



SME

Development through ICTs

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AGENDA

- Definition of SME and their importance in local economies
- The cloud of resources
- Some Risks
- What is key

Definition

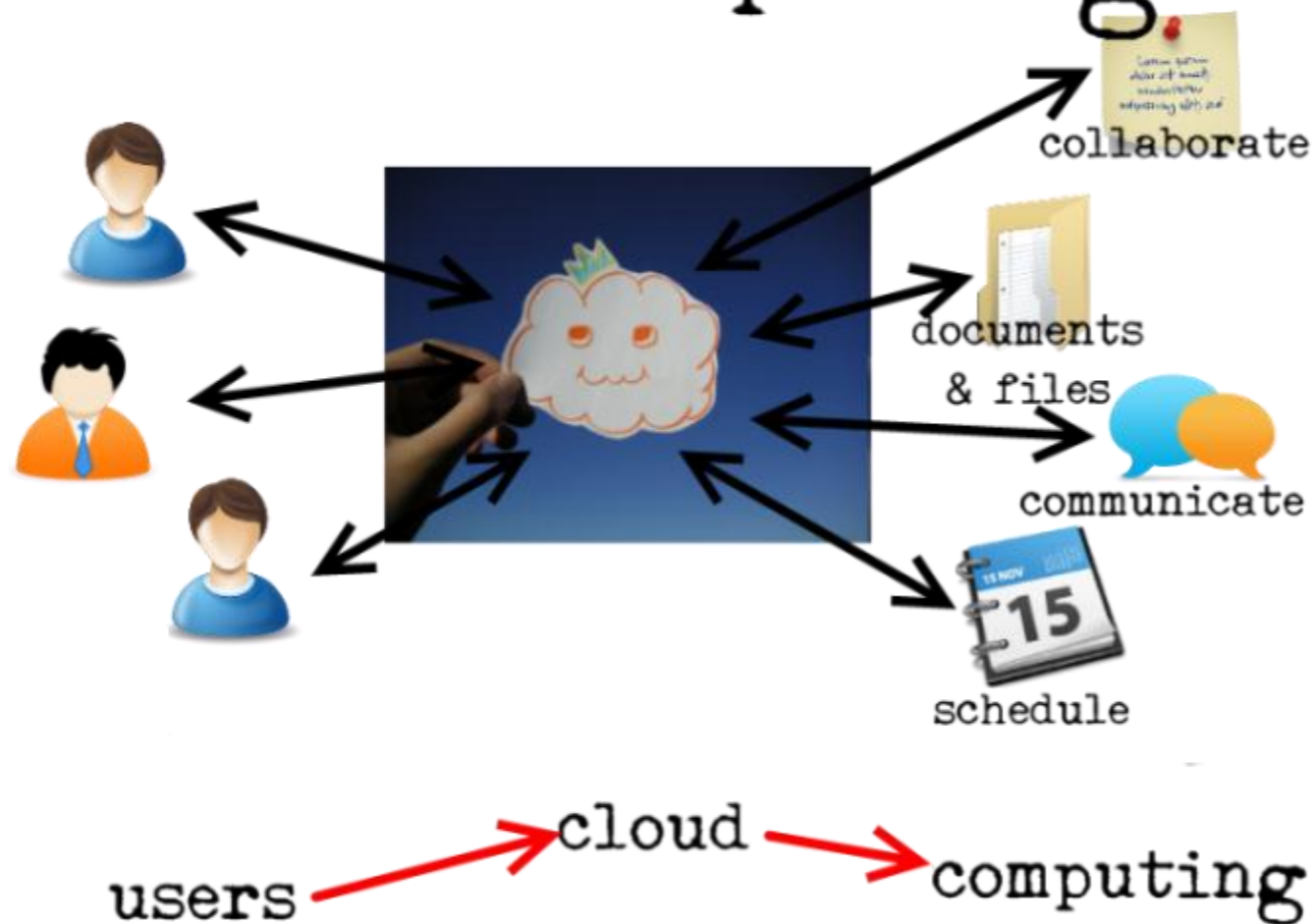
- Small to Medium Enterprises employing under 250 people (European definition)
- In the Caribbean SME would be under 50 employees.

Role in the economy

- SME accounts for 90 percent of enterprises
- 60 -70% of employment
- 40 -50 % of country's revenue generation
- SME play a large role in Innovation (OECD – Centre for Entrepreneurship, SME and Local Development – www.oecd.org)



cloud computing



Affordable

- 90% functionality, 10% price

Ease of Use

- Apps are straight forward

Productivity

- Easy sign up and sign in from wherever you can get internet

SMEs & Cloud Computing - The story so far

• At first...



• And then we had...



• But now we have...



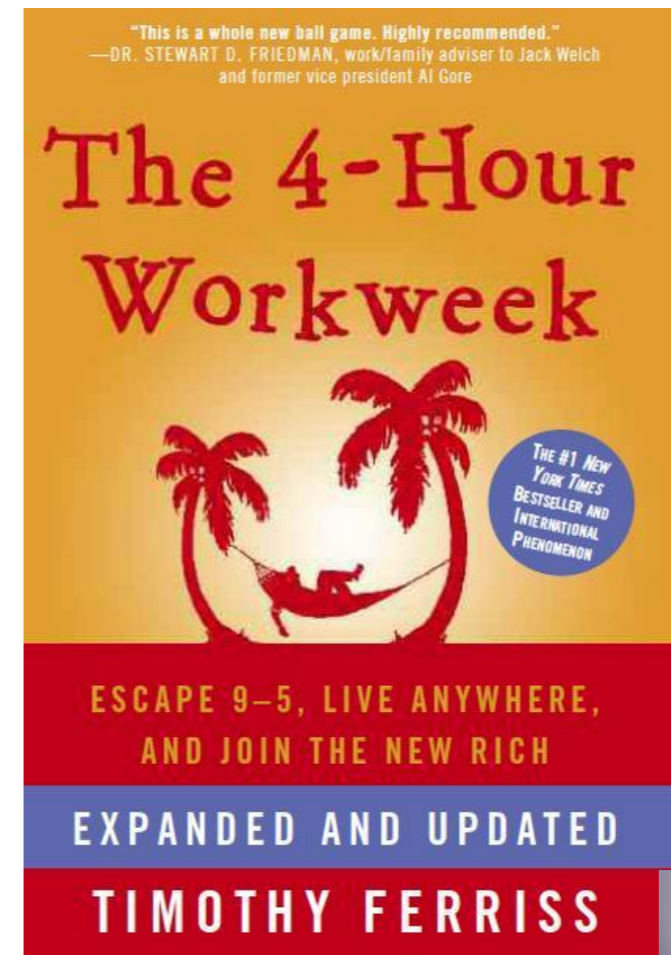
If I had this.....



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- No investment in R&D
- Minimum marketing spend
- Rented Call Centre space
- Rented Distribution capability
- His role – to monitor the process



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Facebook, Gmail and other sites who
helped me prepare this

And

Thank you!