

## Creativity and Feasibility

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### WinstonNet offers a sustainable business model

The success of new development projects hinges on the sustainability that they provide even after the initial benefits that the donor provides are exhausted. Based on the interactions and the research carried out during the course of our project study, the team arrived at the conclusion that the venture can be feasible only if it forges a long standing partnership with other major competitors and vendors. The key factors that have to be kept in mind which would make sure that the venture is sustainable are the following:

- Partnership and cooperation: The economic logic would be realized and profits would increase over the period because there is trust and cooperation between the different entities involved in the project. Also, the parties involved are responsible enough who would take complete ownership of the project and would monitor the progress periodically so as to ascertain whether or not the project is meeting its goals.
- Digital Inclusion: Due to the fact that the venture is based on the fundamental principle that the digital divide that exists between the different classes of society be demolished, the advantages of the venture would most definitely be shared with the economically deprived class. This would bridge the economic disparity, providing new opportunities to the disadvantaged thereby improving their lifestyle.
- Involvement of other social institutions: All the members of the social and economic organizations involved in the project have a stake in the project and would extend their utmost support and staff so that the complexity of monitoring would be reduced.

- Financial resources: The capital allocation would be given utmost importance when sanctioning financial resources to the individual units. This will also ensure that there is efficient management of funds for increasing the footprint and coverage areas in the future thereby getting rid of any future financial constraints.
- Benefiting the future generation: The venture makes sure that it not only benefits the current generation but also benefits the future generations to come. For this aim to be realized, the disadvantaged social class forms the core of the recipients to be benefited. Also, it forms a positive virtuous cycle wherein all the economic and social forces involved are benefited leading to a self feeding economic progress.
- Gradual Pricing Scheme: In order for the customers to initiate a trial and later hook them on to the wireless, the services would be offered with a gradual pricing scheme. With such an approach the future cash flows would increase in an exponential manner, which can be re invested in further providing additional benefits for the citizens of Winston-Salem.
- Metrics assessment and scope: For monitoring the effects of sustainability, metrics would be designed and put in place .The scope of the metrics would cover the overall aim and objectives of the venture. The various metrics could be economic development, social development, processes and technology. After the venture has been implemented, parameters would be defined for each metric and these parameters would be monitored in order to measure the sustainability and profitability of the project in the long run.
- Infrastructure: In laying out the network infrastructure, future changes in technologies and the estimated cost of implementing them would be factored in. Also, efforts would go on to support different wireless standards which are pervasive in the country. The mesh

network would be expanded to the downtown area by increasing the footprint. To accomplish this, infrastructure would be strengthened in prime areas, thus leveraging the popularity of the network to offer a valuable advertising platform for small businesses in the form of an access page. The access to a large student and family consumer base is a good value proposition for businesses such as beauty salons, departmental stores, and restaurants, which aim to promote their services.

- Impetus to innovation: Nowadays, there are plenty of young people who have innovative ideas but do not have the support and backing of venture capitalists. These talented minds can afford to start their own venture which can be an online venture or network with sponsors over the network to gather resources for their venture. This would give an impetus to the innovation spirit that would further encourage and aid the existing health of the business environment.
- Educational hub: The wireless initiative would virtually link all schools and Universities in the area and provide the students with an opportunity to further enhance their knowledge. This would also aid in the professional development of the students and would blur the lines between opportunities available to the students who can afford education and students who cannot. The venture would provide a forum for open learning and would aid the emergent non-traditional methods of teaching and learning.
- Value Proposition and differentiated service: According to our report, the value propositions offered by the different business models are self-sustaining and would guarantee success. WinstonNet can approach this project by applying any of these three business models:

1. Wireless Service Vendor to Cingular

2. Wireless Technology Consultant & Provider to Time Warner for Winston-Salem
3. Wireless Service Provider to Winston-Salem

The value added applications associated with the services provided would make the venture differentiated from that of other service providers. The business model will provide a gamut of services to the customer that will make the entire experience enjoyable. Also, the design of an access portal would act as a gateway for the economic and social transactions to take place.

- Revenue Model: WinstonNet would generate a steady revenue source through advertising on its splash page and the advertising would also be priced gradually. The splash pages would be periodically refreshed and the advertisers would have the luxury to target the intended market. Major customers for these ads would be real estate agents, mortgage brokers and legal services, hotels, ad agencies, Malls, etc. It would also involve the different partners who are an integral part of the venture.