the  
new Digital World  
have the potential  
to accelerate the inversion of the pyramid?

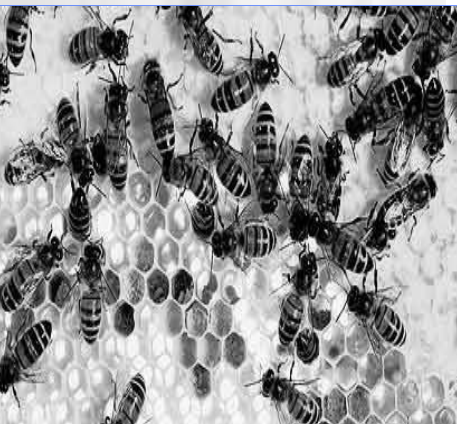
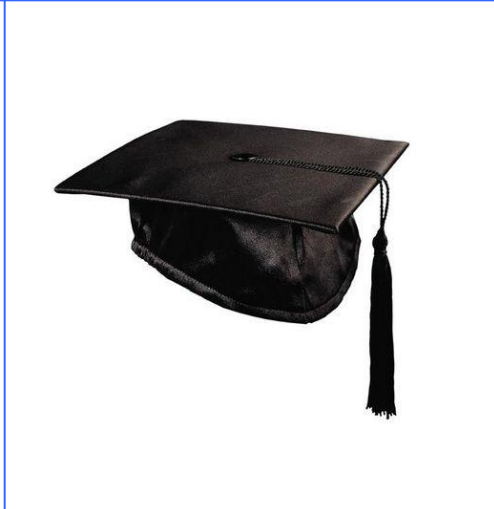
Judith Passingham, TNS

**903** million  
people  
earning  
under \$2  
a day









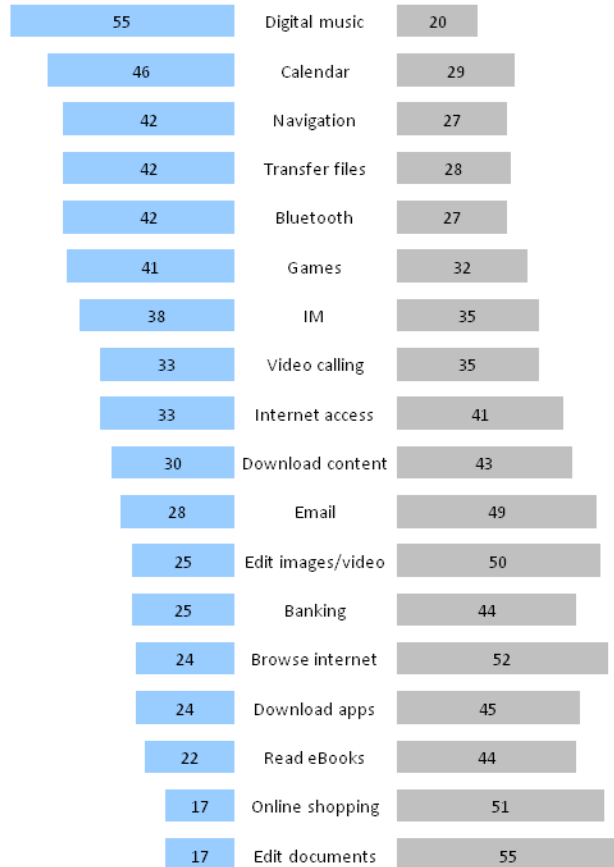
# The mobile is part of a wider digital world

