What is SWANsat?

- A constellation of 6 (or up to 12) high powered geosynchronous orbit (GSO) telecommunications satellites
- Each spacecraft provides two-way broadband services utilizing 6 GHz of W-band spectrum
- \( \approx 2 \) million Gigabits/second/spacecraft
- \( \approx 1 \) billion accounts @ 2 Megabits/second
- Planned deployment for mid-2010
- Privately held by non-profit charitable trusts with non-profit foundations irrevocably named as beneficiaries
- In short—the world’s first privately held not-for-profit telecommunications consortium
What is SWANsat?

UNICT Strategies for Technologies

- No charge to develop operational capacity
- No charge to implement telecommunications capacity
- Tasked to help “coalesce and scale up efforts”
- Tasked to facilitate and support “coordinating and collaboration”
UNICT Strategies for Technologies

- 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 any specific plan

The SWANsat Shareware 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-developed model for the USD$100 laptop computer
- Based on the three main motivations that inform all international business models:
  - Desire for Gain
  - Avoidance of Failure
  - Hope of Accomplishment
The SWANsat Shareware Model

- Pricing Linked to UN Economic Models for LDC’s and DC’s
- Eliminates ANY need for a One Percent Movement tax on system chip sets
- Tax Deductible Gifts Appeal to Motive for Profit
- Provision of Broadband Services to the Underserved Builds Public Relations
- Contributions to Sustainable Development Contributes to Corporate Ego
- Offers Market Opportunities that Otherwise Would be Avoided