



DIL 2014 Conference

Revealing the Demand for Pro-poor Innovations

Friday, March 7
Georgetown University

AGENDA

Registration & Breakfast	8.15 AM – 9.00 AM
Welcome Remarks Edward Montgomery (Dean, McCourt School of Public Policy) Robert Groves (Provost, Georgetown University)	9.00 AM – 9.10 AM
Introduction to the Development Impact Lab Temina Madon (Managing Director, DIL)	9.10 AM – 9.15 AM
Keynote Speech Dave Ferguson (Deputy Director, Office of Science and Technology, USAID)	9.15 AM – 9.35 AM
Emerging Tools for Understanding Demand <i>In recent years, social scientists and engineers have developed innovative techniques to better capture the needs and preferences of potential users from underserved communities. This session will review four of these novel approaches.</i>	
➤ Generating data through Field Experiments Pascaline Dupas (Assistant Professor of Economics, Stanford University)	9.35 AM – 10.15 AM
➤ Sensing Technologies for Data Collection and Monitoring Pat Pannuto (PhD Candidate in Computer Science, University of Michigan)	10.15 AM – 10.55 AM
Break	10.55 AM – 11.10 AM
➤ Understanding Demand through Big Data Nathan Eagle (CEO, Jana)	11.10 AM – 11.50 AM
➤ Human-centered Technology Design Susan Wyche (Assistant Professor of ICT, Michigan State University)	11.50 AM – 12.30 PM
Lunch	12.30 PM – 1.30 PM

Welcome Back Billy Jack (Director, gui ² de)	1.30 PM – 1.35 PM
Case Studies in Consumer-driven Technology Design <i>This session will feature real-world case studies of technology deployment in developing countries. Drawing from their own experience, presenters will review different challenges in terms of product design, marketing, and adoption by local communities. An interdisciplinary panel will review and debrief each presentation:</i> <ul style="list-style-type: none"> • Priya Jaisinghani (Deputy Director of Innovation and Development Alliances, USAID) • Catherine Wolfram (Professor of Business Administration, UC Berkeley) • Amos Winters (Assistant Professor of Mechanical Engineering, MIT) 	
➤ Sanergy Building sustainable sanitation in urban slums	1.35 PM – 2.10 PM
➤ Lumeter Networks Enabling networks of micro-grids for efficient delivery of electricity	2.10 PM – 2.45 PM
➤ Digital Green Helping smallholder farmers share best practices through ICT	2.45 PM – 3.20 PM
Break	3.20 PM – 3.35 PM
➤ Flashcast Bringing smart transit to congested cities	3.35 PM – 4.10 PM
➤ Gram Power Providing ultra-affordable electricity to energy-deficient populations	4.10 PM – 4.45 PM
Next Steps: Beyond Understanding Consumer Demand Ticora Jones (HESN Program Director, USAID) – <i>moderator</i> Jeff Asher (President, Consumer Product Testing Consultants) Bruce Baikie (Executive Director, Inveneo) Laura Hosman (Assistant Professor of Political Science, Illinois Institute of Technology)	4.45 PM – 5.15 PM
Closing Remarks Temina Madon (Managing Director, DIL)	5.15 PM – 5.20 PM
Reception	5.20 PM – 6.00 PM