## Removing the PC legacy, impacts consumer preferences

### Preferred devices for activities - Global

#### Mobile phone

#### PC

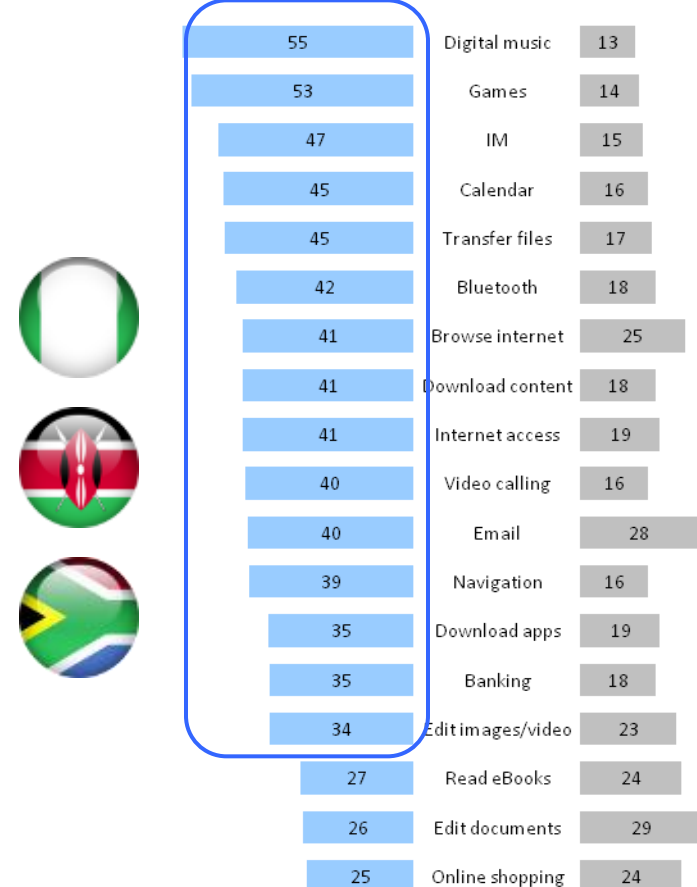


Source GTI 2010: J5: Mobile/PC trade-off

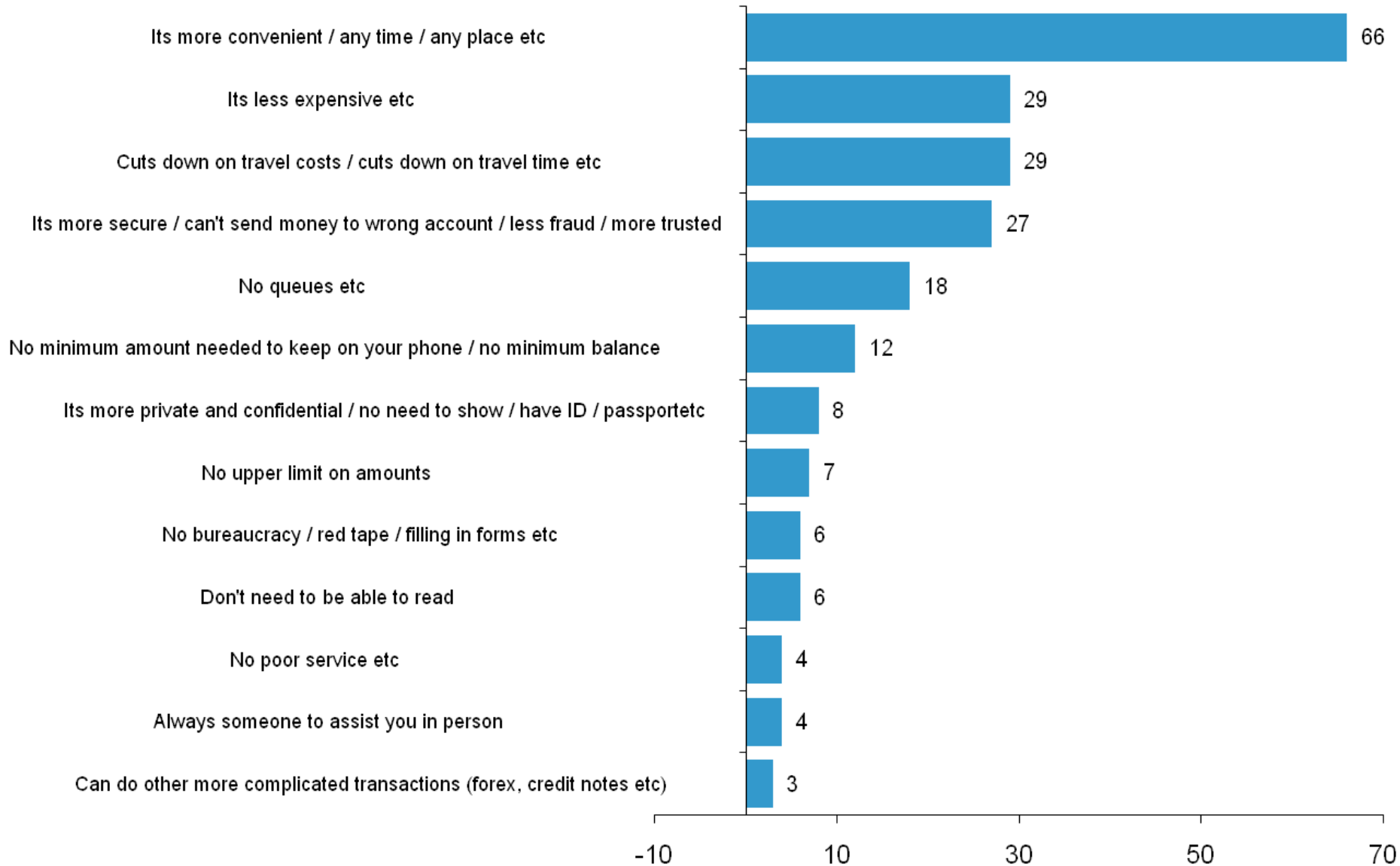
### Preferred devices for activities - Africa

