DATRO Business Plan

Version 0.0.5

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Contents

Below is the DATRO Business Plan Index:

CHAPTER 1

Release Notes and Notices

This section provides information about what is new or changed, including urgent issues and documentation updates.

1.1 This Release (Version 0.0.5)

- **2021-May-02** - *Organisation name change to **DATRO Consortium** - technologies folded back in as seperate subsidiaries*

1.2 Older Versions

The table below contains information and links to, older versions of this document.

Table1: Older Versions of this Document

Archive Date	Version	Description	Download Link
2021-05-01	0.0.4	see releasenotes	2015-02-24_v0.0.4.pdf
2021-05-01	0.0.3	see releasenotes	2015-09-01_v0.0.3.pdf
2014-05-01	0.0.2	see releasenotes	2014-07-24_v0.0.2.pdf

1.2.1 Version 0.0.4

- Formerly entitled "Operation Sun Su" - An Investment Memorandum and detailed enhancement of the business plan
- Version Control Method for Docs has changed - Only PDF of previous version were saved before. Now a copy of the entire sphinx directory will be saved.
- Current sphinx directory are entitled `latest`, previous versions/ sphinx directories are entitled by their version numbers e.g. `0-1-0` or `0-2-3` etc

- The archived url subsequently changes from `document-title/build/html/_static/title-0-0-1.pdf` to `document-title/0-0-1/build/latex/title.pdf`
- Base64 will be used for all images, to reduce file size and contain all the content of the raw data to the .rst files
- To reduce filesize further, the content of the latex file (except the .pdf) will also be cleared before publication as part of the automated build process.

1.2.2 Version 0.0.3

- First release/ draft of the 2016 - 2018 Business Plan
- In this plan the "Wave" Brand is replaced with "WifeEye" Wi-Fi

1.2.3 Version 0.0.2

- The 2014 - 2016 Wave Business Plan
- The version number on the document is inacurate - It says 0.0.0 - It should say 0.0.2

1.2.4 Version 0.0.1

- First Business Plan for Wave Telecom

1.3 Known and Corrected Issues

Below is a table of pending issues which have been reported to our team. These issues will be cleared from this list as and when they are remedied.

Table2: Known Issues

Date	Version	Subject	Description
2021-05-02	0.0.3	and 0.0.4	*version 0.0.4 has a release date which preceeds version 0.0.3 - bizzar*

CHAPTER 2

Executive Summary

The internet is great, but accessing the internet remains an affordable privilege, courtesy of autocratic and centralized service providers. The DATRO Consortium is attempting to decentralize, democratize and free access to the internet.

DATRO itself is a consortium of free, publicly available, democratic and decentralized technologies designed to enable anyone, anywhere to access the internet for free and as a human right. The primary technology being researched and developed is a free and universal software upgrade, for the worlds 1,000,000,000+ wireless access points. DATRO's focus is a single 60Mb file, which can be uploaded to any wi-fi router via its backup/restore feature.

For residential and small business users, DATRO offers a universal, free software upgrade (Compatible on 20M+ wireless routers worldwide as of 2021). For non-compatible routers our software can be run on a seperate, low-cost (wirelessly-connected) IoT device e.g. Raspberry Pi (30M+ in circulation worldwide as of 2021).

2.1 Opportunity

2.1.1 Problem Summary

While internet itself is (questionably) open and transparent and free, access to the internet remains in the hands of centralised, undemocratic, monopolies.

2.1.2 Solution Summary

It is now technologically possible for anyone, anywhere to setup access to the internet for themselves and their community and pay less (perhaps even $0, perhaps even earn $$$) and with a fully transparent and open(public) solution A bridge is being created between the technology and practices of skilled internet service engineers and competent members of the general public.

This software upgrade (targeting 5% of global wireless access points in year 1) is free, fully-autonomous and can be obtained with full-anonymity (no credentials required). The first notable difference after the software upgrade is a new wireless router dashboard menu, featuring the worlds first wi-fi router app store. We believe installing web-applications to your wireless access point is integral to making access to the internet free, democratic and decentralised.

An example Decentralized App (DApp) is Althea. A California-based startup, whos software application allow you to mesh your wireless access point with your neighbours and share costs using cryptocurrency. We also incorporated JSECoin. A Cambridge(UK) based startup, whos technology allows you to mine cryptocurrency while accessing web-applications on your wireless access point. And with the addition of our own DApp called Wave, users can autonomously re-route revenue from JSECoin to Althea resulting in a subsidised, perhaps even free internet connection.

There is no advertising in this model. Instead the reduntant processing power of the wireless devices connected to your newly upgraded wireless access point, is used to perform blockchain functions. The remuneration for these functions are intravenously credited to your wireless access point for the data being consumed e.g. free internet For non-residential/small business e.g. military, educational institutions etc DATRO is currently trialling a geodesic communications equipment room solution.

