



OPEN IT FOR DEVELOPMENT NON-PROFIT ORGANIZATION

EXECUTIVE SUMMARY

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Company: Open IT For Development

Office: 17 rue Iakanal - 38000 Grenoble, France

Activities: Partnerships, Networking, Workshops, Trainings, Economy & Legal Consultancy (Strategy, Marketing, Web-marketing / Public Law, Intellectual Property and New Technologies Rights), Projects Development in Western Africa & Southeastern Europe.

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Summary

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1 EXECUTIVE SUMMARY

Open IT For Development (OITFD) is an innovative, dynamic non-profit organization founded in November 2011 by two professional consultants: a business developer and a trademark & patent attorney. OITFD provides relevant support and services dedicated foremost to SMEs, then structures from public and private sectors (universities, municipalities, research institute, NGOs, leading consulting companies..) operating within the framework of international cooperation projects, mainly on information and communication technologies field.

The mission at Open IT For Development is to deliver the most efficient support to French and European companies aiming to seize business opportunity in emerging markets such: West Africa and Southeast Europe. Through its actions, OITFD is seeking to help promoting information and communication technologies (ICT) in these specific regions thanks to the implementation of sustainable and innovative social projects. So OITFD has developed a «**thematic**» (ICT) and «**geographic**» approach and plans to become a key actor in the cooperation development field.

1.1 OVERALL OBJECTIVE







The European Commission (EC) through various framework programme invests a lot of funds in ICT sector for fostering competitiveness of European enterprises. One of the goal of such framework programme is to reinforce international cooperation leading thereby many technology enterprises to multiply their partnerships and alliances in and outside European community. In this context, Open IT For Development has been founded with the objective to propose a range of services dedicated to structures operating in ICT sector within the framework of cooperation projects and aiming to spread in emerging regions such Western Africa and Southeastern Europe.

Unlike many organizations specialized in projects which are multidisciplinary, OITFD has developed an approach based on a thematic (ICT) and specific markets areas (West Africa & Southeast Europe). Open IT For Development is composed by a team consulting who knows particularly well its target regions and the organization purpose will consist of providing to its partners suitable answers in terms of legal and commercial issues, but also regarding cultural awareness. Relying on its consultants skills and market knowledge, Open IT will also work to implement social innovative programs first in Senegal and Turkey, then in other countries.

The approach defined by OITFD can be considered as pioneering due to the thematic and geographic focus, but also because of the organization engagement to open source solutions. The vision at Open IT For Development is to build a positive, productive and ethical environment suitable for each stakeholder while leading all efforts openly. Thanks to its overall approach, OITFD expects to be a key actors in the french market in developing and proposing ad-hoc support services at fair prices.

1.2 SERVICES OFFER

Open IT For Development has developed support and consulting services dedicated at the forefront to technology SMEs gathered under cluster or not. Businesses from public or private sectors including universities, research institutes which are up to work on cooperation projects in Western Africa & Southeastern Europe can also be part of the target partners. The services provided by OITFD covered the most important legal and economical aspects needed for international cooperation pre-project and project phases such as:


-  Legal analysis of a national/regional regulatory framework
-  Identification of project legal requirements and general recommendations in function of law
-  Legal advice on contracts in consideration to new technologies rights and public law
-  Strategic project-watch with highly powerful tactics
-  Thematic market studies and competitive analysis
-  Edition of a commercial proposal in French or English after manifestation of interest


1.3 MARKET & KEYS TO SUCCESS

Open IT For Development has been created with the willpower to propose efficient, relevant and innovative solutions in terms of law and economics to French/European technology companies working on cooperation projects and desiring to expand into emerging regions like Western Africa & Southeastern Europe.


Although it exists a solid international network, competitors highly experienced, OITFD positions itself foremost as an alternative which hold its credibility from its consultants level of qualification both in their field of activity as well as the defined markets. Open IT For Development has decided to focus solely on a thematic and two geographic areas in order to make available to its partners a talented team, results-oriented and fully engaged to provide the best solutions, the whole at an affordable and fair prices.

The pioneering approach tailored to a *thematic and specific geographical area* added to the *results-oriented* and *high quality of services* strategy will be the first strength to the organization success. Beside this, there are also other competitive edge such as:

 **Competencies and know-how:** Members board and consultants consist of business school and university graduates: Business Engineering and Lawyer in Intellectual property. They are highly qualified and knowledgeable to manage projects from the commercial proposal to the overall coordination. As target clients are represented by companies developing highly innovative products, OITFD can provide legal advices in terms of intellectual property and new technologies rights related to patents, trademarks and licence. Due to limited resources (finance or human) SMEs might sometimes neglect the importance of online visibility, whereas it is vital today for any enterprise to appear naturally (with SEO work) among the first pages of web search engines. Considering Internet and web visibility as another way to reach potential clients, OITFD offers also adapted web-marketing solutions in order to support its partners in setting the best online marketing presence.

 **Knowledge of the covered markets:** That is one of the biggest strengths of the organization, composed by a consulting team who knows particularly well the markets and sector covered. In fact, the consultants are native from Open IT's target areas and they have been living in Europe for more than a decade. It is both this double culture and vision which motivated the choice concerning markets and thematic targeted. Moreover, the consultants academic profile, their professional experiences and their keen understanding of customs both in France and in defined markets have also fostered the adoption of such strategic approach.

 **Projects cooperation knowledge:** OITFD consultants in addition of their university and business school degree are also graduated in MA for International Cooperation Project, what provide them both complementary knowledge and necessary credibility for taking in charge projects coordination. OITFD will leverage on these assets for integrating consortia and establishing solid partnerships for future project realization.

 **Open source solutions:** To remain faithful to the openness spirit of the organization, OITFD advocates for the use of open source software (OSS) because of the independence, flexibility and interoperability they provide. With OSS solutions usage, OITFD can easily re-appropriate specific software needed to conduct for instance a strong and efficient business intelligence work. Furthermore OITFD can make available some of its programs to any enterprise (among its partners or clients) while providing trainings for understanding the solution. Also for the project implementation into the organization target countries, the use of OSS will be more convenient in terms of adaptability and cost.