

From innovation to entrepreneurship venture: a conversion model for Mobile innovations

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Mobile innovations is still an untapped entrepreneurial opportunity in Kenya and local developers are increasingly encouraged to think about accessing global markets by using the windows of opportunity offered by the multinational telecommunication companies. The advances in mobile computing are vital to note due to the increase in the number of portable computers and the aspiration to have continuous network connectivity irrespective of the physical location of the node. The study of this new area of computing has prompted the need to rethink carefully about the way in which innovations in mobile computing are being conceived, developed, tested and implemented. In mobile computing, innovative ideas are constantly coming up with most of them not proceeding beyond the ideation stage due to a variety of reasons. Thus this research focuses on designing a model to address the problem of mobile innovation conversion. Specifically, this work will analyze the factors that influence innovation in computing. To evaluate mobile computing trends. To establish the barriers of entrepreneurial ventures growth in mobile computing. Moreover, the evaluation of the proposed model will be carried out. Thus, the goal of this work is to ensure a high mobile innovation conversion to an entrepreneurial venture.

Keywords: Innovation; Conversion; venture.