

Mobile Internet Available in Bangladesh is Expensive & Volume Based

105 Million Mobile
Internet Subscribers

Source: BTRC

Primary Computing
is Mobile

\$/MHz/Connections (ARPU) - 2100 MHz

Problem - Context

Most Expensive Spectrum in the World



Solution



Life Moves Around Tea Stalls in Bangladesh

Solution - Context



App Based Automation

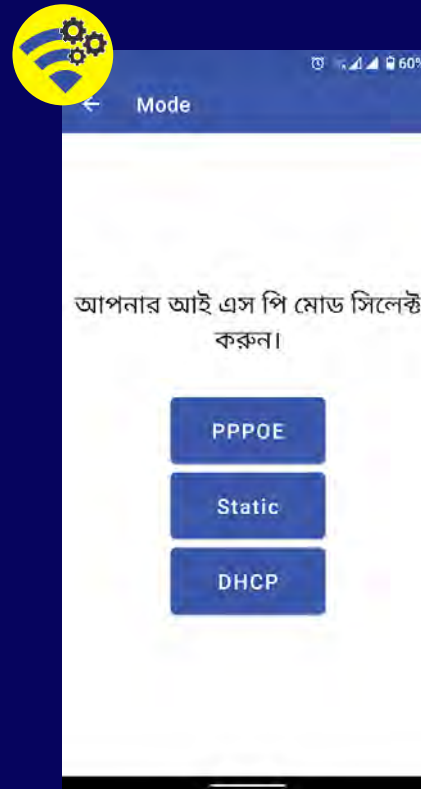
Wifi Janata - Consumer

Technician – Device Setup

Digital Bepary – Rapid Sell



- Wifi Map
- Seamless Connection
- Qr Scanner
- App Store



- Self Service Router Setup
- Router Ready for Use in 30 Seconds
- Device Usage & Uptime History

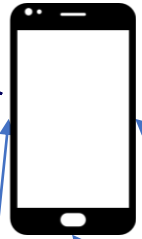


- Sell with QR Scan
- Seller can Request Device
- Transaction History



Janata Wifi Cloud

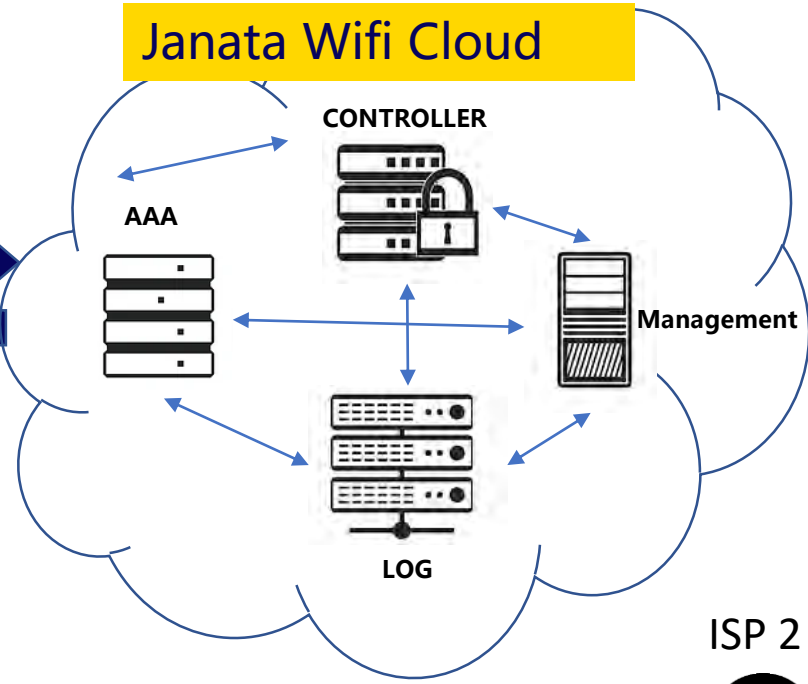
Layman's Android device Containing Janata Wi-Fi Apps.



