

REVEALING DEMAND for Pro-POOR INNOVATIONS




Speakers will include Pascaline Dupas (Stanford University) & Nathan Eagle (Harvard University and CEO of Jana).

For technology to benefit those at the base of the economic pyramid, we need to better understand the consumer. What are the preferences of the poor? How much are they willing to pay for new technologies?

Presented by the Development Impact Lab, the conference will highlight new tools for meeting and understanding the demand for innovation in developing countries. More info: dil.berkeley.edu

**FRIDAY
MARCH
7
2014**

 **Georgetown University**

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