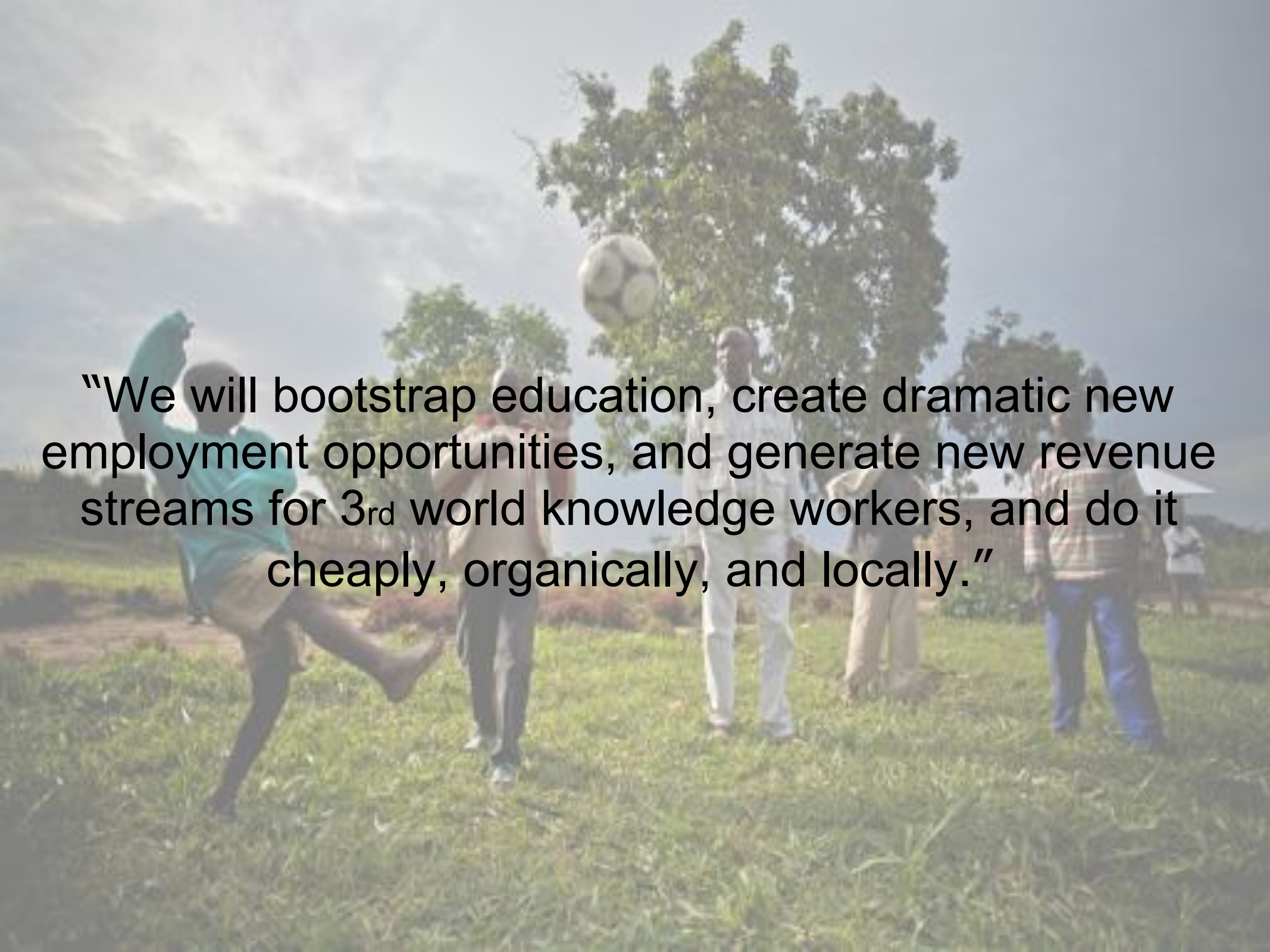


MicroMobile

A large, stylized tree with a wide, flat canopy stands in a vast, green savanna landscape. The sky is filled with large, white and yellowish clouds, suggesting a sunset or sunrise. The horizon is low, with rolling hills in the distance.

An open source software platform pairing education and application development in a virtuous cycle.

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A group of people are playing soccer in a grassy field. A soccer ball is in the air, and a person in a blue shirt is kicking it. Other people are standing around, watching. The background shows trees and a cloudy sky.

“We will bootstrap education, create dramatic new employment opportunities, and generate new revenue streams for 3rd world knowledge workers, and do it cheaply, organically, and locally.”

