

South African context

1. Data

2. Devices

1. Data is expensive



Once-off and monthly recurring data bundles for your prepaid smartphone

Vodacom pre-paid

selected bundle at the beginning of every calendar month. Data bundles are valid for 30 days from the date of purchase.

15Mb for R9

R0.60 per MB

	Bundl e size	Out-of-bundle rates per MB	
R9	15MB	40c	R2
R12	30MB	29c	R2
R29	100MB	29c	R2
R59	250MB	24c	R2
R99	500MB	20c	R2
R149	1GB	15c	R2
R249	2GB	12c	R2

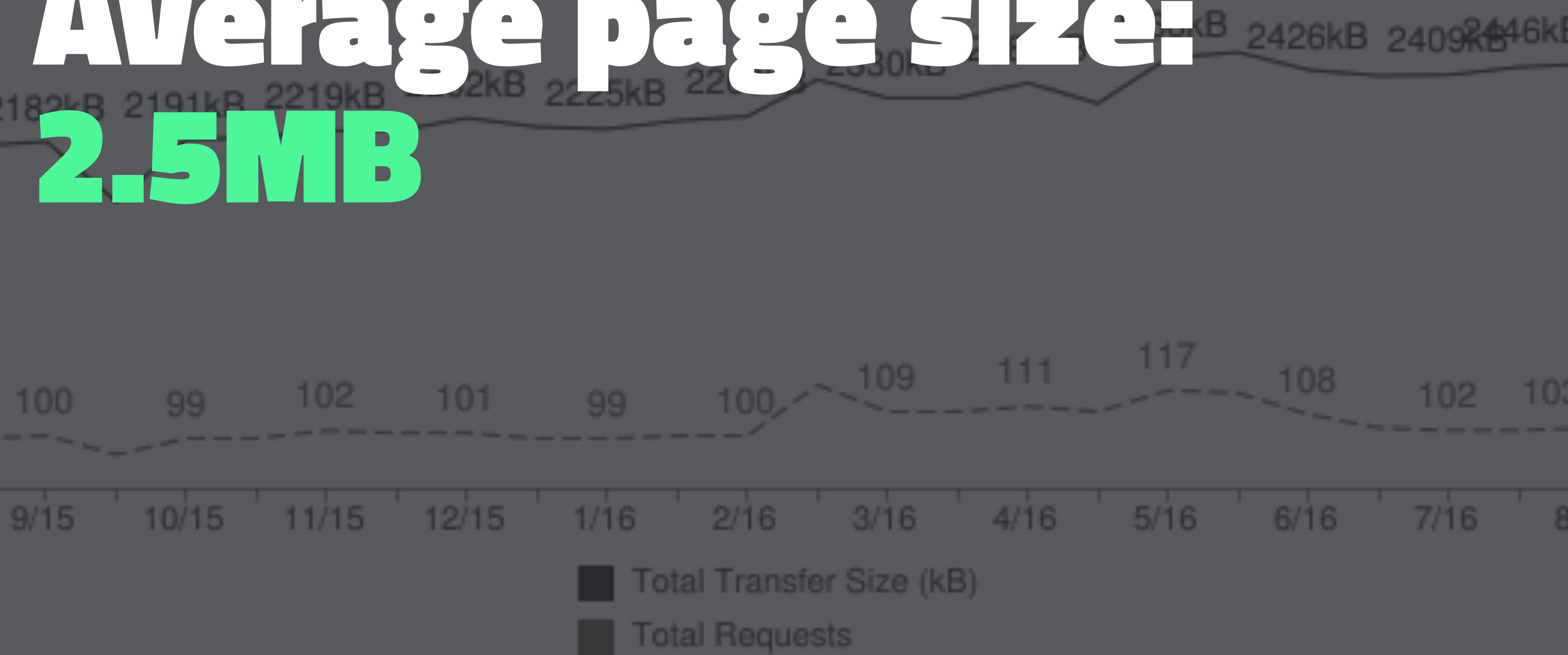


Total Transfer Size & Total Requests

httparchive.org

Average page size:

