



Exploring Emerging Opportunities

Go-To Market Strategies

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Defining the Landscape



Drivers

- Inclusive UN SDGs
- Pandemic disruption was an accelerator
- Digital transformation storming the world
- Government efficiency and effectiveness
- Alignment of support



Challenges

- Blueprint
- Capacity
- Funding
- Legislation and policy
- Roles and responsibilities



Solutions

- DPI Thinking
- Building Blocks
- Interoperability
- Marketplace
- Accelerated Adoption



GTM Initiatives

Helping Countries with DPIs



50in5

Demand Advocacy



CDPI & GovStack

Blueprints and specifications



DaaS & Rapid Pilot

Accelerating Adoption



MOSIP Marketplace

Ready solutions



Rapid Deployment The DaaS Model

An Overview



PACKAGED SOLUTIONS

Packages on Offer:

- Product
- Policy
- Capacity



RAPID PILOTS

Experience through Pilots

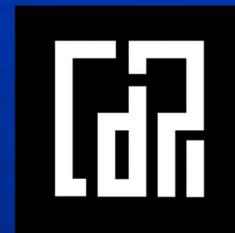
- Scope
- Limited customisation
- Limited integration
- Timebound
- Pathway to adoption
- No cost
- No lock in



TIMED COHORTS

Qualification and Participation

- Solutions can apply
- Countries can apply
- Pilot proposal
- Funding
- Governance



Thank You!

