Case Study Presentation: Local Broadband Plan

First Link Technology Company

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Topics

Local Broadband Plan

1) Objectives for the Broadband Business Plan
2) Infrastructure Development
3) Operator Incentives:
4) Capacity Building:
5) Regulatory Support:
6) Monitoring and Evaluation:
7) Conclusion

Names of the Owners First Link Technology Company

1) Abdiaziz Mohamed Abdi **(Secretary of the Company)**
2) Majdaldeen Musa **(CTO)**
3) Bonifacio Nguema Esono **(Chairman of the Board of Directors)**
4) Ramou Nyass **(Commercial Director)**
5) Haitham gamal Mohamed **(Owner, Board Member)**
6) Florentino Pinto Miranda **(Owner, Board Member)**
7) Janetta J. Roberts (**CEO of the Company)**
8) Muhammed Ndure (**Owner, Board Member)**

The Situation

1. We have a proposal for preparing a 5 year Plan to The Government of the Republic of Camel and would like to connect three localities located in rural areas on an area of 125 km² poorly served by the two mobile phone operators and they are 20 km apart from each other.
2. Also, The Republic of Camel has no access to the sea. It has à population of around 3 million with à mobile penetration rate of around 90% and a national network coverage of 70%

First Link Technology Company

Our Vission

1. Our vission is to reach a total Digital Inclusion

Our Mission

To be the leading Digital company in the Africa that connects all Africa communities through affordable and accessable technology.

Our Slogan

1. No One Should be Left Behind

Objectives of the Broadband Business Plan

The Objective of this plan is to:

1. Make a broadband policy universl
2. Make it the Broadband affordable for the community
3. Get everyone online
4. Promote Digital Skills Development
5. Promote Digital Economy and Ecommerce
6. Get improved SMEs connectivity
7. Bridge Gender Digital Divide
8. Promte FinTech and Digital Resources

Question Part I

What is the appropriate technology for achieving the network coverage target in the three locations?

1. **Appropriate Technology for Network Coverage:**
    - Given the geographical and population data, a combination of technologies would be suitable.
    - For broader coverage in rural areas,
        - Satellite communication can be utilized for as backbone.
        - It's effective in remote locations and has a wide reach.
    - Additionally, 4G technologies can be employed to adress the poorly served areas to enhance connectivity in more densely populated areas.

- Last Mile Connectivity will be option to be used

Technical design

SATL

4G

Wimax

ES

Senegambia

MWL

3G

Wimax

Sunset

MWL

3G

Wimax

Wimax

Africanp

renicess

Question1 Part II

How to connect the 3 community health centers and middle schools

To address the issue of connectivity in these location, Our group proposes:

- Establishing 2 point-to-point microwave links can provide reliable connectivity between these locations.
- Y-max can also be used
- Collocation for existing operator will be best to use
- Having Community Network WiFi Solutions will be innovative to use

Question II

What leverage can be used to encourage operators to invest in these areas, given that they contribute to the universal service fund

Leverage for Operator Investment:

- **Tax incentives or Lower tariffs**: The government can be offered to operators investing in these underserved areas and reduce the import taxes for the equipment's.
- **Light Licenses :** The government can provide regulatory support, making it easier for operators to obtain necessary light licenses.
- **Sharing the costs of Infrastructure development :** A partnership model between the government and operators can be established to share the costs of the under serviced areas.
- Also, Support the operators to build their own infrastructure for the universal service fund
- Offer Social rates plan to allow low-income citizens to have connectivity

Question III

What technical and regulatory resources are needed to increase the penetration rate of mobile telephony in these 3 localities?

To increase the penetration rate, our group proposes:

Technical Resources:

- Coverage and Quality of Services
- Training programs for local technicians to maintain and troubleshoot communication infrastructure.
- Regular infrastructure audits to ensure optimal performance and identify areas for improvement.
- Stakeholder value
- Encourage operators to actively engage with the local communities, seeking input and understanding specific needs.
- Highlight the social impact of their investments, showcasing how improved connectivity can positively affect education, healthcare, and local economies.

Question III Continue

What technical and regulatory resources are needed to increase the penetration rate of mobile telephony in these 3 localities?

Regulatory Resources:

- Facilitate the deployment of new infrastructure.
- Enforcing regulations that require operators to allocate a portion of their resources to underserved areas.
- Allowing Tax incentives :
- Light Licenses :
- Sharing the costs of Infrastructure development :
- Periodically review and update regulations to accommodate technological advancements.
- Provide mobiles for the users to pay on installment basis
- Offers frequencies on low bands with low spectrum fees to allow for greater coverage footprint.

Monitoring and Evaluation

- Establish a monitoring and evaluation framework to track the progress of infrastructure development and penetration rate improvement.
- Regularly engage with operators to assess the effectiveness of incentives and address any challenges.

Conclusion

This Local Broadband Plan aims to create an enabling environment for operators to invest in underserved areas, bridging the digital divide and contributing to the overall development of the Republic of Camel.

Thank you