

SVWUX Wireless Network Project

Business Model

Executive Summary

High-speed data communications capabilities, especially to the Internet, are increasingly important in today's world. SVWUX is creating a wireless data network for both general public and emergency communications use. This document captures the long term business strategy to guide all business decisions related to the project.

Target Customers

SVWUX is focusing its network's design on two customer segments: the general public and the emergency response community. Potential customers include, but are not limited to:

Emergency Response Community

- Emergency Operation Centers (EOCs)
- Radio Amateur Civil Emergency Service (RACES)
- Amateur Radio Emergency Service (ARES)
- Federal Emergency Management Agency (FEMA)
- Department of Homeland Security (DHS)
- American Red Cross
- Hospitals
- Various government agencies (i.e. Health Department, Water District, etc.)

General Public

- Individuals
- Corporations and businesses
- Non-profit organizations

Value Proposition

For the emergency response community, the value of such a network includes:

- reliable, survivable system that provides high-speed data communications and Internet access during an emergency when regular forms of communication are down;

- ability to join existing communication systems into a single, unified, modular framework;
- ability to upgrade or deprecate parts of the unified framework with affecting the overall integrity of emergency communications; and
- rapid deployment of high-speed communications into devastated areas with little warning, little equipment and little expertise.

For the general public, the value of such a network includes:

- reliable, survivable system that provides high-speed Internet access during both peace time and an emergency situation; and
- ability to provide high-speed Internet access to individuals who may not otherwise be able to attain it.

Distribution Channels

The following marketing strategies will be used to promote adoption of the network to the target customers:

Emergency Responder Community

- Word of mouth
- SVWUX website
- Direct presentations to the target customers
- Hands-on demonstrations during training scenarios hosted by the target customers
- Hosting training scenarios on both the network itself and the general technologies used in the network

General Public

- Word of mouth
- SVWUX website
- Direct presentations to the target consumers
- Hosting training scenarios on both the network itself and the general technologies used in the network

Customer Relationships

The relationships that SVWUX forms with its users is perhaps more critical to the success of the project than the technical implementation of the network. The following areas have been identified as crucial issues to the target customers:

- reliability (including survivability and redundancy)
- functionality
- technical support
- system longevity
- ease of use

SVWUX should take special care to insure these are addressed in the course of the project.

Partner Relationships

SVWUX has the potential to form partnerships with several types of entities:

Equipment Suppliers

SVWUX needs:

1. Equipment that provides needs determined by the network design
2. Basic initial configuration support
3. Vendor's standard warranty for any hardware donated

SVWUX offers:

1. Opportunity to market equipment to SVWUX's target customers
2. Opportunity to study equipment's use and operation in SVWUX's production network and share the results with other potential customers

Internet Gateways

SVWUX needs:

1. Gateway site to run BGP with both its primary ISP and the SVWUX network
2. Dedicated shared bandwidth on the primary ISP link such that
 - a. a predefined portion of the primary ISP link has been guaranteed for use by SVWUX
 - b. the predefined portion of the primary ISP link may be used for non-SVWUX traffic when SVWUX has no traffic to send over the link
3. Greater than 95% uptime per year for the gateway site, including both the primary ISP link and the SVWUX network link
4. No pop-up advertisements or other forms of "traffic hijacking" by the gateway site on traffic to/from the SVWUX network

SVWUX offers:

1. Opportunity to advertise the gateway site on SVWUX's website and any banners or other paraphernalia displayed at SVWUX activities
2. Opportunity to advertise the sponsorship of the SVWUX network on the gateway site's website or other marketing paraphernalia (as approved by SVWUX's officers through written agreement)
3. Secondary link to the Internet through other gateways connected to SVWUX's network in the event that the gateway site's primary ISP link fails
4. Top-level support in the event that the gateway site's link to the SVWUX network fails

Tower Sponsors

SVWUX needs:

1. A location approximately 1,000 feet above ground level with access to standard utility power
2. Ability to mount core equipment at the location
3. Ability to mount backup power equipment at the location
4. Predetermined method to access the equipment within 48 hours notice, even during an emergency situation

SVWUX offers:

1. Opportunity to advertise the tower sponsor on SVWUX's website and any banners or other paraphernalia displayed at SVWUX activities
2. Opportunity to advertise the sponsorship of the SVWUX network on the tower sponsor's website or other marketing paraphernalia (as approved by SVWUX's officers through written agreement)

It is possible that one entity may wish to enter into more than one partner relationship with SVWUX. There are no restrictions on this; however, no special conditions would exist and all aspects of the individual partner relationships would need to be agreed upon by both the entity and SVWUX.

Core Capabilities

SVWUX has identified that it needs the following core competencies to promote a successful completion of this project:

- Technical expertise in the design and implementation of the network
- Document network design, resource tracking and implementation details so as to promote accountability and longevity
- Customer relation skills to handle support issues

- “People” skills to form and maintain strong partnerships with donators and sponsors

Cost Structure

The costs of the network include:

- Volunteer time
- Initial equipment purchase
- Equipment upgrades (hardware)
- Equipment maintenance (hardware)
- Operating costs (utility power, tower access, etc.)
- Marketing costs
- Miscellaneous costs

Revenue Model

SVWUX is in a unique situation as a non-profit ISP. Income is primarily through donations (equipment and monetary). Revenue will be solicited through the following means:

- Marketing to target customers
- Marketing to potential donators (individuals, corporations, etc.)
- Applying for grants from the Department of Homeland Security
- Applying for grants from the Department of Energy
- Requesting essential operating funds from SVWUX’s parent organization (SBAY)

Revenue should be tracked for the following non-monetary values, as well:

- Equivalent monetary value of donated equipment
- Equivalent monetary value of services donated (Internet gateways, tower sponsors, etc.)
- Time donated by SVWUX partners and their employees during business and non-business hours
- Time donated by SVWUX members and volunteers during non-business hours