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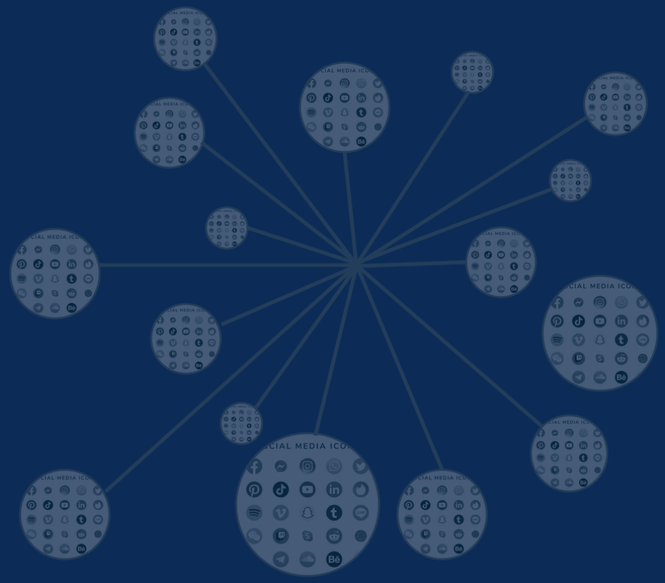

Edge Connectivity:

The massive & unrealized potential of decentralized internet

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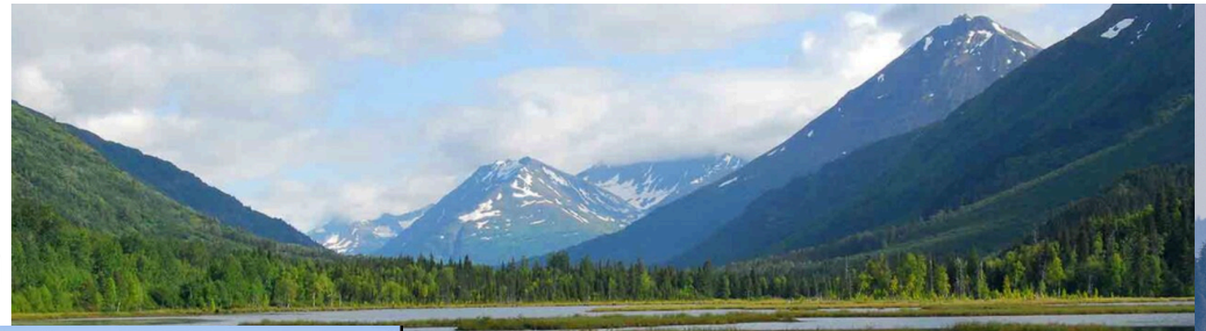
Alaska



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USAID
FROM THE AMERICAN PEOPLE

