

The Next Billion Users

Atul Chitnis

Transformations

Transformation 1

Transformation 1

Clockwork

Computers

Development

Transformation 2

Transformation 2

Freedom

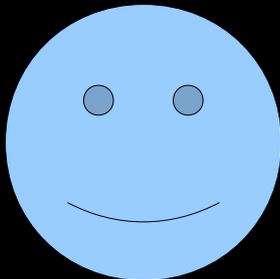
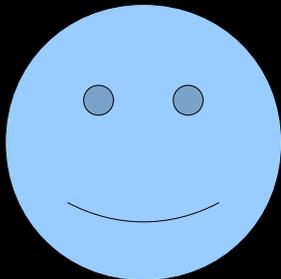
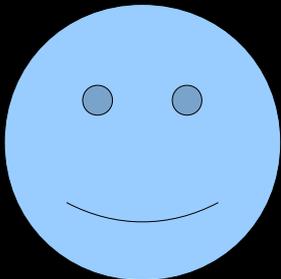
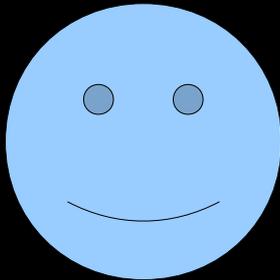
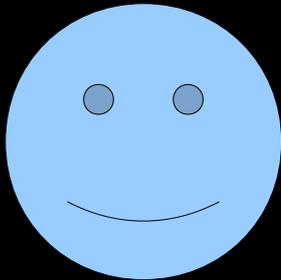
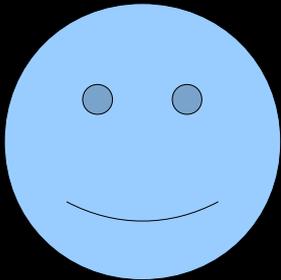
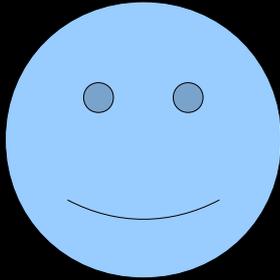
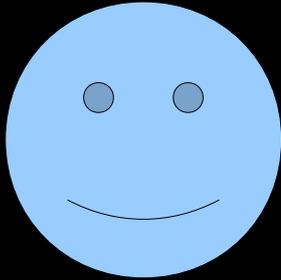
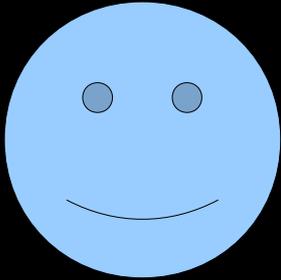
1981-2006

