

Feb 2016

Paper for the Annual Bank Conference on Development Economics

Title: .

Building Data Census, Metrics and Economic Development with Mobile Applications for Underemployed Markets

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Summary

There is no country at least in South America that does not count with a population segment involved with informal markets or underemployment activities.



The Resolution 1 of 1982 from the World International Organization basically inspired the countries in development process to be active in the establishment of statistics about economic activity, employment availability, gender of the human resource, income and other social and economic characteristics.

One of the variables out of the statistic equation when measuring underemployment is the one related to products, goods and services offered by the people within this social economic segment.



In today's world advance in technology, it is clear that the use and propagation of mobile communications makes its use with high elasticity and total independence from the level of income. Mobile devices of different price and plan structures are currently offered by multiple carriers.

One can go into any underdeveloped country and likely find people using mobile devices. According to World Bank, 98% of Latin American population has mobile cell signal. In Brazil for instance, 92% of the households have a mobile phone.

On the other hand, it is a fact that development of **Mobile Apps** can contribute to improvement of human development and opportunities for the population to access many different fields such as banking, education, health and commerce, not to mention the opportunity to become better informed and participate more actively in the democratic process of their country for instance.

The advance and popularity of these communication systems also catalogued as sources of entertainment, have brought transitions to old mobile models with better connection and multiple features. Many older cellular phone devices are becoming obsolete and have opened space to a new generation of hardware called **smartphones**.



This generation of mobile devices has the advantage that can accept applications (apps) which can be defined as a software utility to run specific functionalities.

Based on this trend, its market and social penetration, **we can produce a mobile application and management data software** to not only contribute to human development expansion and opportunities but build and administer large and important volumes of data that can be helpful for government policy purposes and for the private sector such as the banking and financial industry to have better idea of population segments, their activities, income and potential products to offer and broadcast.

Even in the United States, the core base of economic development has been supported by small businesses. Therefore, I believe the next natural step for under employed and informal markets is to become small businesses. I believe that we have a mobile app product and the way to build substantial data information that can make possible this transition with the help of the private and public sector.



The app product can be disseminated through a group of volunteers to survey and promulgate the target segment about the benefits and importance not only for the population itself but for matters of public policy. For instance, to improve the conditions of the population segment in term of security, education and public services. Never the less the private sector can benefit from this approach, since the data collected with the use of the app can help them to push messages regarding basic financial services such as saving account or the use of ATM cards.



All these data is managed and harbored within an admin panel which is a cloud web based platform that can be accessed from anywhere in the world. It is a password protected platform and have the possibilities to create automatic statistical results based on the data that feeds the platform through the app.

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