



Digital Communities Developers

*Establishing the  
Environments for Digital  
Creativity, Innovation  
And Enterprenuership in  
the Rural & Peri-Urban  
Communities in  
East Africa*

# **DCD RABBIN/PUN VALUE PROPOSITION 2022**

# INTRODUCTION



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## ABOUT DCD ORGANISATION

- ☛ DCD ([Digital Communities Developers](http://www.dcduganda.com)) offers ICT/Telecom Professional Business Development and Management Services, as well as Telepresence Value Added Solutions and Services to the Rural and Peri-Urban Communities, living in East Africa, whose aim is to:
  - ✓ Build and operate community based broad band internet networks (also known as RABBINs or PUNs) to provide internet access services and;
  - ✓ Deploy e-Service revenue streams for community development and sustainability.

For more information regarding the business development operations in Uganda, please visit [www.dcduganda.com](http://www.dcduganda.com)

## RABBINs / PUNs BUSINESS SCOPE

- ☛ The RABBINs (Rural Areas Broad Band Internet Networks) and PUN (Peri-Urban Networks) are Community Based Wi-Fi Wide Area Networks (WAN), built and operated to provide:
  - ✓ High-Speed Broad Band Internet Access Services,
  - ✓ Unified Communication Services (voice, data, video & text) and
  - ✓ Telepresence Value Added e-Services (VAS) like: TeleMedicine, TeleNursing, Distance Education (Teaching/Learning), Education Shared Services, eCommerce, e-Gov't Services, etc.

# VISION & MISSION

## ➤ **Our Vision**

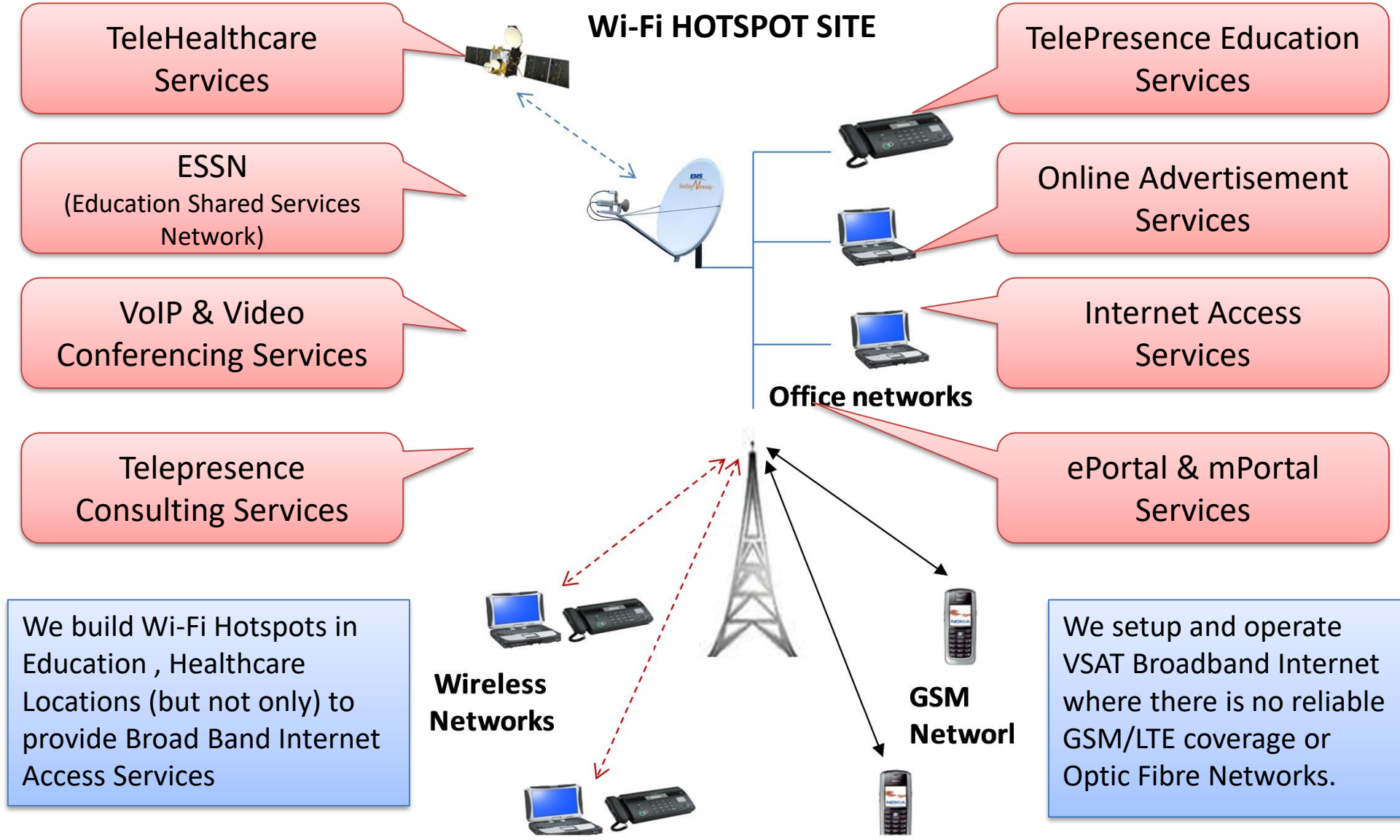
To ensure that every individual, small business and enterprise in the rural and disadvantaged areas of East Africa has access to affordable, reliable, manageable and sustainable internet access and value-added communication services to better lives, create jobs, access to markets, access to finances and connect people across the world.

