

SWANsat and Shareware Telecommunications™

An Effective Economic Model for Bridging the Digital Divide

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What is SWANsat?

- **Planned constellation of up to 12 very high powered geosynchronous orbit (GSO) telecommunications satellites**
- **Designed to provide two-way broadband services utilizing up to 10 GHz of W-band spectrum in multiple polarizations**
- **>2 million Gigabits/second/spacecraft**
- **≈600 million accounts @ 2 Megabits per second for EACH spacecraft**
- **≈250,000 Video Channels for EACH spacecraft**

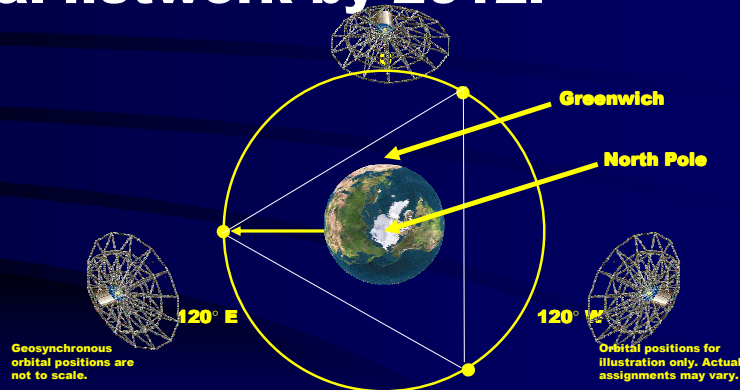
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How SWANsat Works

- First Tri-Sat constellation establishes global network by 2012.



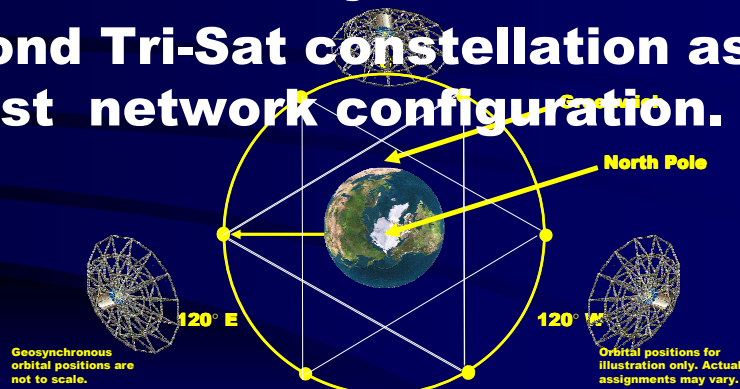
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How SWANsat Works

- First Tri-Sat constellation establishes global network by 2012.
- Second Tri-Sat constellation assures robust network configuration.



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How SWANsat Works

- **Optional third and fourth Tri-Sat constellations complete network expansion worldwide and allow for additional market development.**



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What is SWANsat?

- **Planned deployment late in 2012**
- **Privately held by non-profit charitable trusts with non-profit foundations irrevocably named as beneficiaries**
- **Surpluses from operation in G7 countries fund grants to LDCs and DCs on non-profit grant basis**
- **In short—the world's first privately held not-for-profit consortium for telecommunications**

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What is SWANsat?



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U.N. Millennium Development Strategies

- To take special measures to address challenges of poverty eradication and sustainable development.
- To ensure that benefits of new technologies, especially ICT, in conformity with recommendations contained in UN's Economic and Social Council 2000 (ECOSOC 2000) Ministerial Declaration, are available to all.

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U.N. Millennium Development Strategies

- **Urgent and concerted actions are imperative for bridging the digital divide, & to foster and build digital opportunities.**
- **Address the major impediments in capacity building, investment, and connectivity.**
- **Efforts to achieve universal connectivity will require innovative approaches and partnerships.**

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U.N. Millennium Development Strategies

- **In addition to establishing connectivity, capacity is critical, as well as investment in education.**
- **ICT must contribute to improvement of capabilities of firms, including small and medium-sized enterprises.**
- **Special attention should be paid to countries lacking capacity to participate effectively in electronic commerce.**

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U.N. Millennium Development Strategies

- **Efforts should include transfer of technology to developing countries on concessional and preferential terms.**
- **ICT must provide a conducive environment for rapid diffusion, development and use of information technology.**
- **Development of basic infrastructures necessary for connectivity to the most remote areas of earth is an imperative.**

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U.N. Millennium Development Strategies

- **Measures to bring down connectivity costs to make ICT affordable through market-based mechanisms and competition are mandated, as appropriate.**
- **Developing nations must be integrated into international network of a knowledge-based global economy with goal of strengthening capacity to build infrastructure and generate content.**

