



*Microsoft
Unlimited
Potential™* **UP**

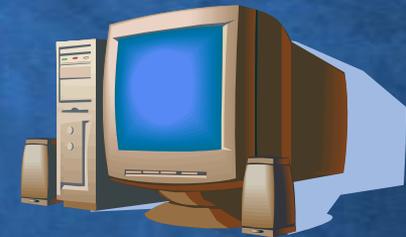
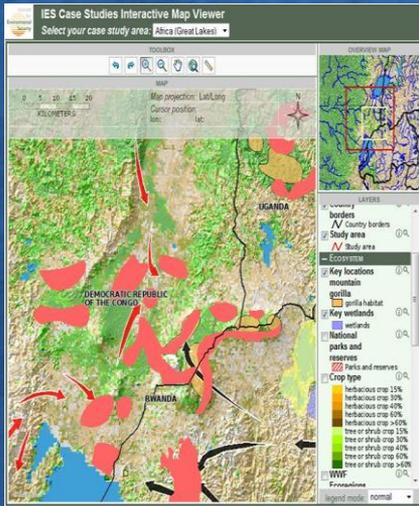
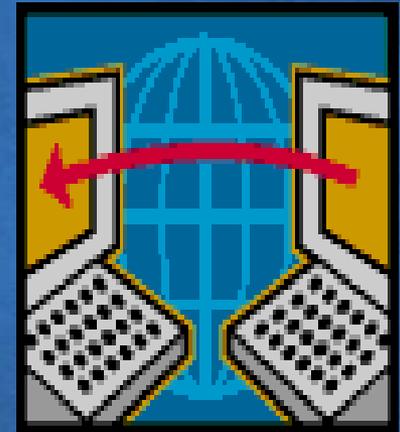
Corey Griffin

