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Q1: Respondent details

Name	Jennifer Brant
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Q2: Country or Customs territory

SWITZERLAND

Q3: Organization

Private sector

PAGE 4: C. ABOUT YOUR CASE STORY

Q4: Title of case story

"Taroworks Provides Social Enterprises with New Services for Success"

Q5: Case story focus

E-commerce development and efforts to bridge the "digital divide".

Q6: Case story abstract

On behalf of Qualcomm, I am pleased to submit a case study for consideration as part of the Sixth Global Review of Aid for Trade: "Taroworks Provides Social Enterprises with New Services for Success". This case study describes how enhanced connectivity can be leveraged to provide entrepreneurs and SMEs with tools and training, in addition to opening new avenues for trade.

Through its Wireless Reach initiative, Qualcomm works with partners, such as firms, government agencies, NGOs, and universities, to extend the benefits of wireless technology to underserved communities around the world. A number of Wireless Reach projects focus on supporting entrepreneurs and SMEs to succeed and scale. Wireless technology has proven particularly beneficial for smaller enterprises: a 2015 study by the Boston Consulting Group found that SMEs (in developed and developing countries) that integrated mobile services into their business activities increased their revenues up to two times faster and added jobs eight times faster than their peers.

The Taroworks project delivers new wireless tools for data collection and analysis to social entrepreneurs and NGOs working in rural areas. So far, it has enhanced the impact of such actors in over 20 countries in Africa, Latin America, and Asia.

The technical experts at Qualcomm who developed and, with partners, are executing the Taroworks project are available to provide more information about this and other Wireless Reach projects.

Best, Jennifer Brant

Read the full case story here:

https://s3.amazonaws.com/files.formstack.com/uploads/2391178/43193847/283580622/casestudy_indo_taroworks_eng_oct2014_v1r111.pdf

Q7: Who provided funding?

Private sector

Q8: Project/Programme type

Multi-country

Q9: Your text case story

Respondent skipped this question

Q10: Lessons learnt

Respondent skipped this question