#### Mobile phone

#### PC

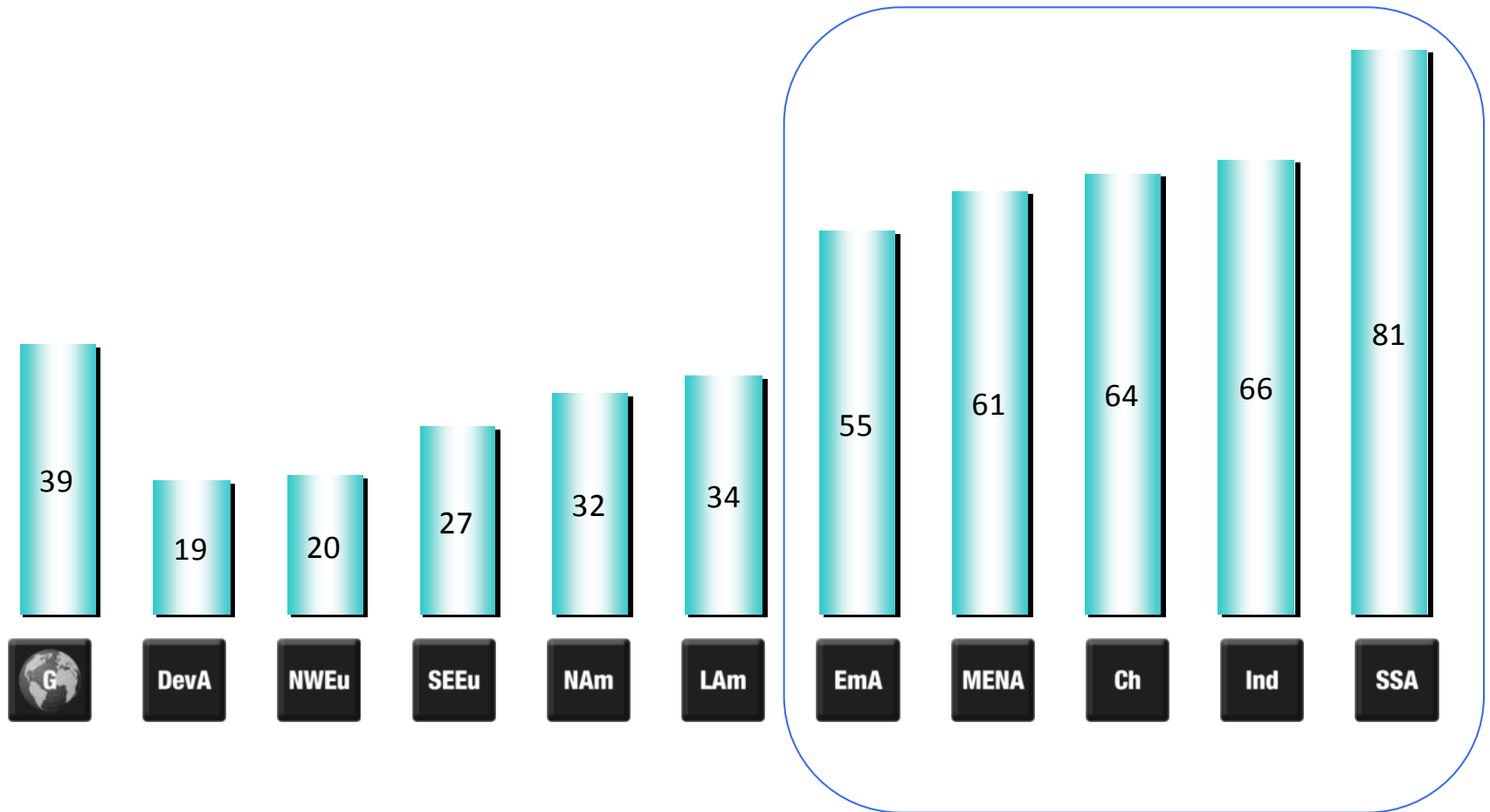


# Reasons for preference of mobile phone over banks

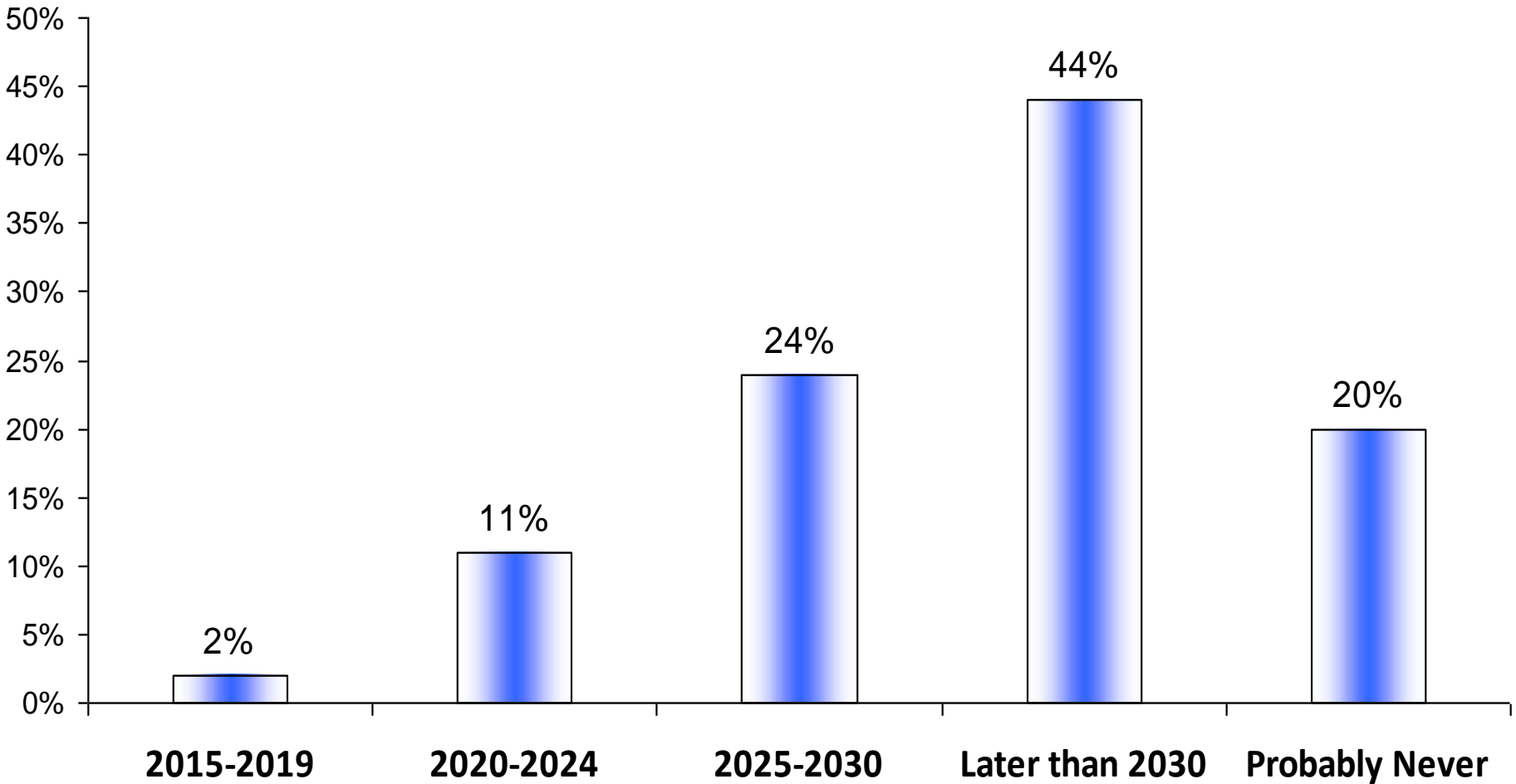


% online users who agree that:

*'In the online world, I can better express my feelings'*



# Global Internet Use and the 'Digital Divide'



■ >75% of the Worlds Population will actively use the internet several times a week by...



- “What is needed is a better approach to help the poor, an approach that involves partnering with them to innovate and to achieve sustainable win-win scenarios.....!

**CK Prahalad**

- “ The community is the responsibility of every institutional leader. How that translates into actions and decisions is what social responsibility is all about....”

**Drucker**

**Thank you**

