

## Vital Wave and Reuter's Digital Vision Program at Stanford University Partner for Technology Business in Developing-country Markets

FOR IMMEDIATE RELEASE

PALO ALTO, November 2, 2006 – Vital Wave Consulting, analysts of developing-country markets, and Reuter's Digital Vision Program at Stanford University announced today a collaborative initiative to analyze the market potential of technology-oriented development projects for emerging markets.

The Digital Vision Program, supported by the Reuters Foundation, Motorola, SAP and Stanford's Center for the Study of Language and Information, provides guidance to social entrepreneurs who are developing a diverse set of technology-based solutions for commercialization in developing-country markets. The business concepts range from the establishment of Internet cafés in Nigerian universities to the creation of a telemedicine system for detecting outbreaks of diseases in India.

Under the collaboration agreement, Vital Wave analysts will help Digital Vision entrepreneurs develop business cases backed by quantitative market data. In return, Vital Wave Consulting further broadens its insights and information about current technology trends in emerging markets.

Stuart Gannes, Director of the Digital Vision Program, points out that the Fellows' business models require accurate and tested market data in order to be successful. The partnership is an excellent example of how the Fellows draw on Silicon Valley expertise to build their enterprises. Gannes said, "Many of our Fellows are social entrepreneurs who live and work in the countries where their business ideas are developed. This partnership enables our Fellows to quantify and qualify the market opportunity with the same tools and business rigor that Vital Wave Consulting provides to some of the world's most successful ICT companies."

"The Digital Vision Fellows aim to build sustainable technology-based businesses in developing countries," says Brooke Partridge, Vital Wave Consulting's founder and CEO, "To do this, they will need business cases backed by credible forecasts and market intelligence." Partridge sees a natural link between the two organizations, adding, "We're excited to work with Digital Vision Fellows, who are on the front lines of technology solutions for developing countries."

Karen Coppock, Director of Industry Collaborations for the Reuter's program believes Vital Wave Consulting and the Digital Vision Program have an excellent opportunity to maximize impact by combining innovative concepts for sustainable development with traditional business development principles.

### **About Vital Wave Consulting**

Vital Wave is a specialized management consultancy that analyzes the needs and opportunities for technology in developing-country markets. The company provides forecasting, market intelligence and business planning services to organizations focused on generating revenues in these geographies. Clients include multinational corporations in the information technology and telecommunications industries.

### **About the Digital Vision Program at Stanford University**

The Digital Vision Program at Stanford University provides social entrepreneurs with a creative environment and platform to design and implement innovative and scalable technology-based solutions for untapped markets around the world. DV entrepreneurs spend nine months in residence at Stanford to developing information technology-based solutions in the areas of health, education, and financial services for emerging markets.