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U.N. Millennium Development Strategies

- **All members of the international community must commit, at the highest governmental levels, to cooperate in bridging the digital divide.**
- **Adequate resources must be committed in order to achieve this goal.**
- **Global commitment mandated to reduce the cost of access to ICT for DCs.**

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U.N. Millennium Development Strategies

- **All members urged...**
 - **To “promote programmes including ideas and projects for enhancing direct connectivity among developing countries.”**
 - **To “actively explore new, creative financing initiatives.”**
 - **To “translate this declaration into coherent and concerted actions.”**

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UNICT Strategies for Technologies

- **No charge to develop operational capacity.**
- **No charge to implement telecommunications capacity.**
- **No authority to implement anything.**
- **That's GOOD! Because...**
- **No nation surrenders sovereignty! Instead...**

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UNICT Strategies for Technologies

- **Tasked to help “coalesce and scale up efforts.”**
- **Tasked to facilitate and support “coordinating and collaboration.”**
- **Commitment to give high priority to the needs of least developed and low-income countries.**
- **Tasked to work toward ensuring “sustainable results and the harmonious development of a global network society.”**
- **WITHOUT endorsing specific plans!**

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Global Alliance Strategies

- **ICT “must be effectively integrated into development activities if the internationally agreed development goals, including the MDGs, are to be achieved within the agreed time frame”.**
- **The Global Alliance must facilitate and promote such integration by providing a platform for dialogue**
- **The Global Alliance must organize events addressing core issues related to the role of ICT in economic development**

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Global Alliance Strategies

- **The Global Alliance must focus on health, education, ... and disadvantaged segments of society**
- **The Global Alliance must build on existing initiatives and institutions, and promoting synergy among them**

**Source: *Global Alliance for Information Technologies and Development to be Launched* (17 April 2006)
(<http://www.un.org/News/Press/docs//2006/dev2572.doc.htm>)**

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The SWANsAT Shareware Telecommunications™ Model

- Licensed through forward-thinking Republic of Nauru for optimal regulatory efficiency and receptivity to innovation.
- Provides convenient follow-on to the MIT Media Labs USD\$100 laptop computer...
- Allowing satellite-linked broadband internet.
- Power efficiency studies hint that SWANsAT may be able to help power—and recharge!—the MIT laptop!



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The SWANsAT Shareware Telecommunications™ Model

- Based on the three main motivations that inform all international business models:
 - Desire for Gain
 - Avoidance of Failure
 - Hope of Accomplishment
- Pricing Linked to UN Economic Models for LDC's and DC's with appropriate ODA credit possible.
- Eliminates ANY need for a One Percent Movement tax on system chip sets.

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The SWANsAT Shareware Telecommunications™ Model

- **Tax Deductible Gifts Appeal to Motive for Profit.**
- **Provision of Broadband Services to the Underserved Builds Public Relations.**
- **Contributions to Sustainable Development**
 - **95-99% Cost Grant to Each Individual Incentivizes Self-sustenance**
- **Contributes to Corporate Self-Actualization.**

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The SWANsAT Shareware Telecommunications™ Model

- **Offers Market Opportunities at Bottom of Economic Pyramid that Otherwise Would be Avoided.**
- **Offers ROI to Investment Partners of Up to 240% Annual Interest from G7 nations.**
 - **Deployment Cost: €10,000 Million**
 - **20 Million G7 Accounts Operated by Partners bills €100 monthly.**
 - **That means €2,000 Million billable income per month to investors, or 240% interest annually.**

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The SWANSAT Shareware Telecommunications™ Model

What's Left to Do?

- ✓ **COMPLETED:** Frequency Availability Studies
- ✓ **COMPLETED:** Technology Feasibility Modeling
- ✓ **COMPLETED:** Orbital Slot Optimization Study
- ✓ **COMPLETED:** International Licensing
- ✓ **COMPLETED:** ITU First Commercial Use Claim
- ✓ **COMPLETED:** Per Capita Income Analysis
- ✓ **COMPLETED:** Crafting of Tiered Grant Model

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The SWANSAT Shareware Telecommunications™ Model

What's Left to Do?

- **IN PROGRESS:** Spread the word...YOU really CAN help!
- **IN PROGRESS:** Landing Rights Agreements
- **IN PROGRESS:** €10,000 Million buys...
 - 7 SWANSAT spacecraft delivered on orbit
 - Ground Station and all training
 - Design, construction, rollout of hand sets and earth segments
 - Global marketing campaign

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