

e-Bridge International

Internet Services
for the
Base of the Pyramid

Dan Sieben, CEO

e-Bridge International

- A for-profit enterprise
- Designed to make a Positive Difference
 - In the lives of the World's Poor

The Base of the Pyramid

Data from "*The Fortune at the Bottom of the Pyramid*"

Purchasing Power Parity

Population

\$20,000

250 million

\$2,000

1,750 million

4 BILLION

The e-Bridge Target

World Population = About 6 Billion

Needs at the Base of the Pyramid

1. **Family access**—immigrants from BOP villages have little means to communicate with their families
2. **Business communications**—access to markets and knowledge about market prices
3. **Education**
4. **Health**

The Opportunity

The technology exists: WiFi

Wireless, broadband, standards-based
connectivity operating in the unlicensed
radio spectrum

Less expensive and more powerful than
satellite or cellular

The mission of e-Bridge

*bring internet-based services
to the world's poor*

The e-Bridge Solution

e-Bridge will deliver highly user-friendly broadband internet services for low-income, low-literacy individuals, families and businesses

- **Voice Over IP Telephone**
- **Video and picture conferencing**
- **Remittance transfers**
- **Document transfers**
- **Broadband internet access**

Delivered by local, franchised businesses at very low costs, with profits staying in the communities

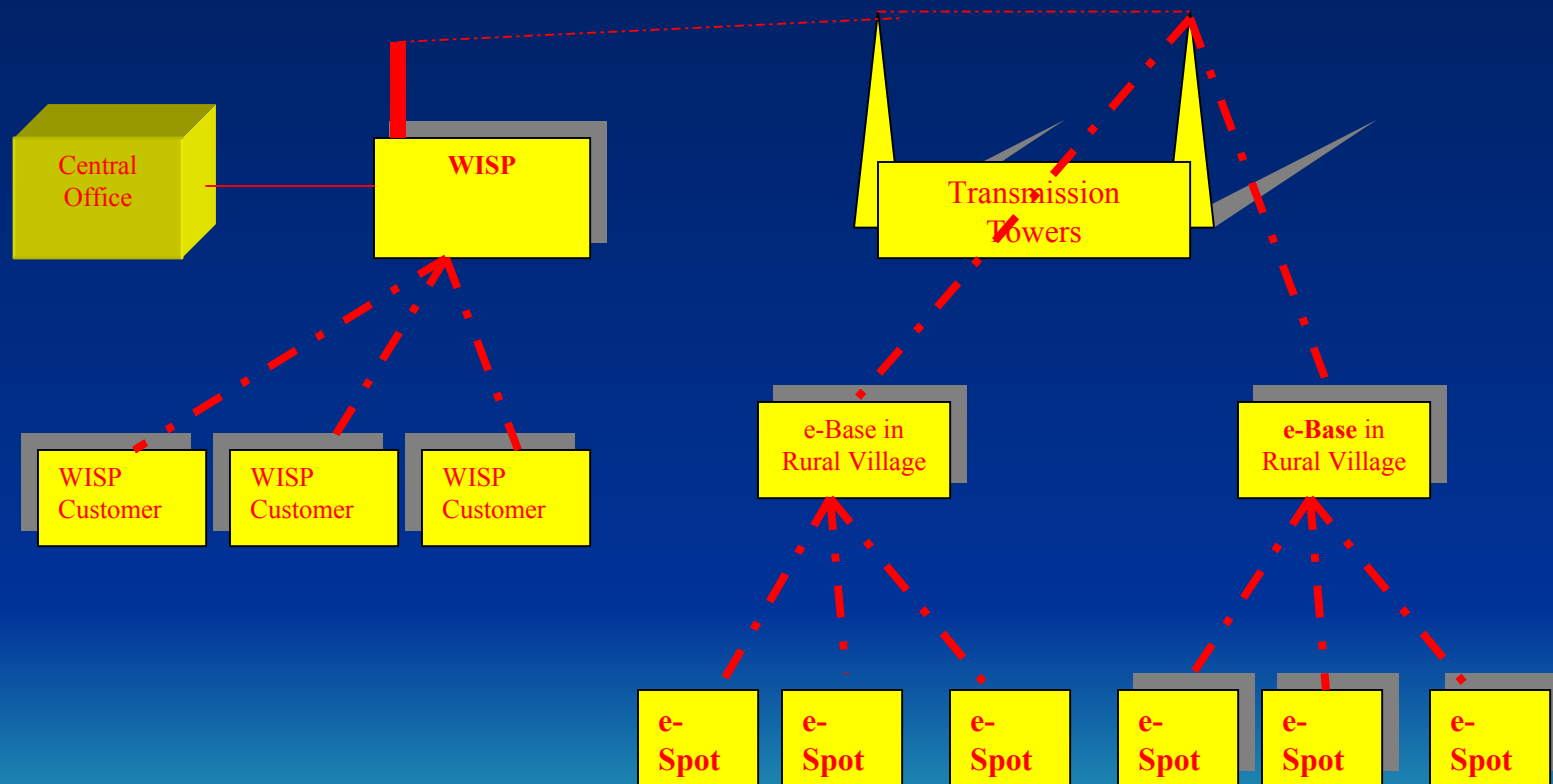
The e-Bridge Solution (cont'd)

