




SHARED GROWTH
**CHALLENGE
FUND**

<p>Project Title</p>	<p>iSpot Under-serviced Area Rollout</p> 
<p>Project Partners</p>	<p>Pericom CC; Independent installers (on an ad hoc basis), Community partners</p>
<p>Location</p>	<p>Durban Metro area, KwaZulu-Natal</p>
<p>Funding</p>	<p>Business Trust: R1,482,000</p>
	<p>Pericom: R1,692,500</p>
<p>Project Challenge</p>	<p>iSpot has identified a relatively under-serviced market for ultra low-cost internet service provision, targeted at households that previously could not afford internet connectivity. Users situated at the “bottom of the pyramid” are unable to commit to long term subscriptions at rates currently offered by ADSL service providers. iSpot has identified this segment as one where its technology gives it a significant edge. The model is believed to be an appropriate one for the country in its present state of development and once proven would enable iSpot to scale up this model on a national scale.</p> <p>The project will roll out wireless internet connectivity in low income communities by identifying community partners. These community partners, trained and supported by iSpot, will sell low cost internet connections to households in the area, and will also operate internet cafe type businesses based on iSpot’s pre-paid voucher system. The low break-even point of the model ensures its sustainability.</p> <p>The wider availability of cheap internet connectivity in disadvantaged communities should also have a “knock-on” economic stimulating effect for example by giving micro businesses in the target communities access to email and electronic banking. In addition, the community hotspot approach will provide significant entrepreneurial opportunities to members of the communities.</p>
<p>Expected Project Impact</p>	<ul style="list-style-type: none"> • Increased incomes for up to 200 people • Increased access to goods/services for up to 2800 people • Transfer of business and internet provision skills through partner mentoring • Positive social impact through bridging the “digital divide”