vodacom

Origin

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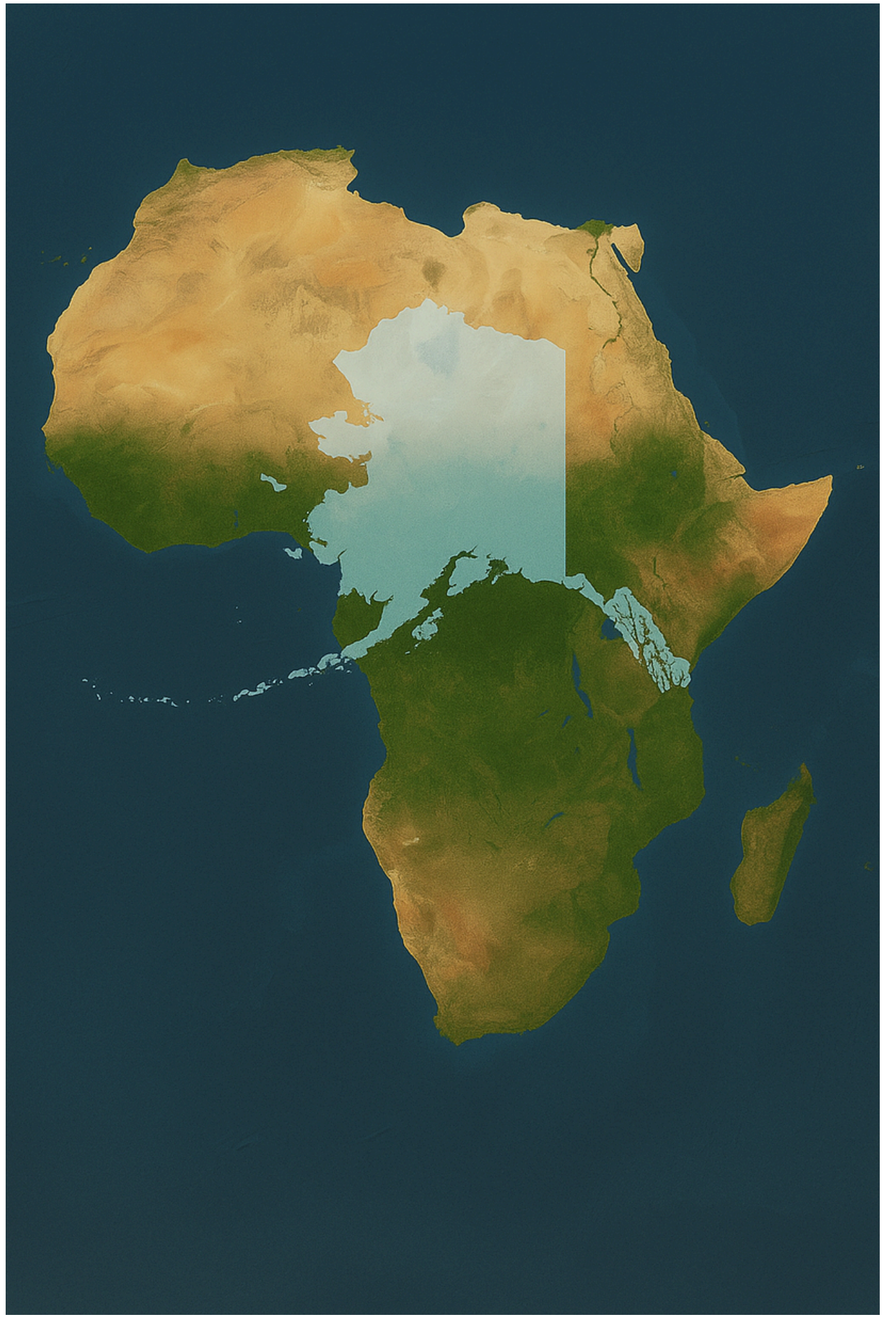

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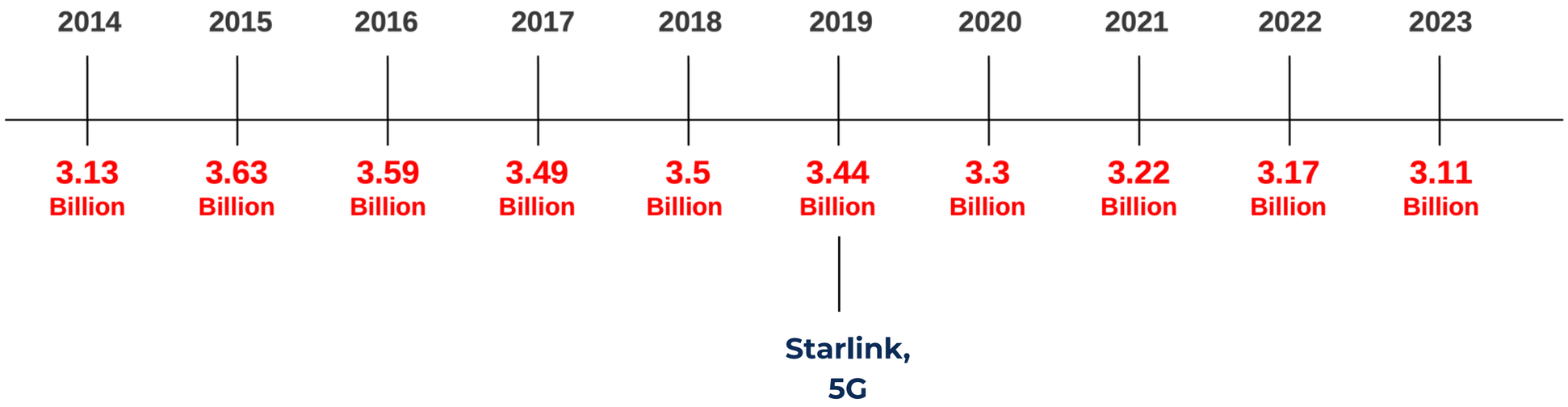
Unconnected people: A stubborn problem



2001: 3G
2007: iPhone
2009: 4G

2024: Apple sattelite to phone service
?: 6G

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Problem 1 : Existing ISP technology & business models are incapable of profitably connecting the 40% of the world still offline. Their level of operating costs lead them to charge **prices people cannot afford.**

KEY DATA: 80% of ISP markets are non-competitive.