- Initial target population is:
 - Villages in Mexico with large migrant populations in the US
 - Migrant population clusters in the US from those villages
 - Individuals, families and businesses in these villages
- Eventually the model can be extended:
 - Medical, educational and other needs
 - Other isolated communities (possibly with satellite and solar power)

How e-Bridge will do it

- State of the art, robust, low-cost technology
- Franchise business model
- Locally-desired services
- Low-cost equipment
- Comprehensive business assistance

The Technology



The franchise business model

- Four levels:
 1. e-Bridge International
 2. e-Bridge México (e-Bridge + Mexican owners)
 3. e-Bases in villages (locally owned)
 4. e-Spots in villages (locally owned)
- Profits retained locally
- Royalty paid to e-Bridge Mexico and e-Bridge International

Structure



The franchise business model

Services provided by e-Bridge

- Assistance in initial funding
- Management assistance
 - Technical
 - Marketing
 - New business opportunities
 - Networking with other e-Base & e-Spot Owners

Advantages of the franchise model

- Local ownership
- Local knowledge and incentives to make it work
- Excellent communication—both ways
- Bottom up research and development
- Rapid scalability

e-Bridge is *not* a technology company

- e-Bridge will provide the best appropriate low-cost, robust technology obtained from others
- Currently, WiFi is the best technology
- e-Bridge software will tie the system together
 - User-friendly interface
 - Efficient management
 - Online help
 - Simple accounting

Benefits for the BOP

- Helps immigrants and their families remain in touch, reducing one of the major hardships associated with migration
- Reduces costs and inconvenience of remittance transfers
- Helps small businesses improve profitability in low-income regions
- Makes the many advantages of the internet available to the under-served

The Pilot Program

Learning from experience

Pilot Program Site Selection

MEXICO

- Why Mexico?
 - 24 Million of Mexican origin living in US
 - 10 Million born in Mexico living in US (migrants)
 - \$14.5 Billion in remittances in 2003 (\$20 B?)

Pilot Program Sites

- Sonoma, California, USA
- Santa Clara del Cobre, Michoacan, Mexico

Why these sites?

- Sonoma has a large migrant population
- Largest group is from Santa Clara region
- Santa Clara has important artisan and agricultural businesses that can benefit from internet access

Pilot Project Goals

- Demonstrate the value to potential investors
- Learn what works and what doesn't
- Learn what services people want
- Determine price points that benefit both customers *and* the business
- Improve and fine-tune the system

Why e-Bridge?

- Seasoned project team with knowledge of Mexico combined with expertise in franchising, telecommunications, finance
- Understanding of Base of the Pyramid markets and issues
- Strong Silicon Valley links and alliances with leading companies (Cisco Systems, et.al.)
- Dedication to doing well by doing good.

e-Bridge International

San Luis Obispo, California

Questions?