

---

**“ENTREPRENEURIAL CASE STUDY: HOW HAVE COMMONWEALTH  
ENTREPRENEURS DEVELOPED THEIR BUSINESSES, IDEAS AND  
PRODUCTS WITH THE HELP OF BROADBAND.”**

**PRESENTATION**

**AT**

**COMMONWEALTH TELECOMMUNICATIONS ORGANISATION FORUM .**

**OCT,2013.**

# INTRODUCTION

## Modem dialup

John Pemberton about 1 year ago

Share Save to Favorites



0:00 / 0:28



Dial tone

Dialing

These tones set the speed at which the modems can communicate.

The SYN-ACK handshake sets parameters like databit number, parity, stop bit.

Rate negotiation: how fast are we going?

The modems setting up for duplex, i.e. simultaneous comms.

Connection accepted!

AND... throughput.

# FULL BUSINESS FORMATION CYCLE.



IDEA  
STAGE



BUSINESS  
STAGE



R&D  
STAGE



# IDEA STAGE.

Before Broadband:

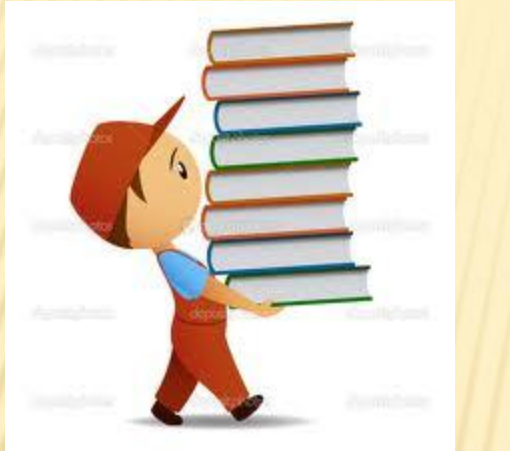


After Broadband:



# RESEARCH & DEVELOPMENT STAGE.

Before Broadband:

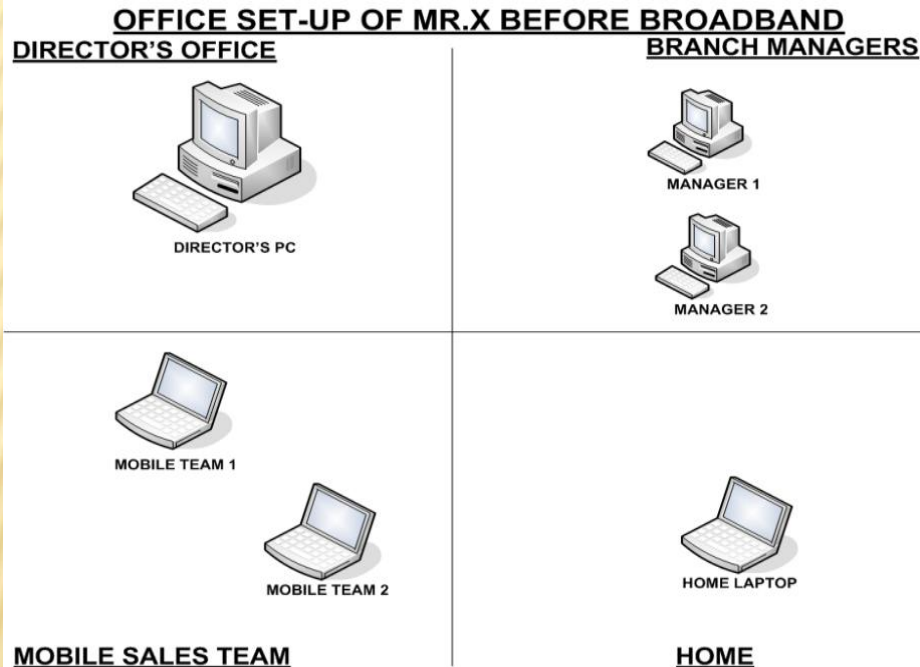


After Broadband:



# BUSINESS.

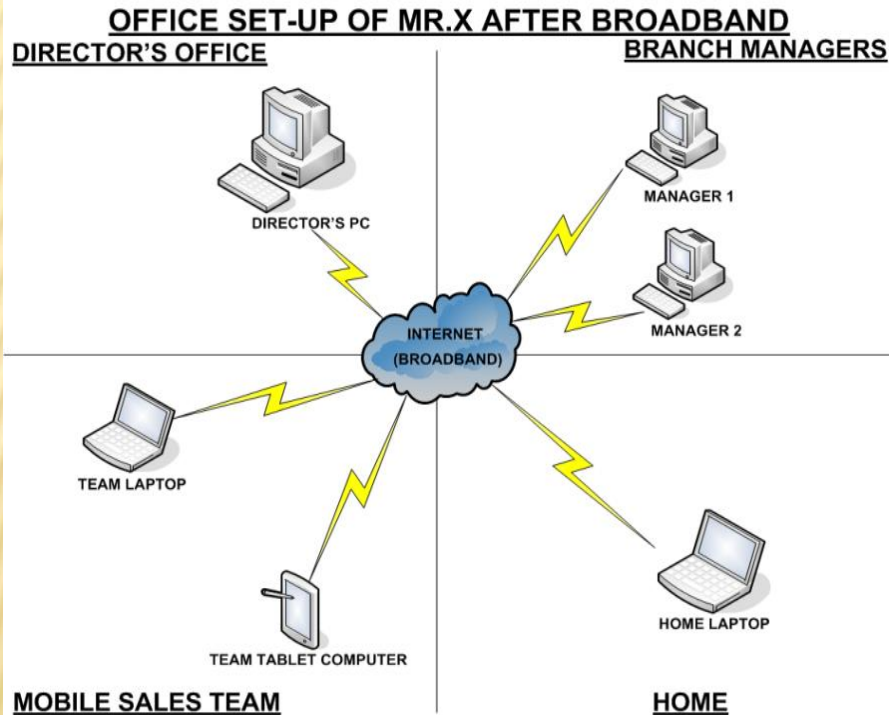
## Before Broadband.



- He paid per minute for his dial up internet service.
- His employees were not motivated.
- He could only go online intermittently.
- He couldn't use online applications. e.g. cloud services, P2P apps etc.
- His customers had difficult payment modes.
- He made bank visits to pay for supplier services.
- His utility bills and taxes were paid in the bank .
- And many more drawbacks

# BUSINESS.

## After Broadband.



- He uses a fixed – fee broadband internet package.
- His employees are motivated.
- He is always online with either his smart phone or tablet computer.
- He is able to use online applications.
- His customers make card and POS payments.
- He utilizes online banking service to pay suppliers.
- His utility bills and taxes are paid online.
- And many more advantages.

# **ADDITIONAL BENEFITS OF BROADBAND.**

- × E-Governance.**
- × TeleHealth and TeleMedicine.**
- × Online Education.**
- × Broadband Telephony.**
- × Online News.**
- × Safety.**
- × Social Media.**
- × And Many More.**



# THE ROAD AHEAD.

---



---

**THANK YOU.**