Over 4G

Sending Status

Receiving Config



Provisioning Config Code to NAS when WIFI connected

Sending Config & Receiving Status

ISP 2

ISP 1

CGNAT IP

CGNAT IP

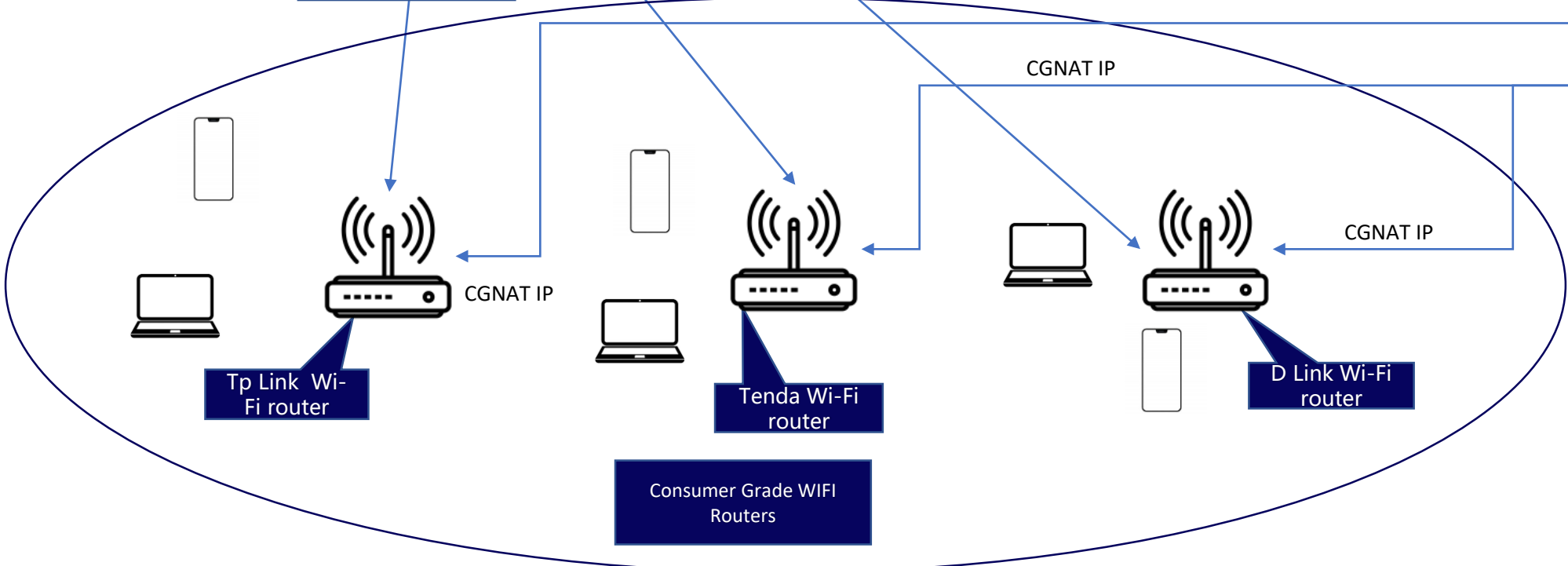
CGNAT IP

Tp Link Wi-Fi router

Tenda Wi-Fi router

D Link Wi-Fi router

Consumer Grade WIFI Routers



How the technology works

- On the ground smartphone app receives configuration from Janata WIFI Cloud through 4G and passes it down to targeted WIFI Router.
- The app also takes data from the router by running a set of status checks, and passes it up to the Cloud.
- Configuration is prepared at the controller based on status provided from the on the ground smartphone and sent back to WIFI router through smartphone app.
- Smartphone is the new router/controller operating at layer 7.

