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

Central Office

WISP

Transmission Towers

e-Base in Rural Village

e-Spot

WISP Customer

WISP Customer

WISP Customer
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

e-Bridge International in San Luis Obispo

Rio Grande River

Local Ownership

e-Bridge Mexico
owned partially by e-Bridge Int’l. and partially by Mexican individuals and entities

Investors from host country

e-Bridge in other countries… Brazil, et.al.
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, Michocan, Mexico

Why these sites?
- Sonoma has a large migrant population
- Largest group is from Santa Clara region
- Santa Clara has important artesan 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.
Questions?