RuralConnect Solutions

Slide 1: The Problem & The Team

- Team Name: RuralConnect Solutions
- Team Members: -
  - Priya Sharma –
  - Arjun Mehta –
  - Sameer Joshi
- Core Problem Statement:
- Last Mile Rural Connectivity & Digital Inclusion
- Target Audience: Rural communities in remote Indian villages
- The "Cost of the Problem": 40% of rural India lacks reliable internet access, causing estimated ₹8,200 crore annual economic loss in education, healthcare, and commerce opportunities.

Slide 2: Evidence of Customer's Pain Point

- Key Insights from Rural Communities:
  - "Our children cannot attend online classes during monsoons when networks fail"
  - "We travel 15km to access government digital services"
  - "Small businesses cannot reach online markets due to poor connectivity"
  - - 68% of rural entrepreneurs report losing business due to connectivity issues

Slide 3: Quantifying the Problem

- Market Size: -
  - TAM: 650 million rural Indians across 600,000 villages
  - SAM: 180 million people in connectivity-dark zones
  - SOM: 5 million users across 5 states in pilot phase

- Economic Impact: ₹12,500 crore annual loss in rural economic potential

Slide 4: Why This Problem is TIPSC

- Timely: Digital India initiative accelerating, 5G rollout ongoing
- Important: Affects education, healthcare, economic opportunities
- Profitable: Rural digital services market growing at 25% CAGR
- Solvable: Using innovative mesh networks and satellite backhaul
- Contextual: Team has roots in rural development projects

Slide 5: Competitive Landscape & The Gap

- Current Solutions: Traditional telecom, satellite internet, community WiFi

- The Gap: No affordable, reliable, easy-to-maintain solution specifically designed for remote rural areas with power challenges

Slide 6: Solution Hypothesis

- Proposed Solution:
  - Solar-powered mesh network nodes
  - Local content caching servers
  - Voice-enabled digital service access
  - Community-owned and maintained infrastructure

Slide 7: Next Steps

- Pilot in 50 villages across MP and Odisha
- Partner with local NGOs and gram panchayats
- Develop vernacular content delivery platform