Director, International Development Aid Agencies
Microsoft Corporation

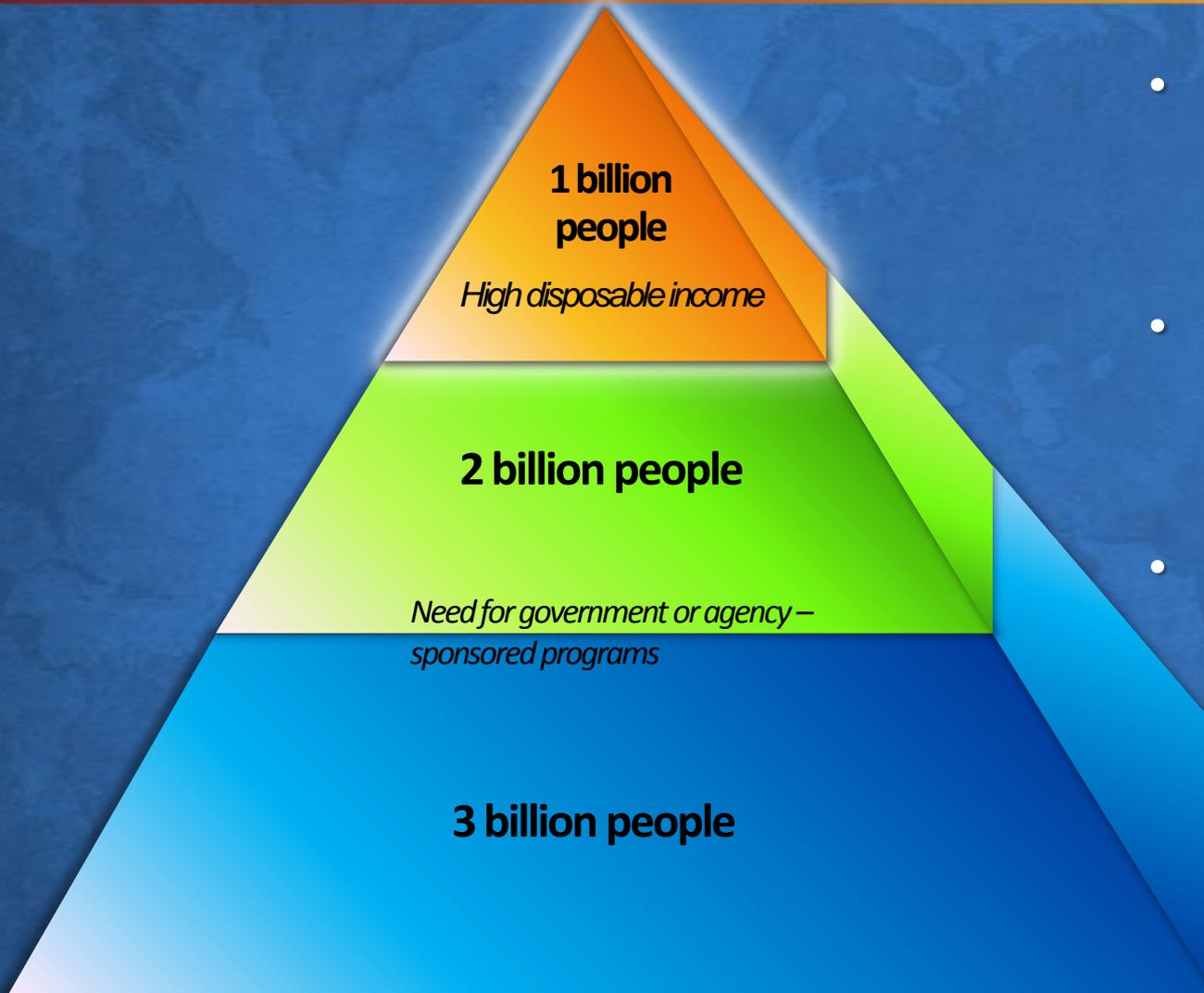
The Enablers

"It is now possible for more people than ever to collaborate and compete, in real time ...from more different corners of the planet ...than at any previous time in the history of the world " *

*Thomas Friedman – The World Is Flat



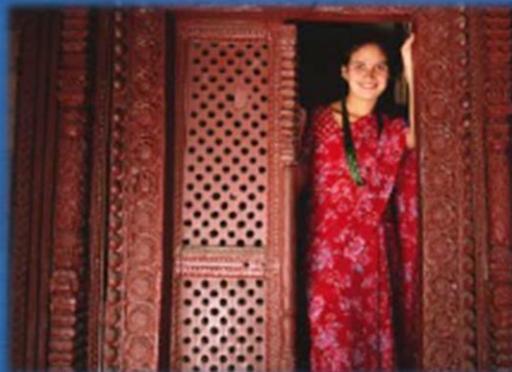
The Reality



- Provides majority of the income for IT industry
- Business models *defined* for this segment
- Well-understood requirements

Microsoft Unlimited Potential

Enable sustained social and economic opportunity for the next five billion people



The Keys To Success

Relevance



Access



Affordability



Innovating for the Next 5 Billion People

The Next 5 Billion People



Requirements

Relevance

Access

Affordability

Business Models

Ad-funded

Prepaid

Subscription

Shared

Public-Private Partnerships

Products and Solutions Innovation

Programs

- Subscription Computing
- Rural Telecentre Computing
- Partnership for Tech. Access

Targeted Solutions

- Student Computing (MSIS, CMPC)
- Family Education PC

Services Enablement

- FlexGo
- Windows Live
- Multipoint
- Rural Kiosk
- Steady State

Device Enablement

- Low Cost PCs (Windows Starter)
- Refurbished PCs (MAR)
- Mobile Broadband PCs
- Mobile Handsets
- Next Generation USB

Microsoft Innovation Centers

Fostering
Local
Innovation



110 worldwide centers
Projecting to grow to 200 by 2009

Community Technology Skills Program

Enabling
Jobs &
Opportunities



Programs in 29,000 community technology centers in 102 countries