2.5MB



R1.5 per page

COLLEGE GRADUATION

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Stats SA Survey 2015

Cashier

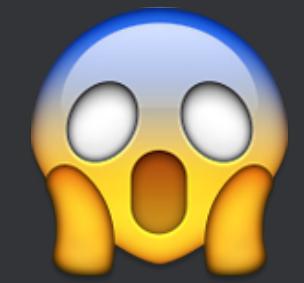
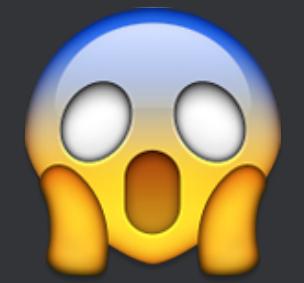
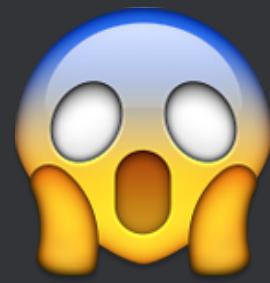
R5,000 / month

R165 a day

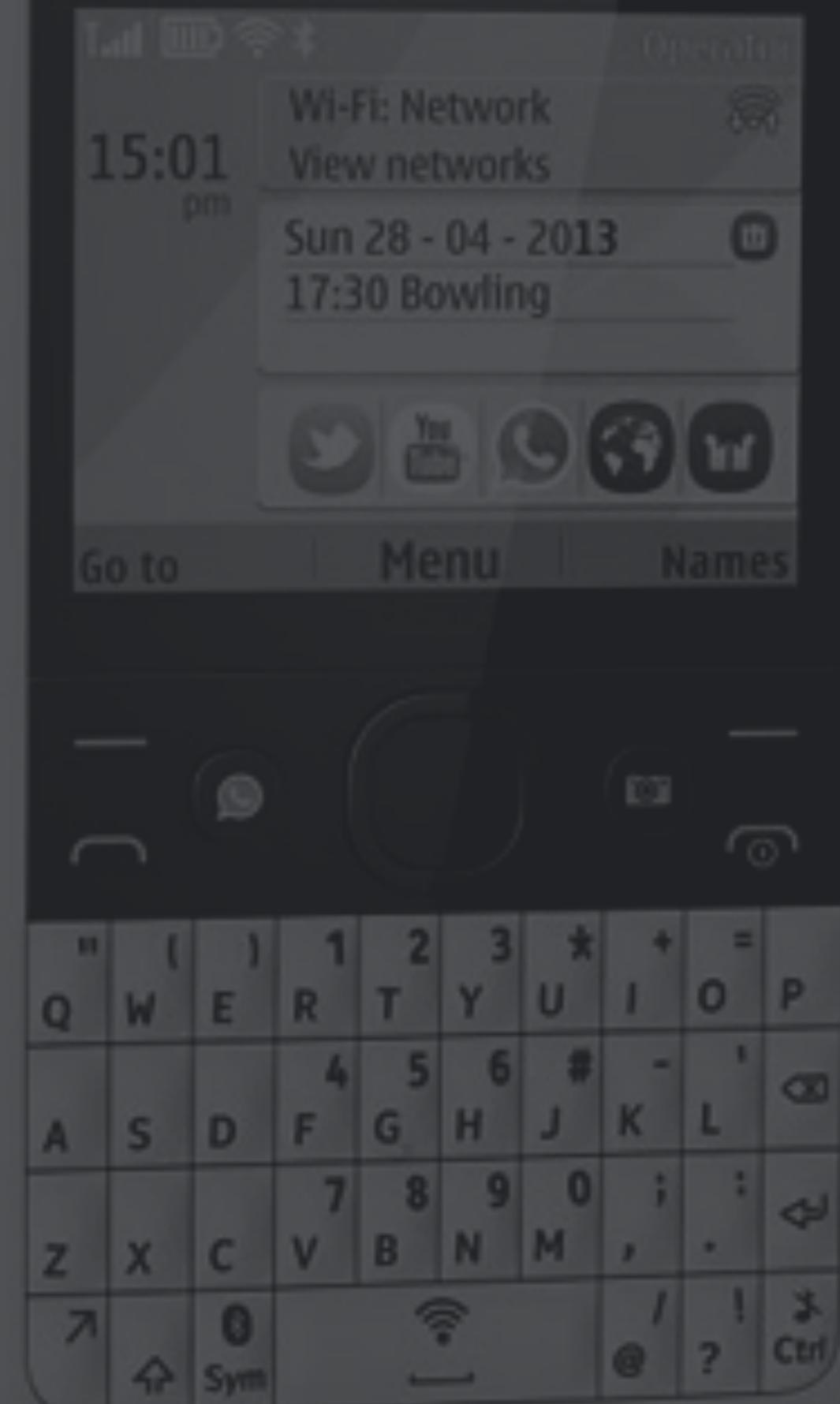
10 pages a day

Total R15

