

## **BUSINESS PLAN - Free Internet using mobile platform.**

### **INDUSTRY ANALYSIS:**

#### **Current infrastructure of Internet: [ where the world is headed ]**

Let us start with the procedure of how internet works right from the local computer. Home computers connect to the ISP using telephone cables or broadband Internet connections.

- The first step is to login into the ISP using the user information provided to you by your ISP. Here, you enter the username, password and telephone number of the ISP.
- Once the ISP receives your information in its modem pool, it verifies if you are an authentic user or not.
- Once the user authentication process is done, the ISP provides you with a dynamic IP address using the DHCP.
- If you have bought a static IP from your ISP, then this step is not required. However, buying a static IP will cost you a lot.
- Now, you are allowed to browse any web page through your web browser. When you type in the name of the URL on the address bar, you are actually requesting for the IP address of the server machine, that holds those web pages.
- The information is received at the modem pool. Once this information is received, the ISP connects the subscriber to the modem pool.
- The requested server machine is reached through an array of dedicated lines and routers.
- Once the ISP finds the required IP address, it transfers the requested web pages to the source IP address.

**Trends in the world:** Next billion people are going to use internet for the first time via mobile. It's super valuable if we can make Internet free on these devices. So we are going to define protocols for these phones to communicate among themselves as if there is Internet and there will be just one central computer to do all the data fetching from Internet.

#### **Free internet using the mobile platform:**

So the idea is to put one computer in a village and that alone is connected

to Internet ISP now rest of the mobile phones connect to this and interchange data among themselves to avoid the need to connect elsewhere. Most of the needs I have in a village are served by people around me. So we make Internet free for every one using just one computer, now with this approach we are an ISP but only at village level.

### **Why do we want to do this?**

Say I want to call cobbler, potter, farmer, doctor, teacher, retailer, police and have conversations this is going to be immensely useful. They have means of communication currently but this is going to be so much better. Villages are small communities so we believe it is feasible to make such solutions. **Value addition is so much in villages as opposed to doing in cities because the needs in a village are specifically known.** And we will earn money only when the villagers earn money. All this happens automatically irrespective of the village you are in for almost zero cost. There are a lot of details to be worked out here. As we can see there definitely scope to cut down cost significantly.

**So we will be the company to write software on mobile phones, so that the people in villages don't have to use internet for their needs.** It can work in cities too but it's hard because in cities we won't know the needs exactly. And here even if they people have to use internet it's much lesser usage because you have already cached the information in local server based on the patterns of their usage and needs and all the needed information we store it on local servers.

### **THE TECHNOLOGY:**

We will develop app for mobile phones. We will establish 100% connectivity among the mobiles present in a village at zero cost. Villagers who have this application on their mobiles can send any of their queries to the local server.

### ***HOW DOES LOCAL SERVER STORE INFORMATION?***

The local server has all the information associated with a particular

village as the people or agencies present in a village and what are the services they can provide to the villagers, their contact details etc. The local markets, firms etc present in a village and people in service sector majorly are encouraged to give their details which are stored on servers.

### ***WHAT HAPPENS WHEN A QUERY HITS THE SERVER?***

So when a query hits the server it searches on the information present on the mobiles present in one phones vicinity first i.e., am searching for a doctor, let's say I have 100 phones in my vicinity and none of them has information I require i.e., none of them is a doctor then the search proceeds onto the mobiles present in the vicinity of each one of these 100 phones. And this recursion stops when information is found or all the mobiles in a village are searched for. Even then if the user is not satisfied with the information, the local server will connect to the actual internet and fetches the data.

As we claim that many of the needs at village level are served by people around us, the need for actually using the internet gets reduces almost to near zero costs. So there is significant cut-down on internet charges hence we call it free internet. This way we are an ISP but only at village level.

### ***COMPUTER SCIENCE PROBLEMS TO BE SOLVED HERE ARE:***

--> How many mobiles are to be always on to attain 100% connectivity all the time.

--> What is the maximum distance the phones can be placed to stay connected to each other.

**Marketing,customers:** Once people start using and liking this,we expect village administrations and government would want to buy our software. We are first ones to provide some service called free internet on mobiles. It will be made very simple to use so its user-friendly. We make sure that all the information that is put on local server is true and authentic before actually putting it there to make

it reliable. Since this will be the first one of its kind and not many villagers know how to use internet and mobiles help centres and minimum training is necessary.

This in a way revolutionises the communication system present in villages. This is much more than just phone calls. This is feasible and affordable because the price is almost near zero.