Problem 2: National markets lack enough local language content & services, which fail to pique potential user interest and suppresses demand for connectivity and reduce ISP revenue.

KEY DATA: 70% of all content consumed online is static.

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Our theory:

Dominant global platforms stymie the growth of connectivity by styming the growth of local competitors, which could otherwise involve more content creators, advertisers and digital businesses--which could increase local value and therefore demand for connectivity. And with increased demand for connectivity would come more options.

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Solution 1: Decentralized connectivity system

ISPs will install our system at the edge of their networks to cache and deliver a massive amount of digital content and services offline.

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Traditional cache interface

File Edit View Options Help

Filename	URL	Content Type	File Size
	https://pr-bh.ybp.yahoo.com/sync/rubicon/fMFLqe_O0vTsVa...		0
${PUBMATIC_UI...	https://a.tribalfusion.com/i.match?p=b11&redirect=https%3A...	text/html	0
%2Fr20100101	https://www.googletagservices.com/activeview/js/current/os...	text/javascript	27 885
(m=eafTGgaaaa)...	https://ci.phncdn.com/videos/201511/19/62012511/original/(...	image/jpeg	9 466
(m=eafTGgaaaa)...	https://ci.phncdn.com/videos/201705/20/117180281/original/...	image/jpeg	14 282
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Which one is live? Which one is hosted at the edge?

BBC

Home News Sport Business Innovation Culture Arts Travel Earth Audio Video Live

Jimmy Kimmel show to return after suspension over Charlie Kirk comments

The late-night comic's show will return to air after Disney said it had "thoughtful coversations" with him.

7 hrs ago | US & Canada

LIVE Strongest storm of the year roars towards Hong Kong and

LIVE Israeli tanks advance further into Gaza City as Trump to address UN General Assembly

It comes after France joined the UK, Canada, Australia and Portugal in formally recognising a Palestinian state in recent days.

How the UK's simmering row over freedom of speech reached boiling point

How did we reach a point where the UK is being compared to a 'tin pot Third World dictatorship'?

8 hrs ago | BBC InDepth

British-Egyptian activist reunited with family after release from prison

Alaa Abdel Fattah, who was imprisoned in Egypt for six years, is reunited with his family in Cairo after being pardoned.

3 hrs ago | World

Tearful Dembele wins Ballon d'Or as PSG dominate

Paris St-Germain's Ousmane Dembele wins the Ballon d'Or, the award for the best player in the world, for the first time.

11 hrs ago | European Football

Copenhagen and Oslo airports forced to close temporarily due to drone sightings

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Solution 2: Investing in local content ecosystems

- Training and **tools for content creators** in emerging markets where ISPs deploy our system.
- Large amount of **free content** & services hosted locally.
- Support for **digital entrepreneurs** with advice, technical support & free white-labeled software.
- **Democratizing** and supporting creation of genuine human digital content.

