MobileMonday Global

General view in Copenhagen launch



International Network

- Founded in Helsinki, Finland in 2000
- Now up and running in 50 cities in Europe, Asia and North America.
- 2007 will see another 12 cities join the MoMo network.
- Today the community consists of more than 100,000 members
- By the end of 2008; 200,000+ members in close to 100 locations

International Network

- Close to 500 mobile events in 2007
- Not one employee
- Open source concept development
- World showcase of what is happening in wireless development
- Ministerial MOUs in many countries like Singapore, Malaysia, Hong Kong
- Partnering globally/locally with companies like Nokia, Ericsson, HP, Yahoo, Nexit Ventures, and Motorola

Locations

Now playing in:

- Helsinki/Turku
- London
- Paris
- Delhi
- Rome/Milan
- Silicon Valley
- N.Y.
- Los Angeles
- San Diego
- Austin
- Tokyo
- Singapore
- Melbourne
- Toronto
- Beijing/Shanghai
- Hong Kong
- Boston
- St. Petersburg
- Brussels
- Barcelona
- Mumbai
- Bangalore
- Kuala Lumpur
- Bangkok
- Manila
- Stockholm
- Dusseldorf
- Washington
- Chigago
- Hyderabad
- Istanbul
- Seoul



Up and Coming

- Moscow
- Ann Arbour
- Sao Paolo
- Buenos Aires
- Kuwait/Middle East
- Vienna
- Manila
- Oslo
- Prague
- Warsaw

Success factors

- Local control in most development aspects
- No money paid from chapters to HQ
- Individual vs. corporate interest
- Proven cases
- Fast globalization

Success factors

- Networking 2.0
- Combination of physical and online
- Founded in Scandinavia
- Focus on SME
- Media partnerships

http://www.mobilemonday.it/special/2006.05.08_momo_global_helsinki.php

MobileMonday Italy

Meetings about Mobility

[VIDEO - AWARDS - VIDEO - NOKIA HQ | PHOTOS | SUMMIT HOME | VIDEOBLOG]

What happened when MoMo Italy went to Finland



MobileMonday Global Summit, Helsinki May 8th 2006

The sunny Monday morning at the Wanha Satama conference center by the Port of Helsinki started with a MoMo Global Hello from Jari Tammisto, the CEO of Mobile Monday Oy. The Executive Morning targeted to a high-end audience was kicked off with a short presentation of each MoMo chapter from about 25 countries: the Italian delegation present in the Global Summit constitued of Gianmauro Calafiore from WizCapital, and Marco Zamperini and Jaana Heikkilä from Etnoteam. Our squad was strenghtened additionally by Andrea Lawendel who writes to Corriere della Sera, as well as the Italian Peer Award Winners representatives: Digital Magic's Executive Vice Chairman Gabriele Gresta, International Marketing Manager Minna Leikas and International Project Manager Andrea Lorenzon from Giunti Labs.

RECIPE FOR NEW IDEAS? TRY MoMos

Geeks brainstorm ideas in 'unconferences' or meetings without structure, as in MoMos or Mobile Mondays

Sujata Dutta Sachdeva | TNN

If you thought everyone hates Mondays, then think again. Hundreds of mobile enthusiasts across the globe now look forward to their MoMos or Mobile Mondays, when professionals get together to brainstorm ideas and network within the mobile industry.

Held over 30 hotspots across the globe, MoMos attract industry influencers, venture capitalists, mobile enthusiasts, entrepreneurs at

> No one is invited to speak, no one presents papers; topics are decided on the spot; and if a speaker exceeds his time limit, the audience can throw soft balls at him to make him stop

al. They exchange info on trends, debate developments, foster cross-border business development and most importantly, network with peers locally and internationally.

Similar to MoMos, the IT world has its own BarCamps where brainstorming and sharing of ideas happen in an informal atmosphere. Such dos are gaining ground round the world in many sectors and the trend has also caught on in India.

The first MoMo meet began in Helsinki, Finland, in 2000. It's organised by a privately held corporation, which operates in conjunction with an advisory board of mobile, telecom and media industry professionals. Each of the 38 chapters worldwide are registered with MoMo, Helsinki.

To a layman, a MoMo may look like a conference with presentations and sessions, but geeks would rather call it an "unconference" simply because of its unstructured format. It's a meet that works just like an Open Space community. The sessions are driven and created by the participants during the course of the event. The organisers have no say. No one is invited to speak, no one presents papers, nor do they have fixed topics, for that's decided on the spot. What's more, the presentations are not published as monographs later; rather they are put up on a wiki site created by the enthusiasts for each MoMo event.

