

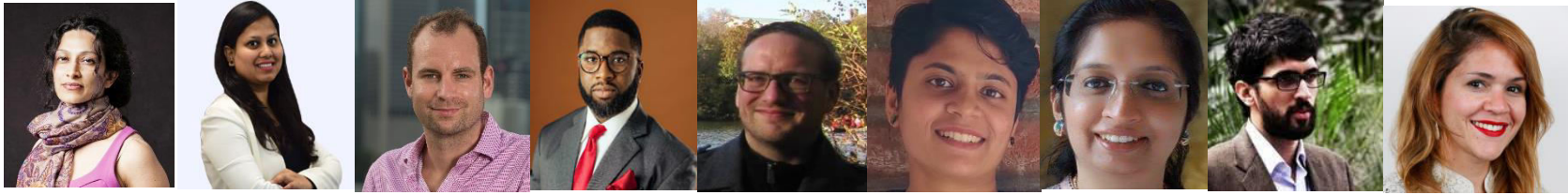


Prof. dr. Payal Arora
“Next Billion Champion” (Forbes 2019)

“Payal was right on the mark and exactly what we were looking for as our company strives to build momentum and reach the next billion users.” **Michael Coakley, VP, Head of Communications, Liberty Latin America Telecom**

“Payal gave stunning insight into a topic, our congress attendees – most of them senior IT-executives – normally are quite unaware: How is a large part of mankind using Internet and IT, what are the needs, wishes and hopes of the Next Billion Users?” **Robert Gammel, Executive Producer Hamburger IT-Strategietage**

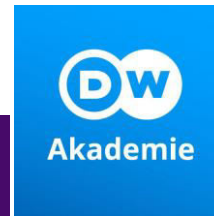
The Next Billion Lab: Overview



Payal Arora and her global team come with a diverse set of training including tech assessment, social entrepreneurship, media and business, philosophy, anthropology, computer science and design to help organizations understand user markets outside the West and to design nuanced, culturally appropriate and inclusive platforms that can add significant value for user uptake and digital trust.

Select Clients

Talks | Consultancies | Workshops | Digital Storytelling | UX Pilots



The Next Billion Lab: Overview

The Next Billion Lab aims to:

1. Globalize user markets and help build inclusive platforms
2. Fill data deficits on NBU markets & disseminate insights to a diverse public-private stakeholders

Collaboration opportunities can take different shapes:

- Contract research/consulting
- Research funding (e.g., PhD projects; Sponsored Fellows)
- Internal workshops for Leadership/Staff training



Team // research interests

Payal Arora, Professor and Director // UX/UI in emerging markets, NBU markets, digital ethnography design, AI and global ethics, data governance

Rene Bakker, Associate Professor // youth entrepreneurship, digital innovation, social capital, Africa

Amanda Paz, Associate Professor // AI tracking, migrant users, digital surveillance, Brazil

Roel Lutkenhaus, Junior Researcher//digital research methods, cross-cultural media campaigns

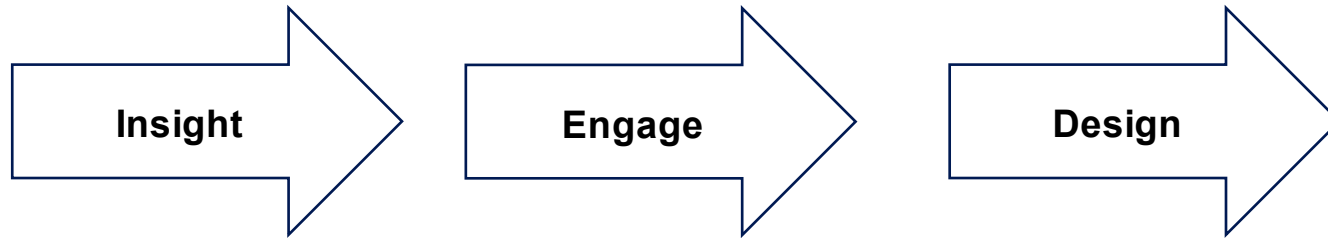
Rene Koenig, Junior Researcher// tech assessment, cross-cultural citizen engagement, Germany

Pallavi Bansal, PhD student // Future of work, gig economy and platform design in India

Somto Mbelu, PhD student // AI and Universal Healthcare Coverage in Nigeria

Renza Iqbal, PhD student // Privacy values, Rural users and the mobile internet

We help organizations gain insights into users in global markets and how to use these insights to shape responsible, ethical platforms that can build deep engagement, trust and user loyalty



Our process involves 3 steps:

1. **Insight:** To build user/stakeholder insight via digital ethnography, quantitative longitudinal data, field experiments, case studies, data-mining, & action research
2. **Engage:** To make insights engaging through multimedia storytelling
3. **Design:** To guide in ethical and inclusive design and deployment for user engagement, trust & growth

Examples of ongoing projects

Future of Work: How can we build inclusive applications for gig workers in India? (with IDRC/JustJobsNetwork)

AI & Healthcare in Africa: How can Artificial Intelligence be used to scale Universal Healthcare Coverage in Nigeria ? (with Pharma Access)

Youth Entrepreneurship in Africa: How to foster purposeful venturing to improve the lives of the extremely poor? (with ERIM & YES South Africa)

AI & Sustainable Public Transport: Mobilizing people Through A new Mobility Narrative: The future of AI in public transport (with consortium cambiaMO (Spain), Technion (Israel), University of the Aegean (Greece), and POLIS (Belgium))

Social credit scoring: Categorizing People and Resources in Contemporary China (with Aalborg University Denmark)

Privacy by design: How do we design for rural users in Kerala? (with MICA-Mudra Institute of Communications, Ahmedabad)

Framing Big Data: Global media representations and communicative deliberation on aggregate data and new data-based processes (with University of Bremen)

Me and My Big Data: Developing Citizen's Data Literacy: (with University of Liverpool, Sheffield Hallam University, University of Glasgow - Nuffield Foundation, UK)

Examples of recent publications (and links)

[Next Billion Users: Digital Life beyond the West](#) (Topic: NBU/UX/Design/Data Gov)

[Unchain the human in the global value chain](#) (Topic: Global Supply chain and Data governance)

[Bottom of the data pyramid: Big data and the global south](#) (Topic: Big data/Global South)

[Decolonizing privacy studies](#) (Topic: Privacy and Culture)

[Examining novel data-driven governance systems in India and China](#) (Topic: data governance)

[Nudging the next billion for Sight & Life Magazine](#) (Topic: designing healthcare apps for the NBU)

[The biggest myths about the next billion internet users for Quartz](#) (Topic: NBU myths)

[10 novel thought habits of the NBU market for KPMG](#) (Topic: NBU behavior)

[UN Report: Prizes for Innovation - Impact analysis in the ICT for education sector](#) (Topic: Digital Innovation for NBU and financial incentives)

[Back to the future: A time-calibrated theory of entrepreneurial action](#). (Topic: Global Entrepreneurship)

Recent talks on the Next Billion Users





Passion provides purpose, but data drives decisions

