
**“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:

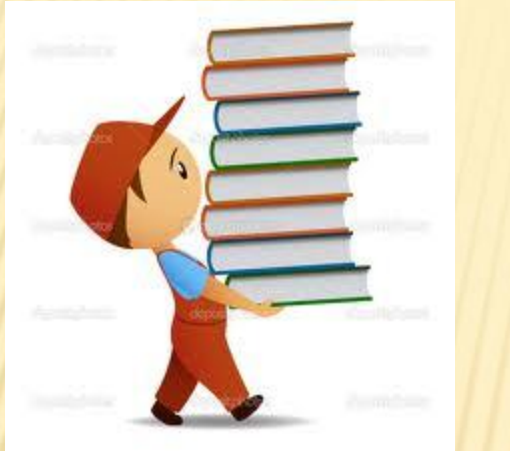


After Broadband:



RESEARCH & DEVELOPMENT STAGE.

Before Broadband:

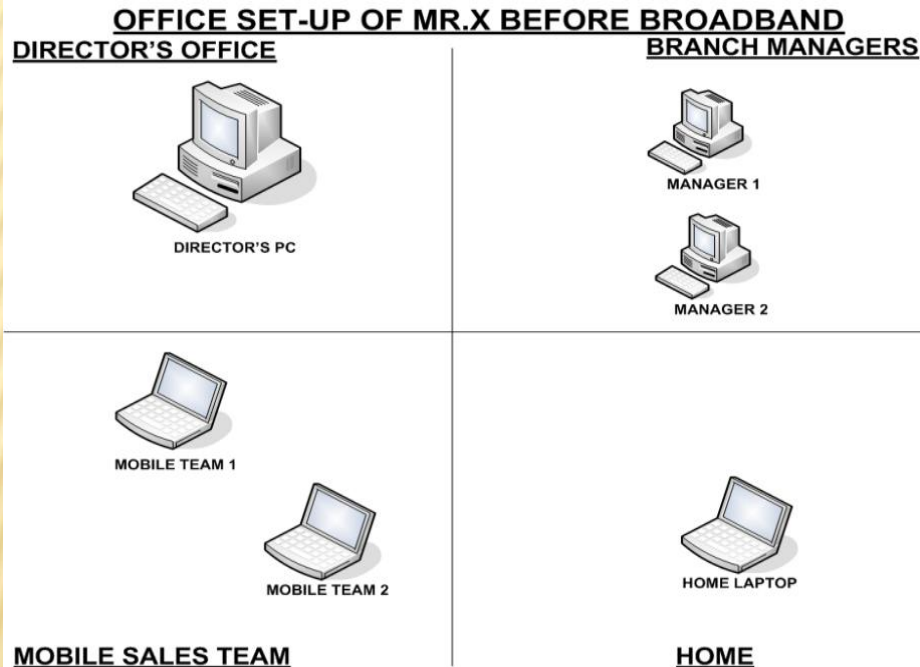


After Broadband:



BUSINESS.

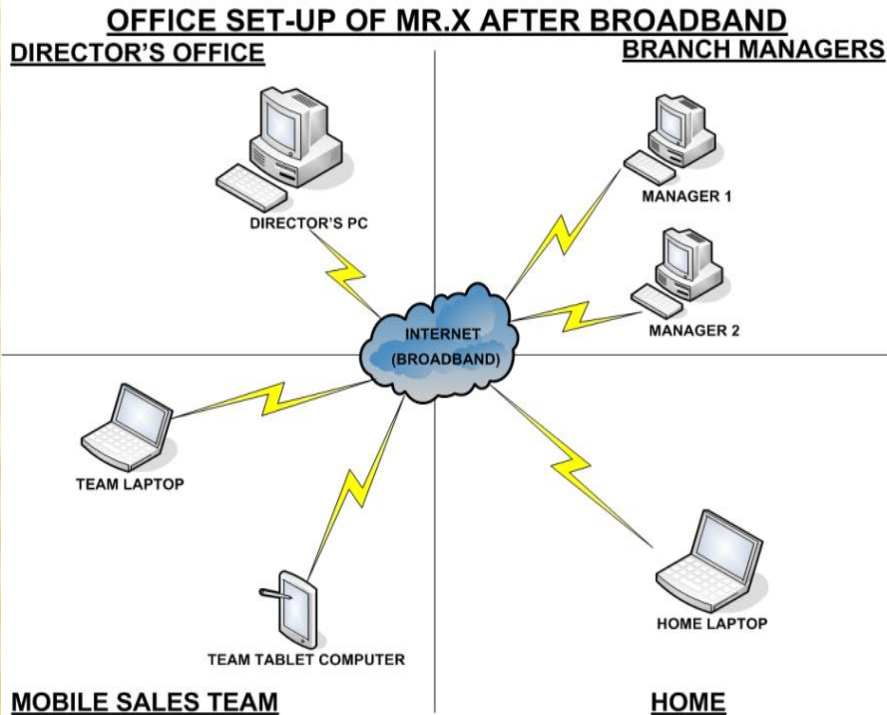
Before Broadband.



- 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.