Nadella speeches get Common touch in Microsoft's Super Bowl ads

Microsoft airs two Super Bowl ads, narrated by rap star Common

Feb 2, 2015, 7:01am PST

INDUSTRIES & TAGS  Technology, Media & Marketing
“We recently changed our mission statement at Microsoft to ‘empower every person and organization on the planet to achieve more.’”

Satya Nadella
Microsoft Wants Wireless Connectivity to Be . . .

**Ubiquitous**
Available Where and When Needed

**Affordable**
Declining Pricing that Reflects Efficiency Gains

**Robust**
Supporting High-Capacity & Low-Latency Applications

Enabling Emerging Experiences Around Meetings, Wearables, Internet of Things, etc.
Elements of Affordable Access

Affordable Access

- Power for Devices and Network
- Low-Cost Internet Access Technologies
- Relevant Applications and Services
- Consumption Models
- Payment Platforms
- Access to Capital
Why use TV white space technology

In a typical home, a Wi-Fi signal can penetrate up to 2 walls.

A TV white spaces signal can penetrate through more walls and obstacles, enabling whole home media distribution.

This will simplify and enrich in-home/in-building networking opportunities.

Range in meters:

- **Wi-Fi**
  - 100-300M
- **TV White Space**
  - 750 Meters

4X the distance, 16X the area covered. Same power comparing 2.4GHz to 600 MHz. The result is more coverage, lower network costs, and lower power consumption.
USA  Tanzania  Kenya  Philippines  Colombia

ACCELERATING ECONOMIC GROWTH  EMPOWERING YOUTH  ADDRESSING SOCIETAL CHALLENGES

FOUNDATION FOR FUTURE INNOVATION
MSFT Supported Pilot Projects: Current Snapshot
Commercial Scale is the Next Step

Projects (18)

- 90 K-12 Schools Connected
- 43,000 K-12 Students Connected
- 9 University Campuses Connected
- 143,000 University Students Connected
- 300,000+ Population Under Coverage

Locations:
- Singapore
- Kenya
- Uruguay
- Philippines
- Tanzania
- Namibia
- Ghana
- Scotland
- Indonesia
- Bhutan
- Taiwan
- India
- Pakistan
- Seattle Center
- Virginia
- Morocco
- Ghana
- Kenya Tanzania
- Botswana South Africa
- Namibia
- Jamaica
- Uruguay
- Taiwan
- Indonesia
- Singapore
- Scotland
- Bangladesh
- Botswana
- India
- Malaysia
- Indonesia
- Vietnam
- Taiwan
Microsoft Affordable Access Initiative Grant Fund

Grants for scalable solutions that enable people in underserved communities to access low-cost Internet and cloud services.

Eligibility criteria

Solution technology must:
• Leverage low-cost forms of Internet connectivity
• Demonstrate innovative approaches to selling cloud services geared for underserved markets
• Integrate localized payment platforms and consumption models designed for customers in relevant markets

Applicants must:
• Be a commercial organization with two or more full-time employees
• Have a working solution and ideally paying customers
• Prove potential to scale to new markets
Affordable Access Initiative Grant Fund Winners: 12 Entrepreneurs from 11 Countries and 5 Continents
**Wi-Fi Interactive Network**

**Company Overview**
- Focus Area(s): Sponsored Wi-Fi hotspots
- Founded: January 2015
- Funding Raised: $106K

**Technology**
mSaaS platform allows brands to capture registration, demographic data as well as brand offtake data and proof of purchase; Wi-Fi installed in stores

**Target Customer**
SMBs, consumers

**Business Model**
Brands Unilever and Procter & Gamble and local conglomerates San Miguel Corp and Universal Robina Corp pay a monthly subscription fee per store to provide connectivity and use WIN mSaaS platform as an interface for brand engagement; 10-20 mins connectivity that is valid for a day

Stores are billed a flat fee of $80-$100 a month for 12 months x # of locations = charged to brand company (includes cost of tablet and access points installation)

**Use of Grant Fund**
Install TV White Space connectivity in pilot towns that will provide internet connection to retail stores and the surrounding residential homes. Fund will pay for backhaul and deployment costs.

---

**Company Overview**
- Focus Area(s): Renewable Energy • Internet Systems
- Founded: January 2014
- Funding Raised: $300K

**Technology**
Builds electricity systems and Internet appliances for off-grid communities providing 24-hr reliable, renewable electricity to several dozen businesses. Developing high-speed Internet access as an increasingly important co-product of our off-grid energy products.

