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**Case 1: Facebook’s Internet.org Initiative: Serving the Bottom of the Pyramid**

Mark Zuckerberg partnered with leading technological companies and launched Internet.org in August 2013. The goal of the Internet.org was to make the internet available in two thirds of the world who are not yet connected. The partners worked in exploring solutions in area of affordability, efficiency and business models by sharing tools and resources among each other. Zuckerberg thought this project would generate a positive impact on the global population.

***Barrier to Internet Connectivity and Internet.org geared to break these barriers***.

* Devices are too expensive.
* Service plans are too expensive.
* There’s no mobile network to connect to.
* Content isn’t available in the local language.
* Awareness of the value of the Internet is limited.
* Availability of power sources is limited.
* Networks can’t support large amounts of data.

Facebook focused its approach was India because it was blocked in China. However, in India, the low penetration of the Internet and low average revenue per user (ARPU) did pose a challenge to Facebook. Zuckerberg made efforts to explore his options in India. Ultimately, he wanted to improve Facebook’s revenue and increase the number of Facebook users, which would increase its ARPU from the Asian region.

Despite Internet.org being philanthropic move in a way, it was criticized by many. Critics had termed this initiative as “venture humanitarianism” and Facebook’s gateway drug. But defending the criticism, Guy Rosen, Internet.org Product Manager said that the initiative was meant to be benevolent and made a positive impact on career and educational opportunities for people who were not previously connected in developing countries.

However, it was also mentioned that Internet.org will be win-win for both Facebook and its consumers in the developing countries for both Facebook and its consumers in developing countries since it will help the company to spread their services as well as improve quality of life its consumers. In addition, it is said to be ok mixing up business and social cause and Facebook with its resources can crack down on tough problems to offer solutions to developing countries in net connectivity.

**Challenging Question:**

1. **Considering the criticism received on the Facebook’s initiative, do you think it is ethical to gain profit on philanthropic move?**