



WI

ICT4D Working Group Yangon

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Background

- **52 million** people in Myanmar
- **36 million** have a mobile phone
- 80% of those – **~29 million** – have smartphones
- Only **7.6 million** active internet users



The Problem

- Slow & Expensive mobile data
- Very limited Public WiFi places
- Lack of centralized content portal for Myanmar, many users don't know where to go



Wi – The Solution

- Fast & Free Access to Quality Content
- Wi hotspots offer free unlimited access
- Wi hotspots are pre-loaded with curated content
- Content is updated monthly



Wi Locations

- WiFi hotspots in public/semi-public places
- Opportunity for hosting of own content – commercials, branded apps, etc.
- Future opportunities for extra revenues from sales of internet access and premium content

Curated Content

- Content is a combination of freely available content, direct partnerships with IP owners
- Helping traditional media transition into digital
- Increase exposure of high value content among mobile users

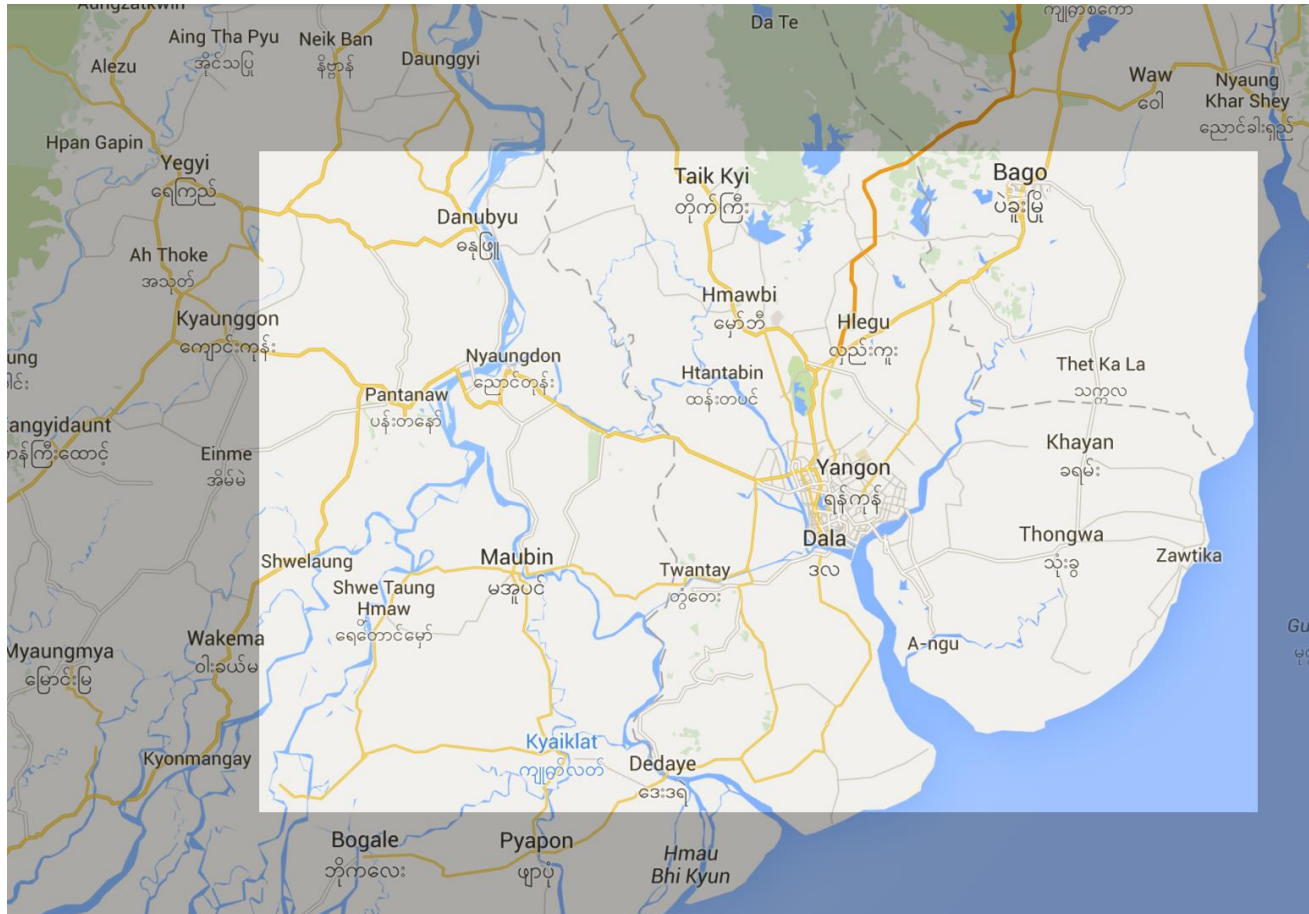


Rollout Plan

- February-May 2016: Wi Pilot. 20 testing hotspots in Yangon region
- May-December 2016: Commercial launch. Scaling up to 1,000 locations in Middle and Lower Myanmar
- 2017: Introduce premium services. Start providing internet access (free and paid) on Wi hotspots



Pilot Locations





Business Model

- Near-term: Ad Sales
- Medium term: Premium Content
- Long-term: Online WiFi subscriptions



Test Wi

1. Go to the list of WiFi networks in your smartphone
2. Connect to “Wi Services” (no password required)
1. Wait for the Wi Store to pop up automatically, or open your browser and navigate to www.wi.com



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