PROJECT DEVELOPMENT PHASE

PROJECT DEVELOPMENT DELIVERY OF SPRINT 1

Project Name: IOT based safety gadget for child safety monitoring and notification

- Sprint's IoT network goes from idea to nationwide launch in just eight months

- Ivo Rook, Senior Vice President of IoT at Sprint is the man responsible for delivering technologies that "change the way people live, the way businesses operate, and the way society evolves."

- From monetizing and scaling IoT businesses, to how Sprint managed to take a new IoT network from ideation to nationwide launch in just eight months, Ivo describes the barriers when it comes to building an IoT network.

- Operators are standing in their own way

- Operators are used to doing things in a certain way and it's challenging for them to change that. If we're being brutally honest, operators are not the most innovative because they adhere to what they know instead of embracing the future.

- For instance, they have experience building networks for operators, but an IoT network requires a much different approach. An IoT network needs to accommodate software and applications and therefore be built with that kind of delivery in mind.

- Start at the end and be prepared to change the game

- When Ivo joined the SoftBank group, he was tasked with building a new IoT network in the U.S. The first question they asked themselves was, for whom are we going to build this network? But many operators do the

opposite. Instead, they first look at what they can produce and then they find somebody to sell it to.

- If you have the opportunity to build something new, why not think about who needs it, what their needs are and then see how you can get there? Basically, start at the end point and work backwards, focusing on who you want to serve as opposed to what your capabilities are.

- Connecting the technology and the network.

- The first step operators will need to take is separating the IoT traffic from smartphone traffic at the earliest moment possible at the radio. They can come in through the same radio, split the traffic and then reroute it to a new network. That network should have a dedicated core that is shared with multiple applications.