

Course Outline: Sustainable Internet Communications Via Satellite.

Course Leader: Rob Longhurst

DAY 1

What is sustainability?

- Development thinking on sustainability
- Business thinking- the dimensions of viability (based on the work of Alan Thompson, Murdoch University, Australia)
- Bridging the Digital Divide needs widespread diffusion and availability – “replicability” vs sustainability and viability.

The Internet ecosystem

- Success is not just about the technology
- Readiness indicators (based mainly on work from Harvard University)
- Developing an integrated plan. Case study: DoCoMo i-mode in Japan.

Demand and demographics

- What are the demographics of users?
- What are anticipated usage patterns?
- Where is voice going? GSM or VoIP?
- Conclusions relating to viable locations, and required infrastructure.

Designing a business model for the developing world.

- Lessons from ‘Bottom of the Pyramid’ businesses.
- Competition and Value Innovation
- The key elements (you’ll have to come on the course to find out what they are!)
- Specifying appropriate connectivity infrastructure
- Optimizing revenue
- Optimizing cost structure

Case Study: Indonesia

Conclusions

- What have we learnt?
- Next steps for application.

DAY 2 (optional)

Workshop style. Participants will decide on projects that they wish to work on in small groups. Groups will then apply the principles and tools learnt during day 1 to develop an outline sustainable business plan. These will then be presented back to the whole course, and critiqued.

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