"Everything about this meet is informal. So the audience too could be either listening or podcasting or blogging or simply doing their own thing on laptops," says Vineet Tyagi, associate director, engineering, Impetus Infotech.





UNCONFERENCE MATTERS: Companies encourage informal meets like MoMos and BarCamps as they get to know about trends and technologies

The event begins with face-to-face schedule making which allows for emerging developments in technology to be covered. After introduction of participants, topics are invited. The titles of various sessions are then announced. The schedule is then posted on the wall. Each session is about an hour long. The day closes with the participants gathering for 20-30 minutes and sharing the day's highlights. The podcast and presentations are saved on the wiki for later reference.

Interestingly, if a speaker exceeds his time limit, the audience is allowed to throw small soft balls at him to make him stop. Sometimes, they SMS their reactions about a speaker, and the messages can be seen on a large screen behind the speaker.

There are over four MoMo chapters in India — Bangalore, Mumbai, Hyderabad, Delhi — and more are in the pipeline. In fact, Delhi has already hosted two such conferences, the last one on January 20, 2007. Of course, they had packed houses. Ask Lokesh Dutta, COO, Wricle Technologies who attended both the events. "For me, it's the best place to network and keep abreast of the latest developments in my field," says the young entrepreneur. The January 20 MoMo was so crowded that the organisers had to freeze registrations at 175 people. "Simply because we had no space left. It was a meeting ground for both network providers and people who do business with them. A lot of issues got cleared in this forum," says Prashant Singh, an organiser of MoMo Delhi-2. Everything from mobile ecosystems to mobile security, M generation and business opportunities to marketing solutions were discussed.

Don't innovators fear their ideas could be stolen? No, say regulars. "Everything that happens at these unconferences are simultaneously recorded. Later they are put up at the wiki site, so no one can really steal ideas from here and claim it as their own," says Tyagi. Even the participating companies never discuss their own R&D efforts. As Gupta explains, "Trade secrets are never shared in these meets." It's also built on trust. The idea is not to steal ideas but to network.



Similarly, the BarCamp is "an ad-hoc gathering of people — geeks, software professionals, even filmmakers and amateur radio station owners. What's common is their desire to share and learn in an open environment. It's an intense event with brainstorming, demos, interactions on various tech-related issues," says Impetus' Vineet Tyagi. He was one of the organisers of the last BarCamp held in Delhi, hosted by Adobe India.

Says Naresh Gupta, MD, Adobe India, "It's a win-win platform for both individuals and companies. With the traditional models of company and community undergoing a change and with interaction becoming integral for product development, a platform like this could be useful for both."

Moreover, like-minded people are coming together and sharing ideas, and companies stand to gain by the interaction with external innovators.

BarCamps started in 2006 in the US, inspired by a Foo Camp — the annual invitation-only, no-structure, no-plan, tent-on-the-lawns, hacker event hosted by US-based publisher Tim O'Reilly. The objective was to reach out to people who could increase the company's intelligence about new technologies, and create opportunities for interaction between people and technologies. It started as a joke between O'Reilly and Sara Winge, his VP, corporate communications. Sara had always wanted to run a 'foo bar' — an open bar for 'Friends of O'Reilly' — at one of O'Reilly's conferences. That joke morphed into a brainstorm after the dotcom bust left O'Reilly with lots of unused office space. Later, the Foo Camp evolved into an important mechanism for finding innovators.

In 2005, a past participant of Foo Camps created a BarCamp at the Socialtext offices in California, with an open invitation to anyone who wanted to join. Since then, BarCamps have become a rage.

In India, the third such camp has already been announced, to be in Bangalore by March-end. Geeks are looking forward to a two-day fun-filled brainstorming session. Who knows, the next big IT idea could take birth in the next meet.


PEER AWARDS
2007
Community Award


Kiinteistömaailma


Barcelona
Welcome
PEER AWARDS
2007
Reitek



Said and heard

- *”If you want to really know what’s going on, you should check out MobileMonday.”*

  Harri Koponen, CEO, Wataniya Telecom, Kuwait

- *”There are two mobile industry events in 2007 that can’t be missed: 3GSM World in Barcelona and the MobileMonday Global Summit in Helsinki.”*

  Claude Florin, Senior Director, Entertainment and Media, HP

Said and heard of Global Summit 2006:

"So far, based on who I have met here, this conference promises to be more informative and interesting that 3GSM or CTIA. Its got all the right people together at the right time minus all the Swag and junk with a real personal, comfortable and laid back feel. The MobileMonday World Summit is as if you went to both CTIA and 3GSM and skimmed the real innovators and thinkers off the top and placed them in Helsinki. Its where the real mobile conversations are taking place."

Justin Obermann, MOPocket, New York

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