Compelling Facts:

- Market reach of 30 countries and roughly 250 million people on day one,
- Offers flexible, do-anywhere employment to markets with an average of 60% unemployment and up to 101.8% mobile penetration,
- Provides free opt-in education as part of marketing channel,
- Creates a free, open-source competitor to rapidly growing, entrenched mobile services market,
- Locally created applications generate a % return on every transaction for the carrier AND the author.

A Solution:

A single, open-source alternative software platform for MNO, MVNO, and MVNEs which pairs an open API/SDK for locally developed applications with free, excess-bandwidth opt-in education.

- API allows apps to be locally developed for language, culture, and need,
- New applications can be developed quickly and cheaply for SMS, MMS, IVR, etc.,
- Free opt-in education via excess bandwidth also markets applications,
- Utilizes niche markets of expertise and capability to leverage crowdsourcing,
- Utilizes MVNO's existing activation, collection, and payment systems, minimizing cost to customer and maximizing return to developers and operators,
- Open-Source platform available for free to anyone anywhere along with ongoing, community-driven development and support.

The Team:

Founder: Joshua Klein

Entrepreneur and cross-platform technologist, Josh speaks often at events such as TED, SXSW, and Serious Play and consults to organizations such as Microsoft, Nokia, the CIA, and others on innovation and market leadership focused around mobile and social technologies.

Partner: Praekelt Consulting

Gustav Praekelt has been consulting to and developing mobile applications for the African telecommunications market since 2004. Since that time he's expanded his consultancy to include the Praekelt Foundation, a non-profit arm focused on mobile telephony applications to support non-profits.

Business Model:



- 1) Develop baseline software-as-a-service while growing open-source community,
- 2) Deploy v.1 as MVNE service to the top 4-5 MNO's in Africa (MTN, Vodacom, Safari, Celltel), covering 30 countries and roughly 250 million people,
- 3) Add services such as Home Location Register (HLR), and Business Support Systems (BSS) until capable of taking over full MVNO software suite,
- 4) Expand to support full platform adoption by MVNO/MNO's in India and South America,
- 5) Stabilize development community and transition to providing SLAs, certification, and support services while continuing marketing efforts.

Prospective Customers:

As of February 2009, there are over 400 active MVNOs operated by over 360 companies. This does not include mobile network enablers (MNE), mobile shared spectrum enablers (MSSE), service providers (SP), or branded resellers (BR), all of whom are prospective customers. Close to 100 companies are planning to operate within the sector and there are currently 72 brands run by MNOs as MVNOs.

All of these parties plus existing MVNOs, MVNEs, and MNO's can collect a percentage of each transaction generated as a result of this platform with minimum integration costs and significant upgrade paths.

Meanwhile, there is an enormous need for educational resources in 3rd world, where unemployment can average 60% or more and mobile penetration frequently exceeds 100%.

These same 3rd world markets are the current hotbeds for mobile innovation, development, and support for new model test and implementation. Lessons learned here will create game-changing mobile platform transitions for the rest of the world.

Offering this platform for free enables anyone to make money by innovating ways to serve their communities while sharing their work with the world.

Competitive Advantages:

- Open Source (it's hard to compete with free,)
- Free, open API and education platform allows anyone to learn and/or deploy applications,
- Market drives demand and quality control becomes self-monitoring,
- Open Source adapts to market demands much more quickly than standard corporation, meaning ongoing competitive innovation
- First to market seeds the platform as the new standard in the space,
- Big trend in 3rd world is to allow browsing bandwidth for free, meaning major growth path,
- Many regulatory bodies are strongly in favor of MVNOs, meaning market is rapidly growing among entrenched players who will ignore OSS.
- OSS solution means operators can customize the platform top-to-bottom to meet their needs,
- Minimal integration costs smooth upgrade path for development/feature adds.

Current Status:

Have: Technology architecture, fundamental partnerships in Africa, development team.

Want: Anchor sponsor with significant relationships to leverage for initial deployment.

Need: Funding for development efforts and corporate leadership.

Milestones:

Year One: Develop and deploy v.1 as MVNE service to the top 4 MNO's in Africa (MTN, Vodacom, Safari, Celltel) while growing Open Source community.

Year Two: Add services towards full MVNO software suite concurrent with expanding international partnerships/deployments.

Year Three: Stabilize development community and transition to providing SLAs, certification, and support services while continuing marketing efforts (a la MySQL).

"MicroMobile creates a platform for businesses to support individuals in designing innovative new applications, obtaining education, and generating income."

