

Harnessing the power of mobile phone and its applications to enable entrepreneurs by providing an exclusive digital platform and mentorship for empowering unreached masses.



## Organisers

### Ek Soch Foundation:

Ek Soch Foundation, an initiative of SPICE Group, was launched on November 19, 2011, at 11am, at 1 Prithviraj Road, New Delhi. Ek Soch Foundation with its **"one idea, one direction and one goal"** theme has started working on the empowerment of entrepreneurship in the wide areas of Technology, Education and Environment toward scaling up ideas and innovations for greater socio-economic inclusion.



### Digital Empowerment Foundation

Digital Empowerment Foundation, a Delhi based not-for-profit organization was registered on December 2002, under the "Societies Registration Act XXI of 1860" to find solutions to bridge the digital divide. The organization aims to empower marginal communities and to create economic and commercial viability using Information Communication and Technology as means.



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## Do you have this with you?

- Innovative Idea for Mobile App Development
- Entrepreneurial Skill
- Courage to start up with completely new platform towards the mission of growing self and empowering society
- Assurance of the social relevance and commercial sustenance of the idea
- Ample endurance and enthusiasm towards the achievement of long term ambitions

**If 'Yes' the mPower Forum is certainly looking for your application**

## mPower Forum Concept

mPower Forum is a combined initiative of EK Soch Foundation and Digital Empowerment Foundation to create an opportunity for the mobile innovators to be enabled through the incubation, nurturing and acceleration programmes.

**Vision:** To encourage mobilepreneurs; help innovative ideas to grow in terms of social relevance & commercial sustenance; to create an ecosystem of entrepreneurship development in mobile for masses, started from incubation and nurturing to growth and acceleration.

**Mission:** To set up a platform to give a start, to nurture and to encourage innovative ideas with funding and mentoring support toward continuous development of value added product and service having higher economic returns & larger social impact.

## Objectives

- To create a group of innovators inspiring mobile innovations to address the basic and specific issues of the society;
- To ensure Learning based on the shared methods of solving the problem;
- Transformation of ideas into surface level – user tested applications;
- Nurturing by the different pathways adopted in the concept of mPower Forum;
- Acceleration through end – to – end support to all incubatees for two years' period of Incubation.
- To ensure the short term/ long term impact upon the beneficiaries using the application
- To ensure marketability and sustainability of the idea

## Apply

Ek Soch in association with Digital Empowerment Foundation launches mPower Forum Competition. Every fresh idea or active project on mobile based applications, interested in incubation and acceleration process of mPower Forum is invited.

Business Plan/ model to be shared should focus on the criteria as follows:

- Mobile phone usage [application development /service delivery]
- Scalability/ Marketability
- Long term Commercial Viability

## Categories



The interested nominees are invited to share their business plans at <http://mpowerforum.eksoch.in/online-application/> and give their expression of interest before the last date of accepting applications.

For any further information or clarification, please mail us at [eksochmpower@gmail.com](mailto:eksochmpower@gmail.com) or [chitra@defindia.net](mailto:chitra@defindia.net).

Website/URL: [www.mpowerforum.eksoch.in](http://www.mpowerforum.eksoch.in)