Impact

Wi-Fi Faster than 4G

Stable than 4G

10X Cheaper than 4G

Internet Reachability for Users

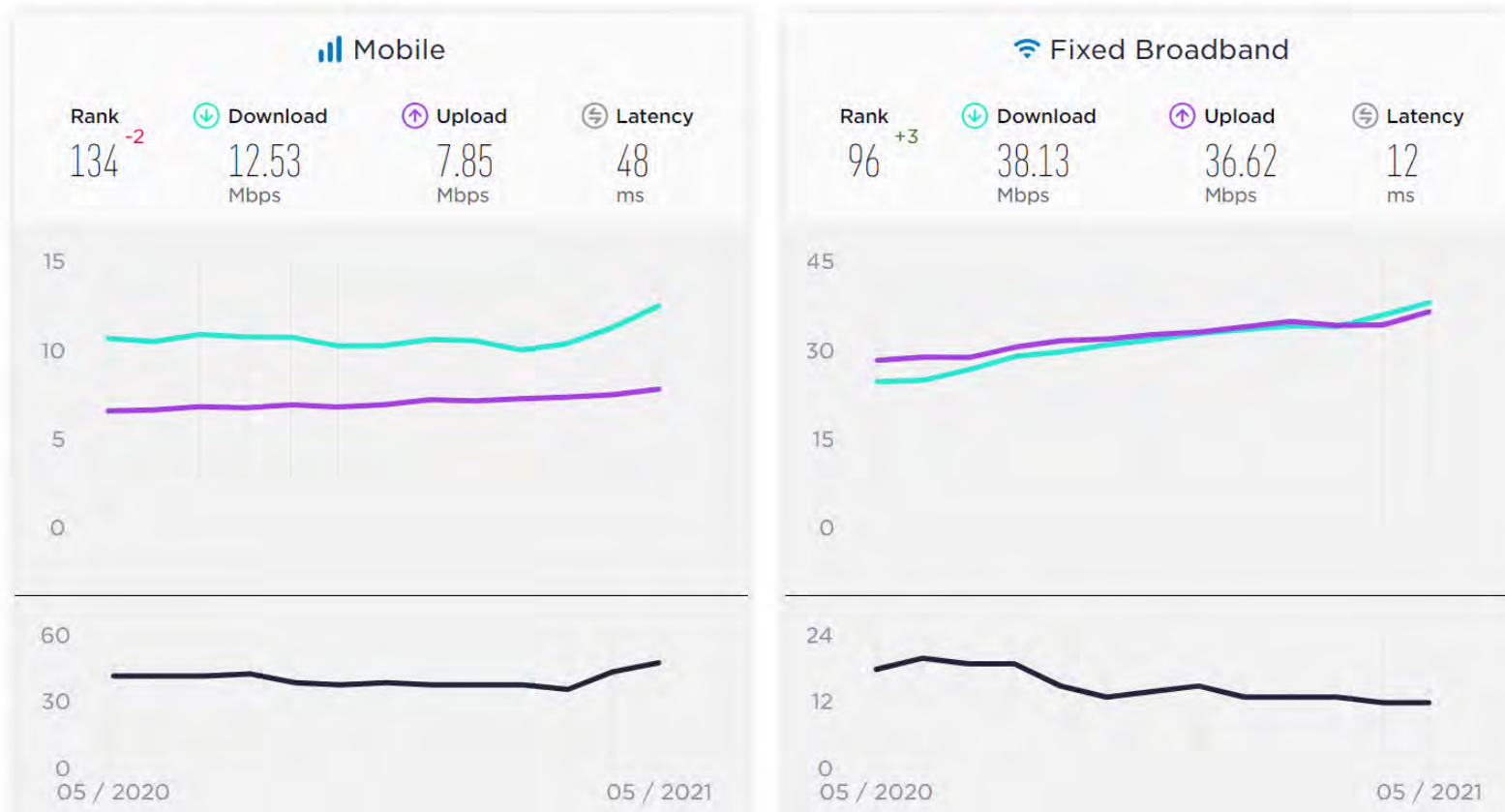
Half of the sellers are Women

Minimum 10% increase in sellers Income



Why WIFI is better than 4G

← Bangladesh May 2021



Source: <https://www.speedtest.net/global-index/bangladesh>

- We estimate user density and place our hardware capacity based on that.
- Very little interference in lower income areas as Wi-Fi density is low.
- Local CDN allows for really high throughput and latency over fixed broadband, 4G can never match it in terms of media streaming.
- Low 4G Bandwidth is a well known fact in BD, look at the news articles.
- Expensive Spectrum, small pipe

<https://www.newagebd.net/article/135460/4g-speed-of-gp-robi-teletalk-falls-short-of-requirement-in-mymensingh>

<https://www.thedailystar.net/business/news/mobile-data-speed-bangladesh-only-ahead-afghanistan-south-asia-1985365>

Technical Challenges

- CGNAT IP at NAS does not allow the controller to reach NAS for all the operations, That's why we use smartphone to transport config.
- It was hard to deploy at remote regions at first because technical skills of agents are poor, but now we can just ship the hardware and on the ground layman can setup hardware or debug with smartphone app.
- Paper voucher shipment became hard during pandemic, so we launched another app for the customers that does digital vouchers.

Payment

- Previously we used to ship voucher cards.
- Now We assign balance to the tea stall agent, agent resells the balance to customers.
- Agent sends us the money through digital financial services(DFS) channels



Thank You

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