**Target Customer**
Small businesses, households

**Business Model**
Pay as you go, smart meters are installed in houses and use mobile money payment via MTN at $0.85/kWh and drive cost down to $.20/kWh in 3 years

**Use of Grant Fund**
Support engineering staff (one network engineer, two electrical engineer/computer scientists) over the next six months to build out and deploy our next-generation integrated power/Wi-Fi solution along with our monitoring, data management and analysis, and predictive algorithm development. This will enable a strategic transition from being a full-scale, one-stop design/finance/build micro grid provider to being a player in a larger ecosystem. Looking for Series A investment as well.
Company Overview
- Focus Area(s): Education Technology
- Founded: April 2013
- Funding Raised: $600K

Technology
ClassCloud provides a plug-n-play integrated Wi-Fi, battery operated, edge network appliance. By incorporating distributed caching, low powered processing and cloud computing can provide limited or no internet connectivity. ClassCloud offers distributed analytics and data collection from classrooms.

Target Customer
Students in grade 1-5

Business Model
- Schools pay $1 per child/month

Use of Grant Fund
- Product development - improving hardware and software infrastructure
- AI/ML - improving our algorithms and recommendation systems
- Sales & Marketing - driving channel and direct to customer sales of product
- Expansion into new markets - currently focused on India and run some pilots in Zambia. Scale up pilots with partners over the next 2 years.
- Looking for Series A investment.
**Company Overview**

- **Focus Area(s):** Health/Medical
- **Founded:** August 2015
- **Funding Raised:** $330K
- **Woman-owned business**

**Technology**

Electronic medical records are used in general medicine, cervical cancer, HIV/AIDS, malaria, surgery, clinical trials and other patient care. Vista technology is licensed for further development and commercialization in Africa from Vista LifeSciences. Involved in Microsoft 4Afrika project in Botswana.

**Target Customer**

Public and private healthcare providers.

**Business Model**

Sell as a service, subscription-based, license per implementation per clinic = $100K per clinic → will bring this cost down in Africa

**Use of Grant Fund**

- Optimize software for Azure environment in Africa
- Create and tailor Electronic Medical Pathways for HIV/AIDS, dermatology, pediatrics
- Add features to Cervical Cancer Electronic Medical Pathway
- Provide technical support for existing VistaLifeSciences Clinical Pathways
- Clients
- Create technical and content reference information for VistaBotswana and VistaLifeSciences clients available on Azure

---

**Company Overview**

- **Focus Area(s):** ISP • Telecommunications • Educational Technology
- **Founded:** October 2004
- **Funding Raised:** $350K
- **Woman-owned business**

**Technology**

Created a wireless network of 90 Access Points over the 2,500 square miles of Washington County, ME using frequencies such as TVWS, licensed, DSL, fiber and dial-up. Most rural county in Maine.

**Target Customer**

Residential, business and municipal customers

**Business Model**

Basic wireless: $39.99/month with 1 year contract + $99 one time installation fee = $488 a year

**Use of Grant Fund**

Create 4 new TVWS base stations and provide $9.99 Internet connections to the unserved (a 75% reduction), free Digital Literacy Training on Microsoft products, and technical support.
**Company Overview**
- **Focus Area(s):** Social Enterprise • Telecommunications • Web • Communications Strategy
- **Founded:** April 2014
- **Funding Raised:** $50K
- **Black-owned business**

**Technology**
TVWS technology can provide a cost-effective and high capacity broadband access solution in areas beyond the reach of DSL and cable. Provide broadband fixed wireless network (base stations, subscriber stations, elements management systems and subsystems) in the 50 – 700 MHz license exempt bands.

**Target Customer**
Residential, SME, and government users

**Business Model**
Internet kiosks = $1/hour (128-500kbps); Dedicated connections for SMEs

**Use of Grant Fund**
Implement a gigabit core wireless network connecting to international transit in Zambia and Mozambique, fiber optic MANs in the four major cities of the country and a TVWS RAN along the core network repeater sites. The initial phase will involve deploying 10 base stations in Districts in Malawi. Malawi is a particular target for development; USAID interested in providing matching funding. TVWS regulations recently adopted.

---

**Company Overview**
- **Focus Area(s):** Mobile Application
- **Founded:** May 2013
- **Funding Raised:** N/A

**Technology**
Platform allows users to earn free mobile data if they complete mobile offers. The service is highly scalable as it integrates with 3rd party monetization partners which enables them to roll the service into numerous countries while having significant advertising offer coverage in each market. Launched service in January. Now at over 160,000 monthly users across 11 countries, with $650 of net revenue per day.

