

BroadLights helps qualified governments finance LED replacements to drastically reduce their Public Lighting energy consumption....

Recurring budget to pay back LED swap costs and new (reduced) cost of lighting

Recurring budget savings on energy after LED swaps; allocated to buying sturdy WiFi hotspots, bandwidth and value added applications

...enabling the reuse of most electricity savings to deploy Public WiFi through our standardized BroadLights platform

Revenue Sources

Crowdfunding,
Grants, Loans,
Donations

Give-a-Gig app w/
ShareTheMeal* as
Business Model
Local campaigns etc.

Revenues originating in savings that result from the Public Lighting lamps upgrade to LEDs represent the bulk of our income in the case of UN Member States

User Fees,
Advertising,
Government
Budgets

Fees lower than
5% of income per
month for 500MB
Ads are optional

Platform

Capex/Hardware

- Ruggedized WiFi hotspots and repeaters
- Backbone link equipment and spares (Satellite/Fiber/GSM)
- Infrastructure and repair costs

Opex/Software

- Bandwidth purchased at discounted bulk rates
- Education (MOOC), Health and Impact Sourcing applications
- Ancillary operational and maintenance costs
- Fundraising costs
- NGO operations

End Users

Examples of deployment site sizes, progressively growing in a log scale

AFRICA
1'000'000 users
Large LDC/LLDC
(e.g. Rwanda)

ASIA
100'000 users
Small LDC/LLDC
(e.g. Bhutan)

PACIFIC
10'000 users
Small Island
(e.g. Tonga)

EMEA
1'000 users
Refugee Camp
(e.g. Greece)

AMERICAS
100 users
Indian Tribe
(e.g. Amazon)

Lost
Billion
Users

AFFORDABLE CONNECTIVITY