



HURRICANE ALYSSA BRINGS IN A NEW RESPONSE TO NATURAL DISASTER



2 IN LESS THAN 22HRS, HURRICANE ALYSSA DEVASTATES THE TINY CARIBBEAN NATION OF ST. JULIETTE



3 INTERNATIONAL AID AGENCIES MOBILIZE FOOD, TENTS AND MEDICINES TO AIR FREIGHT TO THE DISASTER



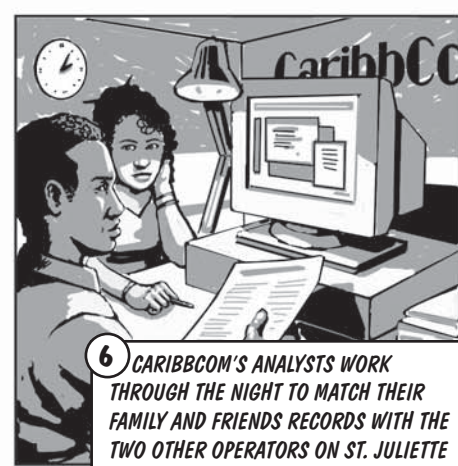
4 BUT THE CHIEF EXECUTIVE OF ST. JULIETTE'S MOBILE PHONE COMPANY, CARIBBCOM, DOES NOT WANT TO WAIT



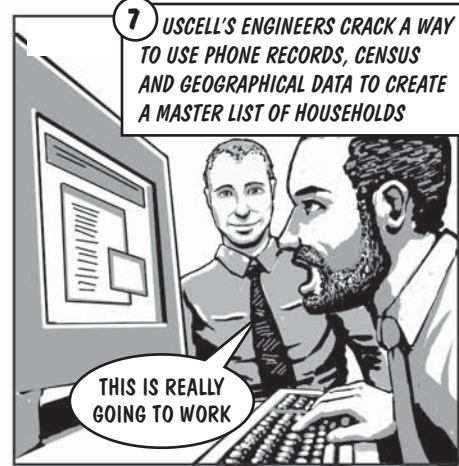
5 REACHING OUT TO HER BUSINESS NETWORK, SHE SETS OUT HER PLAN

WE CAN DO THIS, IF WE WORK TOGETHER

I'M IN



6 CARIBBCOM'S ANALYSTS WORK THROUGH THE NIGHT TO MATCH THEIR FAMILY AND FRIENDS RECORDS WITH THE TWO OTHER OPERATORS ON ST. JULIETTE



7 USCELL'S ENGINEERS CRACK A WAY TO USE PHONE RECORDS, CENSUS AND GEOGRAPHICAL DATA TO CREATE A MASTER LIST OF HOUSEHOLDS

THIS IS REALLY GOING TO WORK



AMAZING!

8 AT 8AM, CARIBBCOM DELIVERS TO 1,000 HOUSEHOLDS IN THE WORST AFFECTED PARTS OF THE ISLAND A \$50 SMS VOUCHER REDEEMABLE FOR BOTTLED WATER, FOOD AND MEDICINES AT SURVIVING LOCAL KIOSKS



9 CARIBBCOM DELIVERS OVER 85% OF VOUCHERS SUCCESSFULLY...

DOUBLE CHECK THE DATA!



10 ...AND GIVES THE LOCAL RED CROSS SOCIETY ITS BENEFICIARY LIST

THIS IS A BIG HELP - WE CAN FOCUS OUR RESOURCES ON THE PEOPLE YOU DID NOT REACH



CaribbCom

INTERNATIONAL AID WOULD ALLOW US TO REACH MANY MORE PEOPLE IN NEED

11 1,000 HOUSEHOLDS IS NOT ENOUGH FOR CARIBBCOM AND ITS PARTNERS



12 DONOR GOVERNMENT OFFICIALS ARE RELUCTANT TO HELP

WE DO NOT HAVE A PRECEDENT FOR THIS KIND OF SUPPORT



13 HOWEVER, OVER 80,000 PEOPLE AND DOZENS OF COMPANIES SIGN UP ON FACEBOOK TO SUPPORT WITH WHAT MONEY THEY CAN



14 THE NEXT DISTRIBUTION OF 5,000 VOUCHERS FOR \$100 ATTRACTS TRADERS FROM ACROSS THE CARIBBEAN

THESE ARE GOOD PRICES

EVERYONE WANTS YOUR BUSINESS



15 CARIBCOM'S IDEA BECOMES HEADLINE NEWS

I AM REALLY PROUD

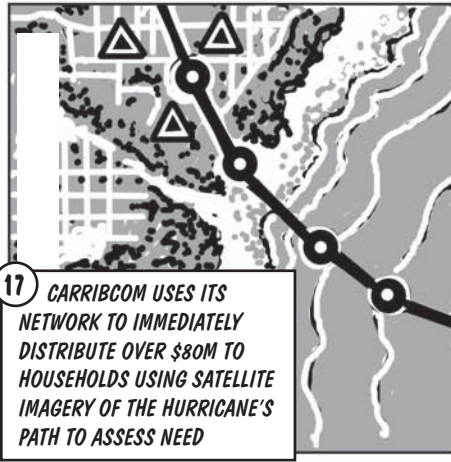
CARIBCOM TAKES LEAD ON DISASTER RELIEF



16 DONOR AGENCIES CHANGE THEIR POLICY TO JUMP IN

THERE ARE RULES, SIR

CHANGE THEM



17 CARRIBCOM USES ITS NETWORK TO IMMEDIATELY DISTRIBUTE OVER \$80M TO HOUSEHOLDS USING SATELLITE IMAGERY OF THE HURRICANE'S PATH TO ASSESS NEED



18 RED CROSS OFFICIALS ON THE GROUND IDENTIFY FAMILIES MISSED, OR THAT NEED ADDITIONAL HELP

THE MOBILE PHONE SYSTEM IS 87% ACCURATE - THAT'S A HUGE START FOR US



ONLY 2% OF HOUSEHOLDS GOT MORE THAN ONE VOUCHER - THAT'S LOW WASTAGE

19 THE CENTRALIZED ELECTRONIC RECORD OF WHO GOT WHAT ALLOWS THE RED CROSS TO CORRECT MISTAKES



20 COMMUNITY AND BUSINESS LIFE ON ST. JULIETTE STARTS TO RETURN TO NORMAL



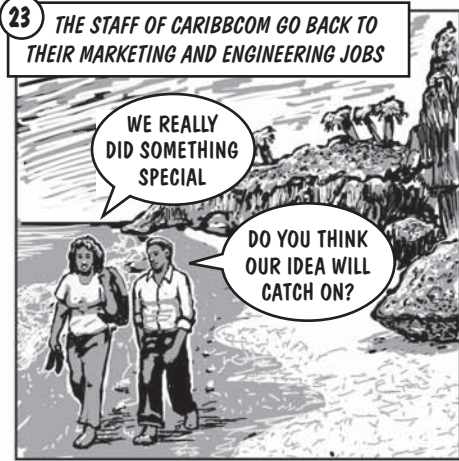
21 FIRST FOREIGN AID SHIPMENTS ARRIVE

WHAT DO WE DO WITH THIS STUFF?



22 AND THE UN SETS UP AN AID COORDINATION CENTER

THE SITUATION APPEARS UNDER CONTROL



23 THE STAFF OF CARRIBCOM GO BACK TO THEIR MARKETING AND ENGINEERING JOBS

WE REALLY DID SOMETHING SPECIAL

DO YOU THINK OUR IDEA WILL CATCH ON?

THE END

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