2.1.3 Market Summary

Access to the internet has been flatlining for years since the growth of the network is heavily dependant on a billing model whereby the end-user pays. For a % of the global population the cost per GB of data is still too expensive. However the value of connecting this demographic to the internet, is strong for those already connected e.g. preserving dying languages etc The solution proposed by DATRO hits a cross section of many markets, more than four of which are in the tens and hundreds of billions each year e.g. IoT, Web 3.0, voice/data communications, blockchain/cryptocurrencies etc

By DATRO's calculations it's possible to profit from connecting people to the internet for free and without ads or data mining etc This is due to the following fact:

1. The margin between **(1) revenue discounting end-users internet** and **(2) data consumption costs** continues to shrink
2. The margin decrease is on trajectory to hitting a cruciendo whereby (1) cancels out (2) . . . resulting in free access to internet for end-users.
3. And like Metcalfs, Gildafs and Moors laws, there's no foreseeable reason why these trends should cease to continue.

Therefore the decreasing margin between **(1) the revenue generated from the correctly designed internet service** and **(2) the data consumption cost of said service** will surpass a cruciendo whereby one cancels out the other, resulting in an ever increasing margin between the two e.g. revenue and eventual ROI/profits.

is a margin which is expected to grow as the trend grows. So in 2020 - 2025 we will see monetisation of the network paying for the network. Then in 2025 - 2030 we will see an abudance of revenue being generated as the data consumption cost reduces and the monetisation methods are optimised and become more efficient e.g. profit opportunity (web 3.0 will help in this area)

2.1.4 Competition

Many in this field have tried and failed since we first presented our idea of free internet access (and internet as a human right) to the United Nations Telecommunications Union (in Dubai in 2012). This is a marathon not a sprint. While profit is important for sustainability, the cause itself has to be treated as a non-profit too so that the effort continues regardless of funding. It is after all a humanitarian effort. Competitiveness is something that has come and gone over the years. The fact remains that access to the internet is still not free and the whole world is still not fully connected. Until such time competitiveness is incosequential - this is a challenge like sword in the stone. Many have tried and failed. DATRO is an underdog in this race. We are careful to pace ourselves for the longhall - approaching this challenge too aggressively is what we have seen competitors do, depleating lots of funds without gaining the desired results. DATRO will have invested in the region of $1M between 2012 and 2022 and our collection of software tools and intellectual property remains one of the most plausible in the world in terms of achieving delivering a legal and lawful free internet solution.

2.1.5 Overview

Our hope is that the desire to receive internet for free is motivation enough for someone, somewhere to adopt our solutions. We expect the result to be so satisfactory for the end-user that they, by their own accord, help drive our solution into their communities. Providing our solution is free, simple and well documented/ presented, we expect social media to do what it does as far as spreading our message. There are phases to the ambition of our project:

- Owners of the 50Million+ single board computers out there, to be early adopters and at least try our software and provide us feedback so we can improve it for public release.
- Sustained usage of our solution - not just testing and feedback, but end-users that depend on our solution for sustained free internet access
- Heards - Not just individual geeks and freaks, but a family or a community facility e.g. business, school, uni etc - depending on our solution for low-cost/free internet connectivity.
- Fanatics - People who are so in love with our solution they do their upmost to promote and share and facility others with our solution

2.1.6 Why Us

I am Sion. The Founder and CEO. I have been in communications and IT since I was 14, I am now 37 (at the time of writing this). My experience and training in various technologies is beyond a hobby - I was a cyber & electronic warfare engineer in the british armed forces for 5 years and have been a tech entreprenuer since 2007. I have built a large network of people with the skills and experience to help me make this vision for free internet access a reality. Over the years my commitment has withstood the test of time and this project is being recognised for its store of value (viability for investment) and its future potential as a large-scale international employer of people, regardless of a myriad of socio-economic conditions (for example, we survived the 2020 global pandemic while many organisations went under forever).

2.2 Expectations

1. A community is already growing around this technology product/ service, allowing DATRO to prove the revenue potential and attention retained by the technology.
2. A small network grows which is able to sustain a regions communications while others fail e.g. earthquakes, cyber attacks etc - demonstrating our technical supremacy
3. Traction and growth becomes more frictionless - we see networks springing up around the world, without our knowledge or participation - just people using the material and software we've published to gain for themselves what we have
4. Revolution - large scale adoption, abandonment of the traditional ISP and billing model worldwide

2.2.1 Forecast

1. 2020 - 2025
2. 2025 - 2030
3. 2030 - 2035
4. 2035 - 2040

2.2.2 Financial Highlights by Year

1. 2025 - $100M Revenue per annum (50% back to end-users, 50% shared between financeers and developers)
2. 2035 - $1B revenue per annum (why not. $2.5 per month per end-users. 1 Billion wireless access points in the world as of 2020 and growing)

Subsequently we would like to see the following (for the sake of simplicity):

2026 = $100M, 2027 = $200M, 2028 = $300M, 2029 = $400M, 2030 = $500M, 2031 = $600M, 2032 = $700M, 2033 = $800M, 2034 = $900M, 2035 = $1Billion

2.2.3 Financing Needed

2012 - 2020 = $1M seed funding (achieved) 2020+ = $7.7M startup (sale of 15% equity)

Possibly a Series A - Subject to earnings.

