

LaborVoices

Choosing Dignity. Choosing Decent Work.

Summary

Ask.com/Yelp for migrant workers.

- We aggregate worker opinions into employer reputations, using ubiquitous mobile phone technologies in emerging markets.
- Pre-migratory workers can ask questions and get real-time information from workers already on-the-ground.
- Our revenue comes from selling audio advertising via mobile phones and selling real-time labor supply chain analysis to brands.
- Ongoing pilot in Bangalore, India.

The Problem

- There are over 85 million workers migrating across international borders at any given time, and nearly 300 million Indians migrate within India.
- Forced labor alone drains over \$20 billion dollars from the world's poor.
- Most migrants do not have a good idea of the specific challenges and employment conditions in their destination.
- The average factory labor rights inspection costs \$4,000.

The Solution

- Injecting transparency into the labor supply chain by connecting pre- and post-migratory workers via mobile phones, using both voice and SMS systems.
- Converting information streams into products for three sets of clients: reputations of employers for potential migrant workers; access to migrants for advertisers; and labor market intelligence to major brands and socially-responsible entities.
- Scaling the model to serve bottom-of-the-pyramid populations in other developing countries and providing technology solutions to labor unions, governments, activists.

The Process



Migrant Worker

Question
→
←
Answer



Question
→
←
Answer



Experienced Worker

Review
↓
↑
Approve,
Assign



Moderator

Technology

- Current Technology
 - 1 Customized IVR System, Language: Kannada
 - Toll-free Access
 - Qualitative Analysis for Customers
- January 2012 Technology Target
 - 10 IVR Systems, Various Languages
 - Transcription/Transcoding into English
 - Quantitative Analysis for Customers
 - SMS integration
 - User-rated Content

Milestones Achieved

7 / 2010 - Founded LaborVoices

Pilot Technology Development Begun

8 / 2010 - Established Bangalore Pilot Partnerships

11 / 2010 - \$20K Raised

12 / 2010 - Pilot Technology Development Done

1 / 2011 - Bangalore Pilot Launched

\$52K Raised

Operational Objectives 2011

- Staff: 10 full time, 40 part time
- India
 - 1 million users by December
 - Operations in 4 Tier-1 cities
 - 1 mature program, centered in Bangalore
 - 3 pilot projects
- US
 - 3 pilot projects, 1 thousand users
- Vietnam
 - 1 pilot project, 200 users

Financing

- Financing to Date
 - \$52K in non-founder seed funding
- January 2012 Target – \$4.5 million
 - \$2 million debt financing
 - \$1 million equity investments
 - \$1 million institutional funding
 - \$500K co-funding (in-kind support)

Vision

- Consumers Get Point-of-Sale Worker Testimonials
(via iPhone apps: *GoodGuide*, *Free2Work*, *C + R*)
- Brands Eliminate Scandal, Strike and Riot Risks
- Factories Get Steady Talent via Clear Market Signals
- Labor Market Transparency via Worker *Sousveillance*