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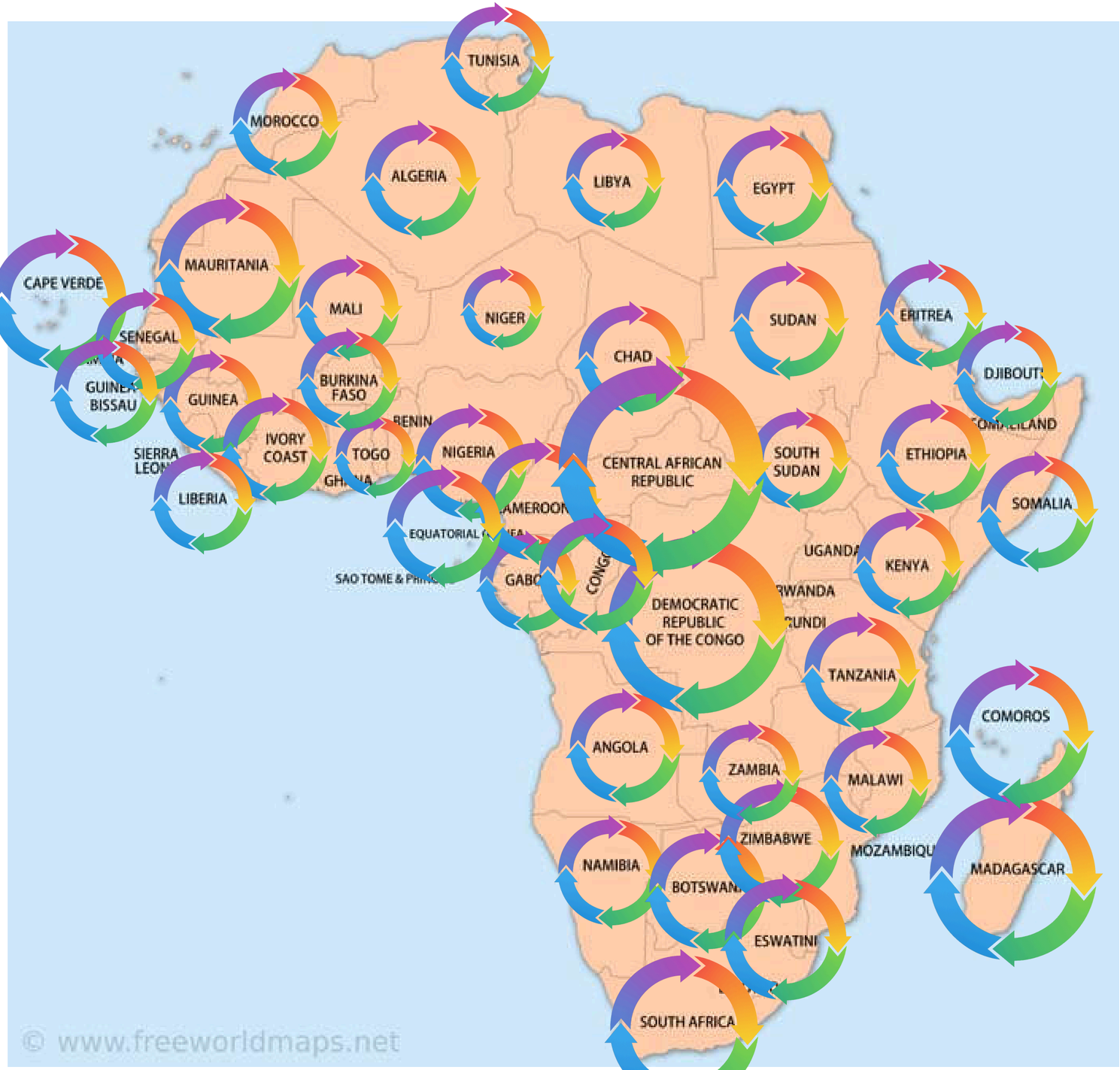
Vision: Healthier and more vibrant local content-connectivity ecosystems as a means of expanding affordable connectivity.

This would not imply walled gardens, but organic preference for local platforms that could limit the potential for global dominance by large companies.



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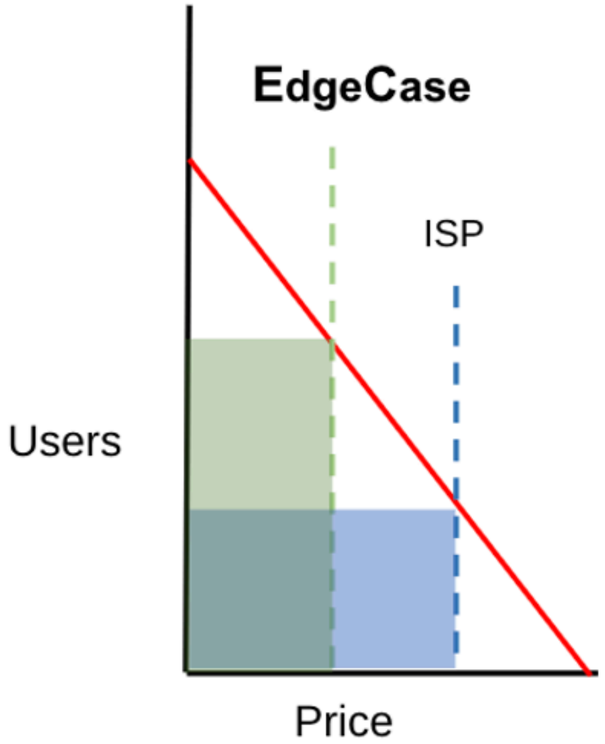
Business Model

1. **Technology:** We will license our decentralized connectivity system to ISPs.

2. **Content**: We will charge to deploy commercial digital content and services across our systems.



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Use Cases & Customers

Agriculture: We will deploy AI-powered services that will analyze the pictures farmers take of their plants or livestock to identify any diseases they have and treatments they could implement.