**Target Customer**
Mobile users and advertisers

**Business Model**
Users complete an offer and credits earned are converted into mobile airtime, Movivo gets discounts from operators from the face value of the top ups (15%+)

**Use of Grant Fund**
Develop a mobile web version of the application. The mobile web version would enable users on any smartphone platform, feature phone or desktop to access the service (currently we only support Android users via a native Android application).
African Renewable Energy Distributor

Company Overview
- Focus Area(s): Energy & Cleantech • Renewable Energy
- Founded: February 2013
- Funding Raised: $32K (recently raised unspecified funding from Village Capital).
- Black-owned business

Technology
For fixed wireless, client is connected to our backbone through a router which provide speeds of up to 100Mbps per user to 500Mbps. Own a hotspot service ("JaldiFi") available in around 40 locations in Himachal Pradesh, Jharkhand and Karnataka.

Target Customer
Customers in rural areas, large and small clients from corporate, civil society and private sectors

Business Model
Fixed wireless packages are economical, bandwidth limited package, or a flat monthly fee for unlimited use. Hotspot has data packages to choose from and purchased online or local authorized vendors with recharge coupons.

Use of Grant Fund
For CAPEX investments to expand reach to Balarampur District, located in the northern part of India’s eastern state of Chhattisgarh. Create a last mile access network reaching a minimum of 70 village clusters through existing fiber optic cable infrastructure owned by India's Bharat Net/BBNL and their own built wireless relay backhauls.

Company Overview
- Focus Area(s): Broadband Wireless Networks
- Team size: 8 + 75 field + 15 operations
- Founded: January 2009
- Funding Raised: $180K

Technology
For fixed wireless, client is connected to our backbone through a router which provide speeds of up to 100Mbps per user to 500Mbps. Own a hotspot service ("JaldiFi") available in around 40 locations in Himachal Pradesh, Jharkhand and Karnataka.

Target Customer
Customers in rural areas, large and small clients from corporate, civil society and private sectors

Business Model
Fixed wireless packages are economical, bandwidth limited package, or a flat monthly fee for unlimited use. Hotspot has data packages to choose from and purchased online or local authorized vendors with recharge coupons.

Use of Grant Fund
For CAPEX investments to expand reach to Balarampur District, located in the northern part of India’s eastern state of Chhattisgarh. Create a last mile access network reaching a minimum of 70 village clusters through existing fiber optic cable infrastructure owned by India's Bharat Net/BBNL and their own built wireless relay backhauls.
**Company Overview**

Focus Area(s): ISP • Telecommunications • Enterprise Architecture • Internet • Network Deployment

Founded: December 2014

Funding Raised: $250K personal money

Black-owned business

**Technology**

Broadband Internet service to homes and small medium sized enterprises. Build customized enterprise applications like e-learning programs for schools, reservation databases for hospitals, hotels and restaurants.

**Target Customer**

SMB, schools, middle class communities

**Business Model**

- Home customers: charge initial install fee, $60/month
- Business customers: charge $120/month

**Use of Grant Fund**

Expand coverage of Wireless Internet services by adding base stations and backhaul links into new underserved areas and also extend pilot for custom e-learning platform designed as a preparatory tool for university entrance exams for students and school administrators.

---

**Company Overview**

Focus Area(s): Online Content and Learning Platform for Education

Founded: July 2014

Funding Raised: NA

**Technology**

Kelase is a digital learning solution provider which creates affordable blended online and offline learning solutions for schools. Kelase provides opportunities for teachers, students, and parents to better access technologies which reduce the digital divide, improve literacy, and enhance the quality of learning. Currently has 28,000 users from 1,500 educational institutions.

**Target Customer**

Schools & SMBs

**Business Model**

- Basic level is free; Annual subscriptions for Pro version (certain # of students/teachers per license); revenues from premium features/advertorials.

**Use of Grant Fund**

Deploy three Kelase Mobile Labs in remote and rural schools in Indonesia that have minimal access to technology and limited access to the Internet. Funding will be used for commercialization of the solution. Will leverage Windows 10 education tablets for students, 2-in-1 Windows 10 Notebooks for teachers, and Office 365 for EDU. The Content Management System for Kelase will be hosted in Microsoft Azure Cloud.