



## Nerds Abroad Haitian Tablet Consortium

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**In the summer of 2018, we were inspired to partner with our contacts in Haiti to develop a “business as mission” initiative.**

Our vision was to develop a sustainable system of profit that would be able to withstand adverse cultural conditions, including political (such as the widespread rioting seen in July), cultural, and weather related obstacles.

We found that Nerds Abroad was uniquely positioned to provide an in-demand product at low-cost but retaining high quality. The sale of this product in Haiti would also allow transitional orphan students, required by law to leave orphanage care, an opportunity to have hands-on business experience.

After much research, many conversations and intense deliberation, we developed the Nerds Abroad Tablet.

*Piti, piti, wazo fe nich li.*  
 (“Little by little the bird builds its nest.”)







## Steps to Success:

In order to get the project off the ground, we had to do some research and take specific steps to make sure it was an effective program:



### Outcome

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**My favorite aspect of this project was to help [my community]; even with my profits, I was able to help people; [...] I'm happy with the time I spent on this project and the impact I made [in my community]!”**

**- Fecky**

**1**

Research demand for a culturally accepted product and pricing.

**2**

Identify a supplier

**3**

Generate funds to cover costs

**4**

Purchase and deliver completed product

**5**

Develop a business hierarchy with Haitian leaders to deploy and track tablet sales and create best practices.

**6**

Report back for a second round of iterations.





## Nanal - Our In-country Partner.

**Nanal managed the distribution of the tablets, including who received them, dates of delivery, as well as handling overall accounting; Nanal was vital in the success of our Nerds Abroad tablet!**

**In December, we decided to visit and see first-hand how the project was going. All of the transitional students we worked with were very grateful to be a part of the program; we even had interest from other contacts in Haiti who were not part of the initial community where it was being deployed!**

We found that tablets are just as popular, if not more so, in Haiti as they are in the rest of the world. The tablet design was well received, and was praised for its durability and functionality. Our supplier was able to create these tablets within the Nerds Abroad's projected budget and, therefore, affordable for the end-user in Haiti.

That's not to say there weren't any hurdles to overcome; due to the political unrest at the time, we met some roadblocks getting the tablets into the country. We received specific import taxation demands, as well as telecom fees (for SIM card usage). Once this was resolved, however, the tablets were safely delivered to Nanal, our project lead in Haiti.

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**It helped our community, like the [students] in University [...] many people were very interested in the tablet - [the students] really need these tablets for education!" - Jomene**





The most surprising feedback we received was that the students were less excited about the money they would be making through the program, but more so because of the benefit they saw it was to their community. Tablets are hard to come by in Haiti; as such they typically sell for more than \$100 each. Our initial expectation coming in to visit the sellers was that we would be working with them on basic sales techniques, and increasing their profit margins. After hearing each student's feedback, we realized it was more important to adjust our approach and focus less on overall capital gain, and more so on building the value and sustainability of the Nerds Abroad Tablet as a community development tool.

## Nitty Gritty: The Numbers

When it comes to the cost and returns, it doesn't necessarily "look right on paper".

Nerds Abroad made an initial investment of \$3706.99. This came from internal funding from selling donations on eBay, matching programs, and financial donors. At base cost, tablets cost \$64.80 each. After taxes and fees, each tablet came to \$92.65. Additional fees/costs are outlined below.

<b>Tablets</b>	<b>\$2.676</b>
<b>Shipping</b>	<b>\$637.8</b>
<b>Import Tax</b>	<b>\$303.96</b>
<b>DHL Fee</b>	<b>\$16.03</b>
<b>SIM Tax</b>	<b>\$50</b>
<b>Bank Fee</b>	<b>\$23.2</b>
	<b>\$3.706.99</b>

Regarding profitability, \$25 of each sale would be retained by Nerds Abroad (to be invested back into purchasing more tablets in the future). Any profit over the initial \$25 was the students' to keep. Final sale prices varied, however the average sale was generally as expected, at close to \$53.58. This was within our projected forecast for sale price.



## Students

Danielo  
Anal  
Fecky  
Wideline  
Jomene  
Eunose  
Eunide  
Wideline  
Yuene



## Summary

Each student sold between 4-6 tablets, averaging about \$54 per sale. This means each student got to take home about \$126 into their pockets. Overall we generated \$1145 for the local economy over a two week period.



Students made on average \$115 in a 2 week period, translating to a total of \$1,145. This is good income in Haiti, setting these students up for success, developing community, and meeting our vision for business as mission.

## Conclusions

From a business perspective, it seems counterintuitive to run a business program at a loss, but over time as economics improve and communities build themselves out of poverty, prices will naturally rise to better sustainability. Building a strong foundation now will ensure a strong and steadfast business.

## Our Mission

**Leveraging technology and education to support computing needs in communities around the globe.**

We have shifted our vision for this project from simply profit-driving, to the more robust value that is driving community self-reliance. The small financial loss we take is well worth it to see an entire community finding empowerment, sustainability and, soon, profitability of the program. As the success of this program becomes more and more evident, we will begin to establish the same initiative in other Haitian communities, then implement it in similar communities on a global field .

**Want to be a part of the movement? Visit [nerdsabroad.org](http://nerdsabroad.org) today to make a donation!**

## In Haiti: Next Steps

Next, we are going to run the program again with more transitional students, to not only to give them a chance to find work, but also to empower even more community members. As a standard average sell price has now been established, we will attach a minimum sell price of \$55 per tablet, with a give-back value of \$30. Our goal is to empower students to sell products as close to \$70 as possible to maintain sustainability but the freedom to sell at a price that is best for them and their community. As 2019 begins, we will begin applying for grants to fund 100 total tablet sales, with the target of deploying later this year once our funding goals have been met.

