



WHOLESALE WIFI HOTSPOTS PROJECT



Expanding the reach of broadband: getting people online

Presented by: **Martin Mokgware**

(Deputy Chief Executive (ag) BOCRA

Director Broadband and Universal Services)

BACKGROUND OF THE UNIVERSAL ACCESS AND SERVICE FUND (UASF)

- The Fund established in April 2014 as a **development** agency to push the Communications agenda of universality
- To support provision of communication services to the **Un-served** and **Underserved** areas deemed economically unviable.

FUND



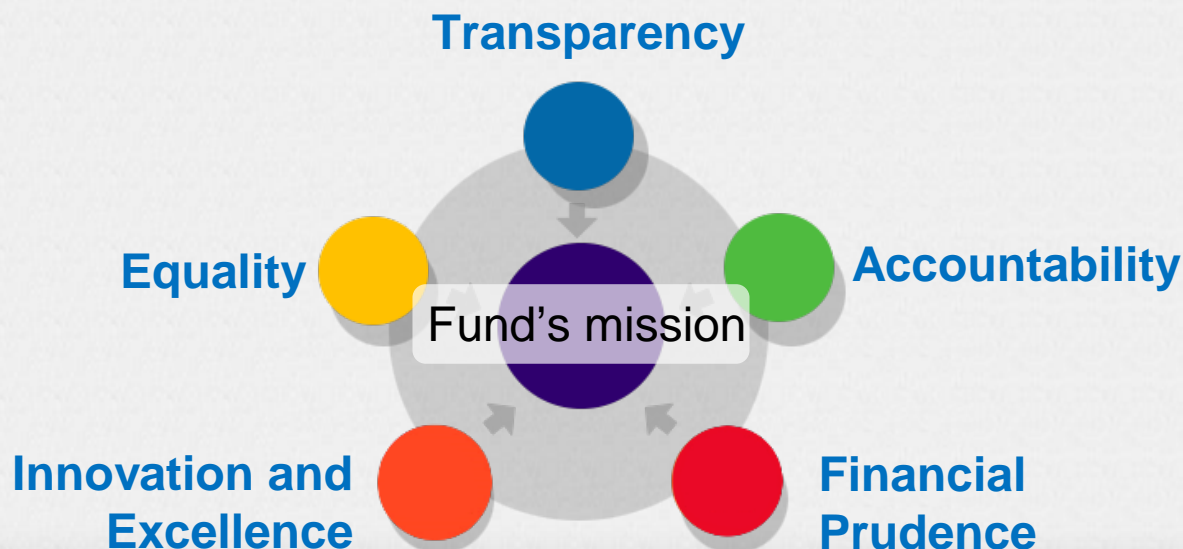
SPECIFIC OBJECTIVES OF THE FUND

- To provide access to broadband and essential Communication services
- Serve disadvantaged groups to innovate and utilise communication services
- Support Capacity building on communications services
- Promote local content production and use



MANAGEMENT OF FUNDS

- Board of Trustees is **Accountable**
- Guided by the Governing Instruments – Deed of Trust, Strategic Plan and Financial Regulations
- Lives the values which are the basis of the Fund's mission:



WHOLESALE WI-FI HOTSPOTS

- Hotspot offered by the Wholesale Service Provider to the Licensed Retailers on an **Open Access Principle**
- Retailers do not bear the burden of backhaul and access network therefore less investment
- The Universal Access and Service Fund subsidises the Wholesaler therefore less costs passed onto the Retailer and ultimately the Customer
- Subsidisation done for both capital (once off) and operational expenditure (3 years) to accord end users affordability



FEATURES OF THE WiFi SERVICE

- Roaming capabilities; a voucher used in one location can be used in any of the sites
- Very affordable 1 Mbps = P0.12 = US\$ 0.01
- Guaranteed 2 Mbps for each user
- 30 minutes free browsing daily
- Unlimited free browsing of our e-Government websites
- Voucher based service with more improvements being developed; online purchasing of vouchers, use of USSD to buy browsing time, and mobile money purchase.





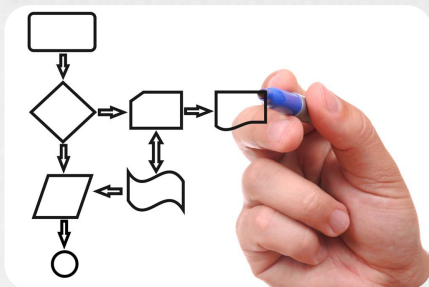
WI-FI HOTSPOT PROJECT OBJECTIVES

To connect **super-fast Broadband** in the identified public strategic areas to achieve the target speeds of the National Broadband Strategy;

To provide the public with easy access to **secure and affordable** Broadband services; and

To promote usage of the **.bw domain name, local content** development and use of **e-Government** in Botswana through provision of basic free Internet to consumers.