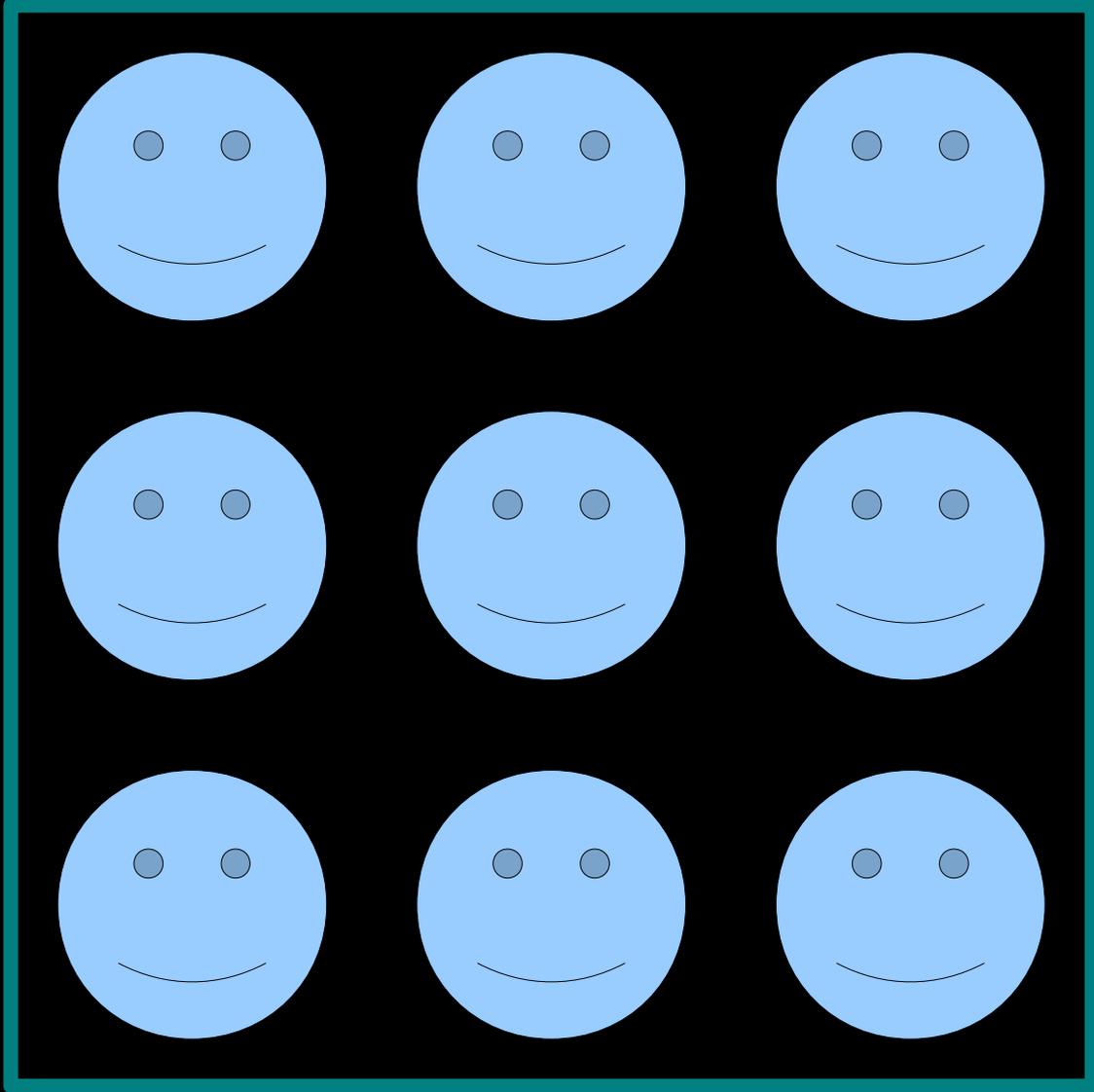
1981-2006
The PC Era

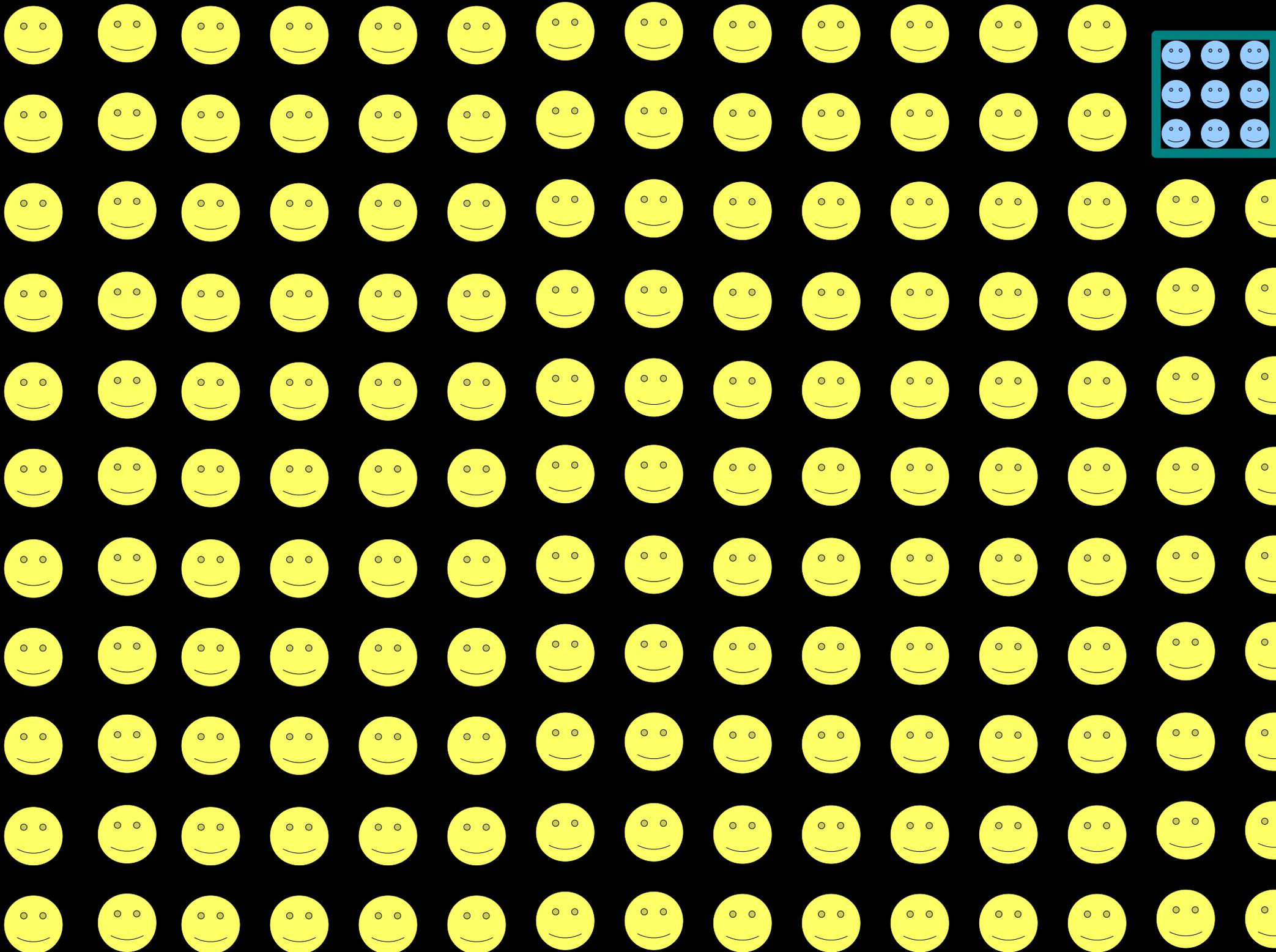
2006-2010
The Mobile Era

Reality Check

Recycled Audiences







Transformation 3

Transformation 3

User

15,000,000 Mistakes

What is the time?

We need fewer computers

Think!

Who are YOU creating for?

The Next Billion Users

The
Next Billion Users
Will Not Use
Computers