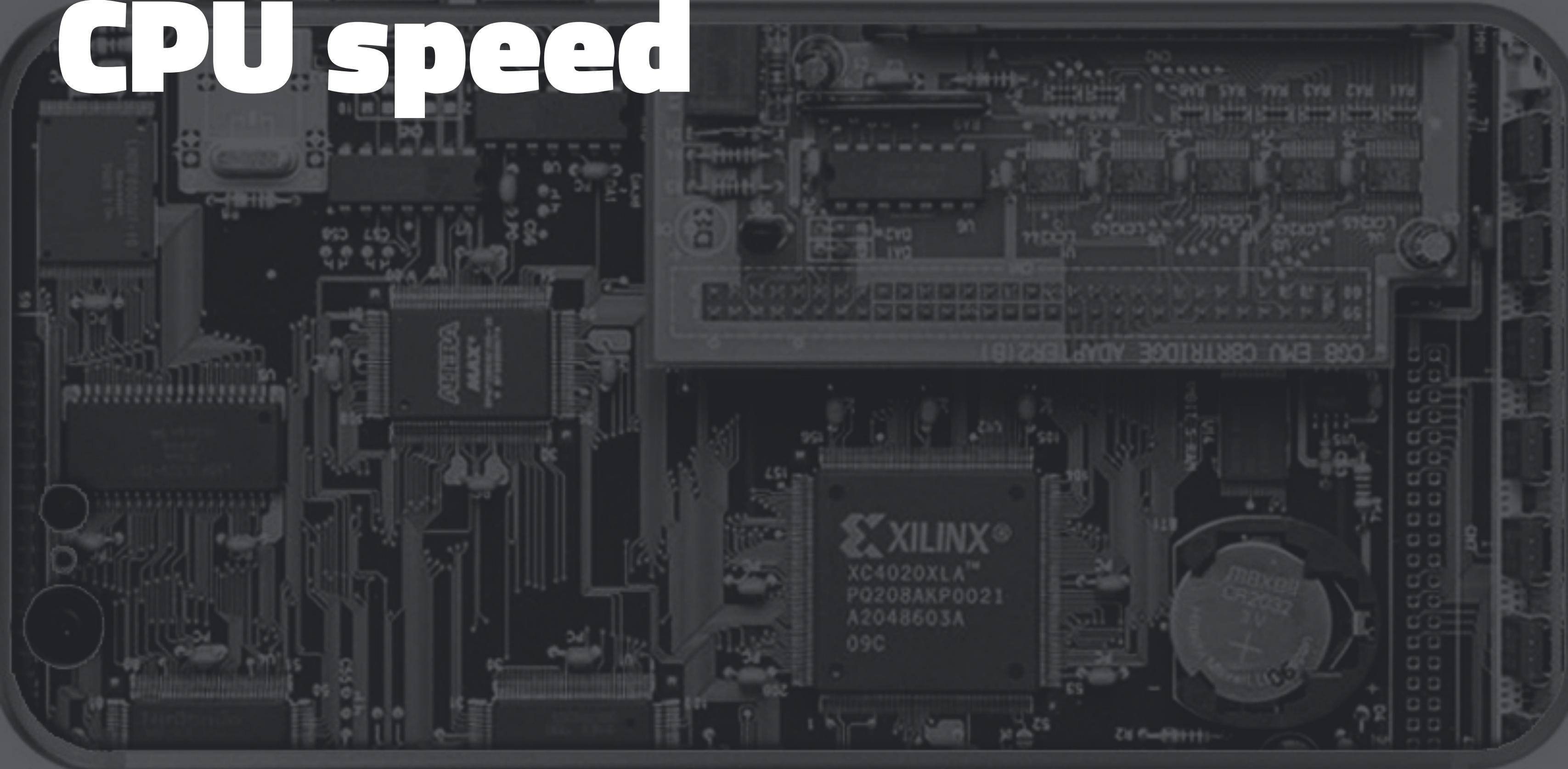
9% of daily income



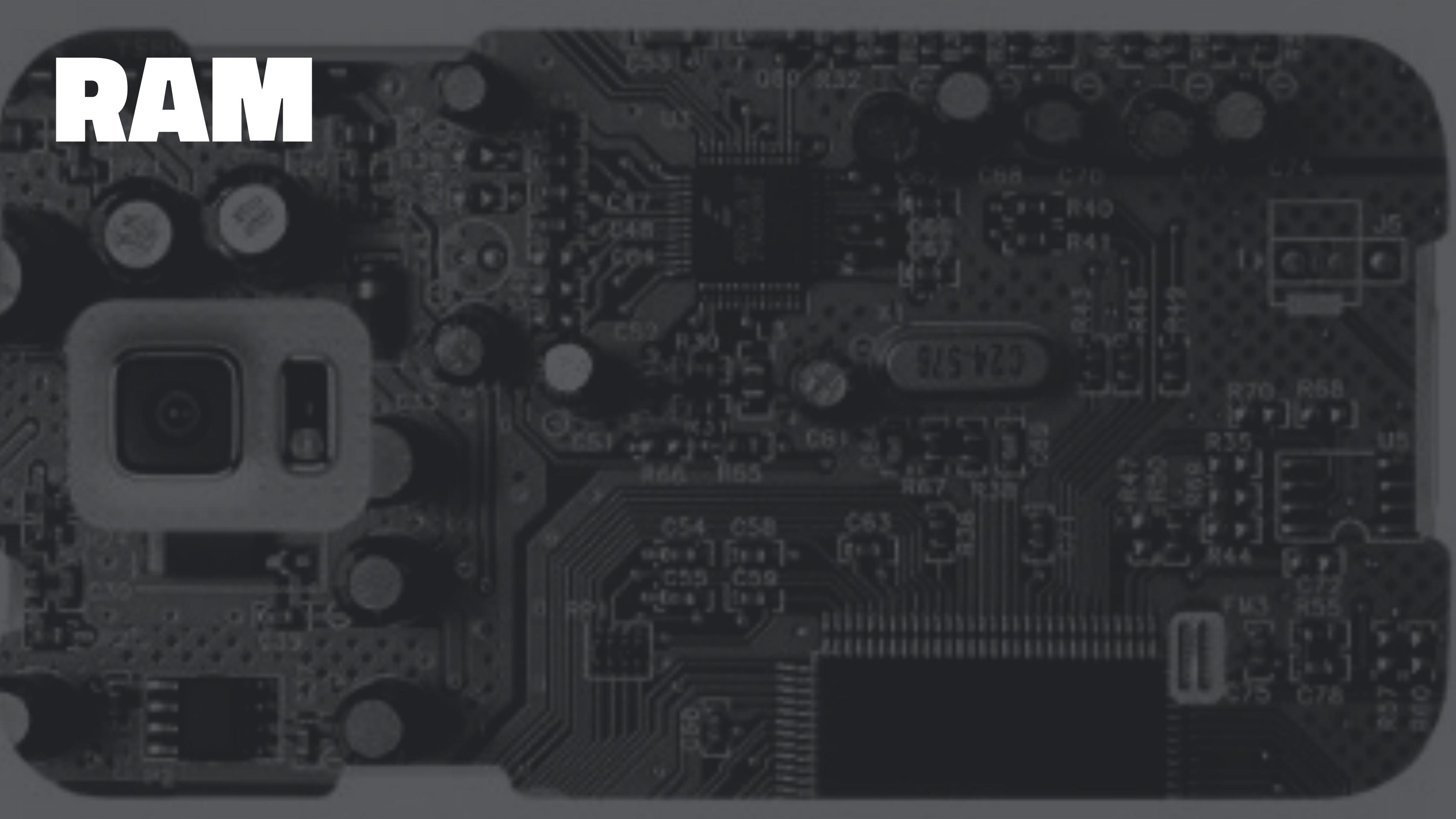
2. Phones are older, slower



CPU speed



RAM



Feature support

Can I use