PROCESS



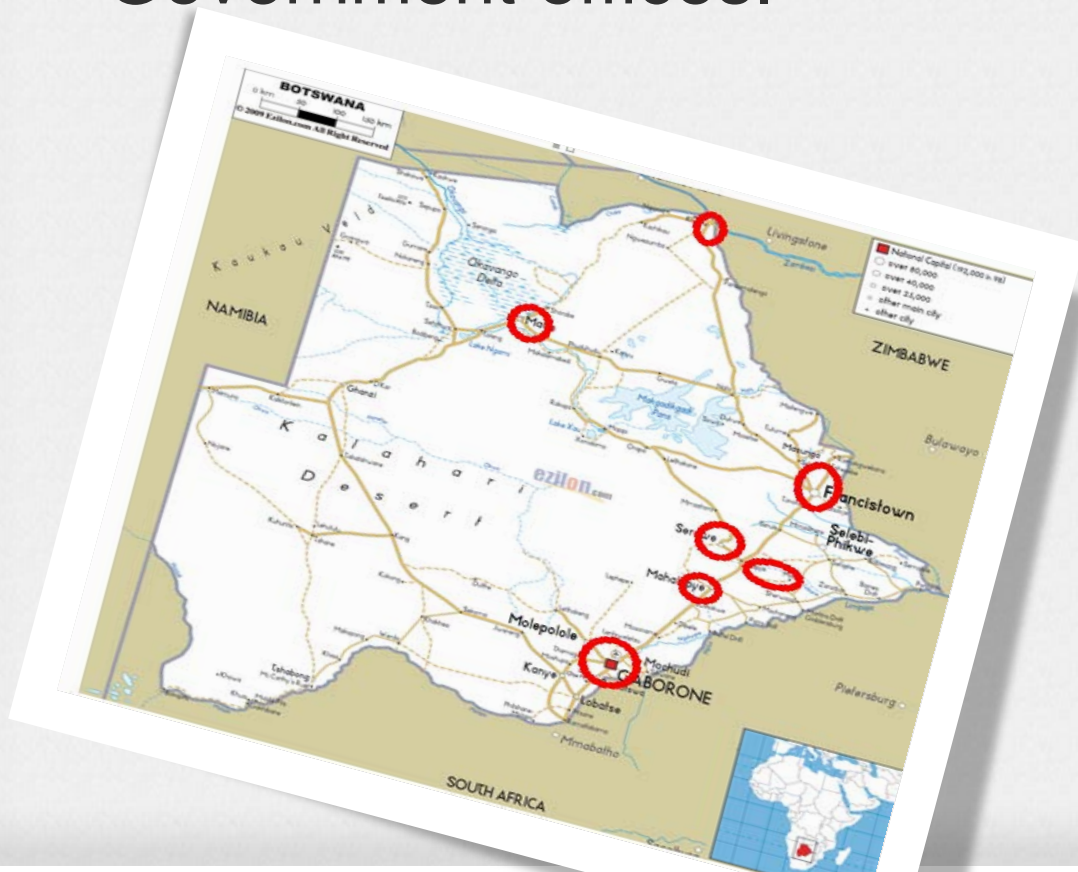
2014: Expression of interest: Operators were expected to propose Wi-Fi solutions that could accelerate broadband penetration in underserved areas in a select major towns, cities and villages

2015: Proposal Evaluation: and the Fund decided on the best model (Wholesale Wi-Fi hotspots)

2015: Deployment of WiFi Hotspots in strategic public areas

HOTSPOTS FOOTPRINT

- 31 sites : Shopping malls, Government Hospitals, Airports, Bus Stations and Public waiting areas in Government offices.



BENEFITS OF THE HOTSPOTS

Attainment of milestones
of the National
Broadband policy

Project a good stepping
stone for start-ups (ISPs)
without startup capital



Benefits



Promotion of
e-Government services
and consumption
of local content

Affordable
broadband
service

Stimulation of the
market; Wi-Fi Hotspots
not sponsored by UASF
are mushrooming

KEY LEARNINGS

Stakeholder engagement is key; let Operators be innovative and take the lead



Market stimulation, Propelled Operators to see value in the service therefore invest on their own

Funds in developing countries should not neglect the **service gaps** in **major cities, towns and villages**

... and who are
"They",
anyway?

if they know
about "it"

Build It & They Will Come

And that's just Marketing. We haven't even gotten to Sales!

... and the
Price is right

... there when
they need it

... and it is
something
they need



CHALLENGES & SOLUTIONS

- ISPs struggling to market the product on their own
- No product innovation from ISPs
- Wholesaler rigorously marketing the service through mall activations
- ISPs urged to add value to the service

WHOLESALE WIFI HOTSPOTS PROJECT

A blue ballpoint pen is shown from the right side, with its tip pointing towards the text. The words 'Thank you!' are written in a black, cursive script, appearing as if they were just written by the pen.

Martin Mokgware

E-mail: mokgware@bocra.org.bw