CHAPTER 3

Opportunity

3.1 Problem & Solution

3.1.1 Problem Worth Solving

3.1.2 Our Solution

3.2 Target Market

3.3 Competition

3.3.1 Current Alternatives

3.3.2 Our Advantages

CHAPTER 4

Execution

4.1 Marketing & Sales

Sales and Marking is still some time away due to the research and development still being undertaken. However the entire project can be explored via our website: https://datro.world

4.1.1 Marketing Plan

Once we are satisfied with any of the technologies in our portfolio, we will take them to market. We anticipate this to be around 2025. In the interim we invite any member of the public to try our beta software in the hopes developers out there will participate in our charter.

4.1.2 Sales Plan

In anticipation of our solution, we are building a network of communication equipment rooms on the north east coast of a Caribbean island. The 70km coastline is entitled the Scottish Bay. Here we will showcase the worlds first free internet network. The equipment rooms are built on private property and have plenty of space inside to facilitate the needs of the custodian in addition to our commercial requirements. For example, the resident has a energy and communication solution, helping to reduce their monthly utility bills and preserve the lifespan of their equipment. This same equipment room serves as a radio relay station for our larger communications network spanning the entire 70km « Scottish Bay » Caribbean coastline. This approach also permits web 3.0 services to be deployed to the region, enhancing both the residential custodians experience and the wider networks/ end-users quality of service. The communications rooms (codenamed Neo Domes) save custodians in the region of $10k during their lifespan of 25+ years, while simultaniously netting a profit of $10k+ for our consortium each month.

4.2 Operations

Production of the equipment rooms is streamlined but requires security, living quarters, specialist materials and tools, health and safety equipment and so forth. For this reason a dedicated campus is a basic requirement for the operation. In 2014 our first campus was launched, attracting the likes of high profile developers such as DD-WRT, Germany. In 2015 we built our own dedicated campus on the northern most point of the Scottish Bay, but the project was shortlived since the land purchased was in dispute with other owners. So in 2016 we moved to a new site in the center of the Scottish Bay, where we built our first showcase neo-dome and secured a patent deal and a « loon » contract with Google. DATRO has been largely itinerant since 2019 as the focus moved to the internet and the underlying software powering the wireless access points and equipment rooms. In 2021 the opportunity to have a dedicated campus/ facility where equipment room production can resume, is once again being explored.

4.2.1 Locations & Facilities

Scottish Bay, DR. Workshop, Security, Accomodation, Transport, Infrastructure, Training facility, Media Room (for producing/editing on-site training/marketing material etc) etc.

4.2.2 Technology

Cacher - A solution to simulate internet where there is none for purposes of tricking our automated software into building itself. To-Go - A persistent-live USB (« workstation on a stick »). A complete operating system with all the software required to manage the network, pre-installed and configured. HBnB - Rapid deployment of applications to wireless access points and equipment rooms. Run on small, single-board computers such as the Raspberry Pi. Repo - Short for Repository - A “monorepo” (single repository) containing all of the resources for operation e.g. documents, software source-code, training videos, websites etc - Wave - The software solution for automating the collection of revenue from the network (dedicated to end-users, not beneficiaries) and autonomously remunerating gatekeepers for the traffic to the network. DAS - Like a Decentralised Autonomous Organisation e.g. a hierarchy of cryptocurrency smart contracts, but with as many stakeholders as the minimum of that of a society e.g. 50,000+

- We call this Decentralised Autonomous Society the Scottish Bay Society - It will include web3.0 services for members e.g. tenancy deposit schemes, bail bonds, insurances etc

Docs - Document Library - In RestructuredText/Markdown for easy transportability and compiling to PDF and HTML e.g. https://library.datro.world

4.2.3 Equipment & Tools

Additional Equipment and Tools will be required subject to the terrain of the campus/facility of the operation.

4.3 Milestones & Metrics

1. Establish Order - Routines, Schedules, Plans, Measures, Goals etc
2. Prep - Pre Operating Preperation e.g. safety checks, roll calls, coverage-map, suppliers, methodologies (admin, project management etc), inventory/stock control etc
3. Begin Operations - Best practices, nock-on’s, de-briefs, first works on vehicles, team building excercises, accounting, general command & leadership etc
4. Sustainability - Health and Safety, Career prospects, Recruiting, Management Reporting, Supply Chain, Maintenance Schedules, Compliance, Community Relations etc

5. Exit - Sale (of campus and network e.g. access easements etc/ Downscale/ Upscale/ lateral move (re-locate)/ shutdown (bankrupcy/ cease & disist etc)

4.3.1 Milestones Table

4.3.2 Key Metrics

1. Profit/ financial sustainability/ feasibility of operation
2. Quality expectation of deliverables/ user satisfaction
3. Wellbeing/Wellness of team/workforce

CHAPTER 5

Company

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5.2.1 Management Team

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Financial Plan

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6.2.2 Sources of Funds

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6.3.2 Projected Balance Sheet

6.3.3 Projected Cash Flow Statement

CHAPTER 7

Appendix

7.1 Monthly Financial Forecasts

7.2 Additional Documentation

CHAPTER 8

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