Mobile money & Financial Services: Enabling of synchronous and asynchronous payments, including by use of MNO mobile payments, banking transactions, stored value cards and decentralized financial solutions.

Digital Health: Our system can host and deliver free instructional videos to expecting mothers and facilitate asynchronous communications between health care providers and patients.

Education: Governments can store and deliver entire school curricula and instructional content via our system, including exams. This could improve the quality of education at thousands of schools around a country.

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Principles

1. **Affordability**: Partners must provide affordable and meaningful service.
2. **Equity**: If offline, user experiences should be indistinguishable from online experiences. We should offer the same internet to everyone.
3. **Democratization**: Enable all people to sustainably participate in the provision of internet access.
4. **Reuse:** Create as few new interfaces and use as much existing infra as possible.
5. **People-centered:** Focus creative energies on people, not technology.
6. **Commercial sustainability:** Currently unconnected and under-connected populations will benefit most from consistently available and quality of service.

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Built for the Future

Vertical integration with LEO satellite internet

As low earth orbit (LEO) internet become increasingly available, ISPs can use the EdgeCase system into their satellite value chain. If they want, **ISPs can run their entire network with only LEO and EdgeCase!**

Artificial intelligence

The EdgeCase solution already uses AI for **dynamic content management** and **smart, delay-tolerant networking.** It is prepared to accommodate the evolving capacities and user behavior brought about by AI, including:

- personalized content and services
- privacy-preserving functions and protections
- hosting AI-enabled services
- alternative forms of digital identities & payments

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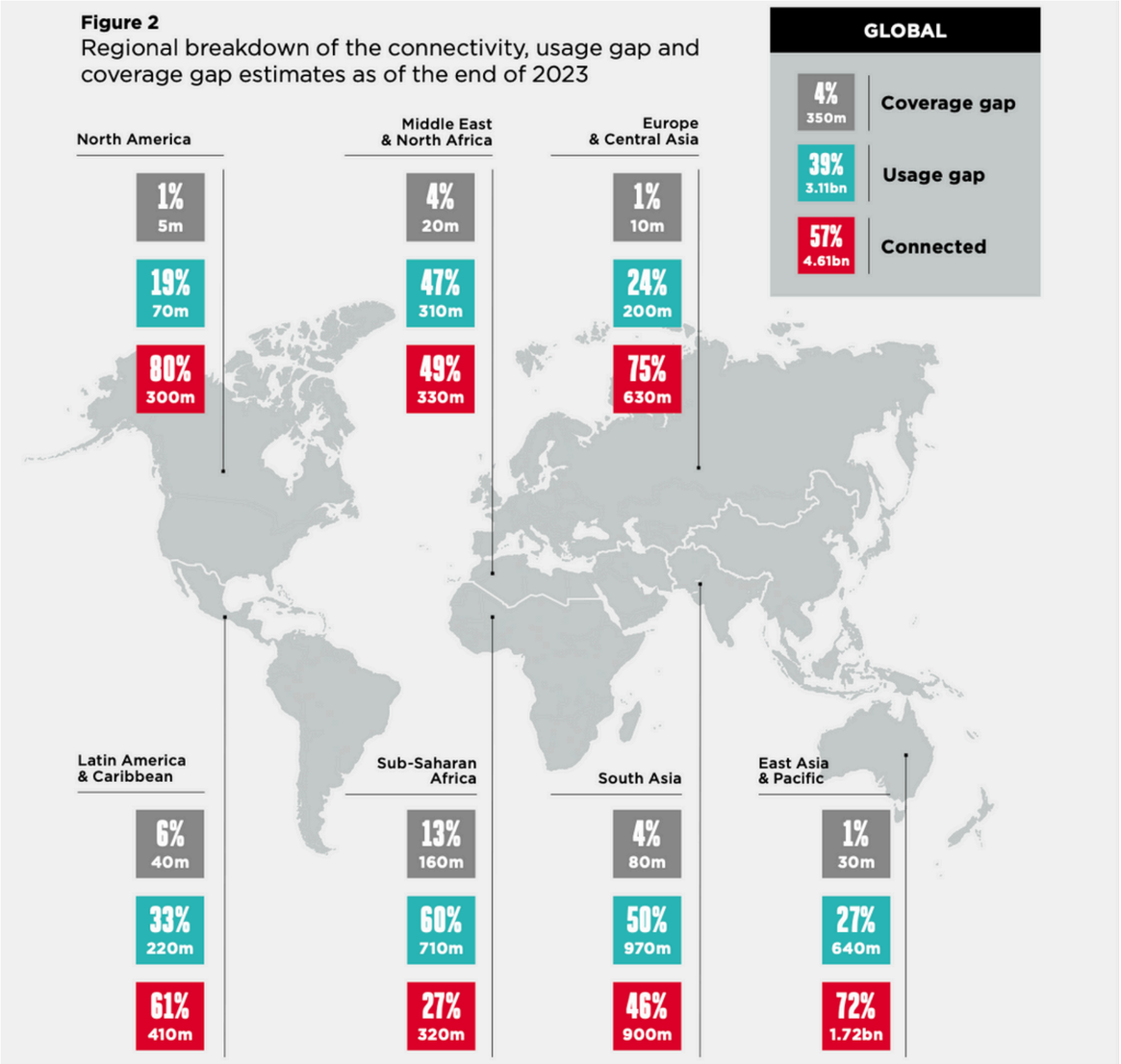
Global Market Size

Global Total Available Market (TAM)*

- **3 Billion users**
- **62,000 ISPs**

Serviceable Available Market (SAM)

- **2.5 Billion users**
- **50,000 ISPs**



* A majority of of the TAM is located in emerging markets.

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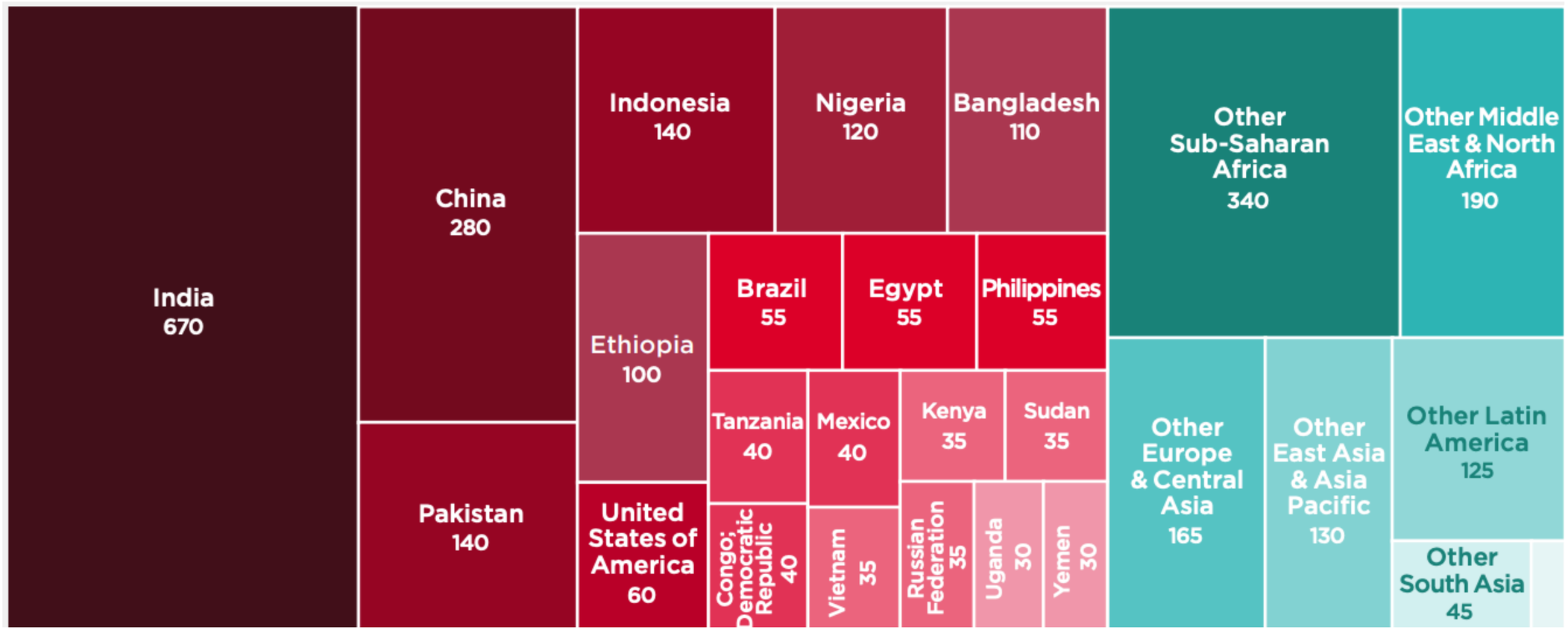
Select Market Sizes*



- **Figures indicate the number of unconnected people in the country/region**

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Thank You

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