## ➤ **Our Mission**

By end of 2025, to have built self-sustaining RABBINs and PUNs across East Africa that provide internet access services and telepresence value added communication services that generate sustainable sales revenues annually for the communities living in Rural and Peri-Urban East Africa; while at the same time helping to improve on their ways of living in financial, economic and social perspectives.



# TELEPRESENCE NETWORK SOLUTIONS & SERVICES



# RABBIN SERVICE REVENUE STREAMS



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REVENUE STREAM	SERVICE SETUP AND BRIEF DESCRIPTION
<b>Membership Subscriptions</b>	<b>Members:</b> Local Residents, Foreign Residents e.g. NGO Workers, Diaspora <b>RABBIN Services &amp; Fees:</b> 30hrs of unlimited internet access; \$5.00 USD/Month.
<b>Visitor Vouchers</b>	<b>Visitors:</b> Tourists, Local Residents, Attendants of Conference, Seminars, Rallies and/or other public events hosted by the RABBIN Local Owner <b>RABBIN Services &amp; Fees:</b> 2hrs of unlimited internet access; \$0.50 USD/hr/Voucher
<b>Video Conferencing Services</b>	<b>Events:</b> Conferences, Seminars, Team Building, Distance Learning, e-Workshops, Public Rallies, etc.; organised by NGOs, Gov't and Private Entities; and hosted by the RABBIN Local Owner <b>RABBIN Services &amp; Fees:</b> Internet access for video streaming sessions; \$.USD/hr to be determined per event by the Location Owner based on DCD recommendations. There are opportunities to sell more visitor vouchers
<b>ESSN (Education Shared Services Network)</b>	<b>Shared Platforms &amp; Resources:</b> eLibraries, TOC (Teachers On Call) for eLearning, eMaterial (Online Tutorials, Tests, Mock Exams, etc.); provided the RABBIN Local Owner, e.g. University/College/Other <b>RABBIN Services &amp; Fees:</b> Internet Access to Shared Platforms and Resources; \$...USD/hr price list to be determined during the service delivery setup and based on DCD recommendations.
<b>Other Value Added Services (VAS)</b>	<b>Events &amp; Occasions:</b> Internet Cafes, Conferences, Seminars, Team Building, Distance Learning, e-Workshops, etc.; organised by NGOs, Gov't and Private Entities and RABBIN Local Owner <b>RABBIN Services &amp; Fees:</b> The RABBIN Location Owner has the opportunities to develop and provide own extra services like Food, Accommodation and Entertainment during/for the listed events and occasions but not only. This also contributes to more purchase of visitor vouchers for internet access; and above all huge additional income for the RABBIN Location Owner.

# REVENUE SHARING & COST STRUCTURE



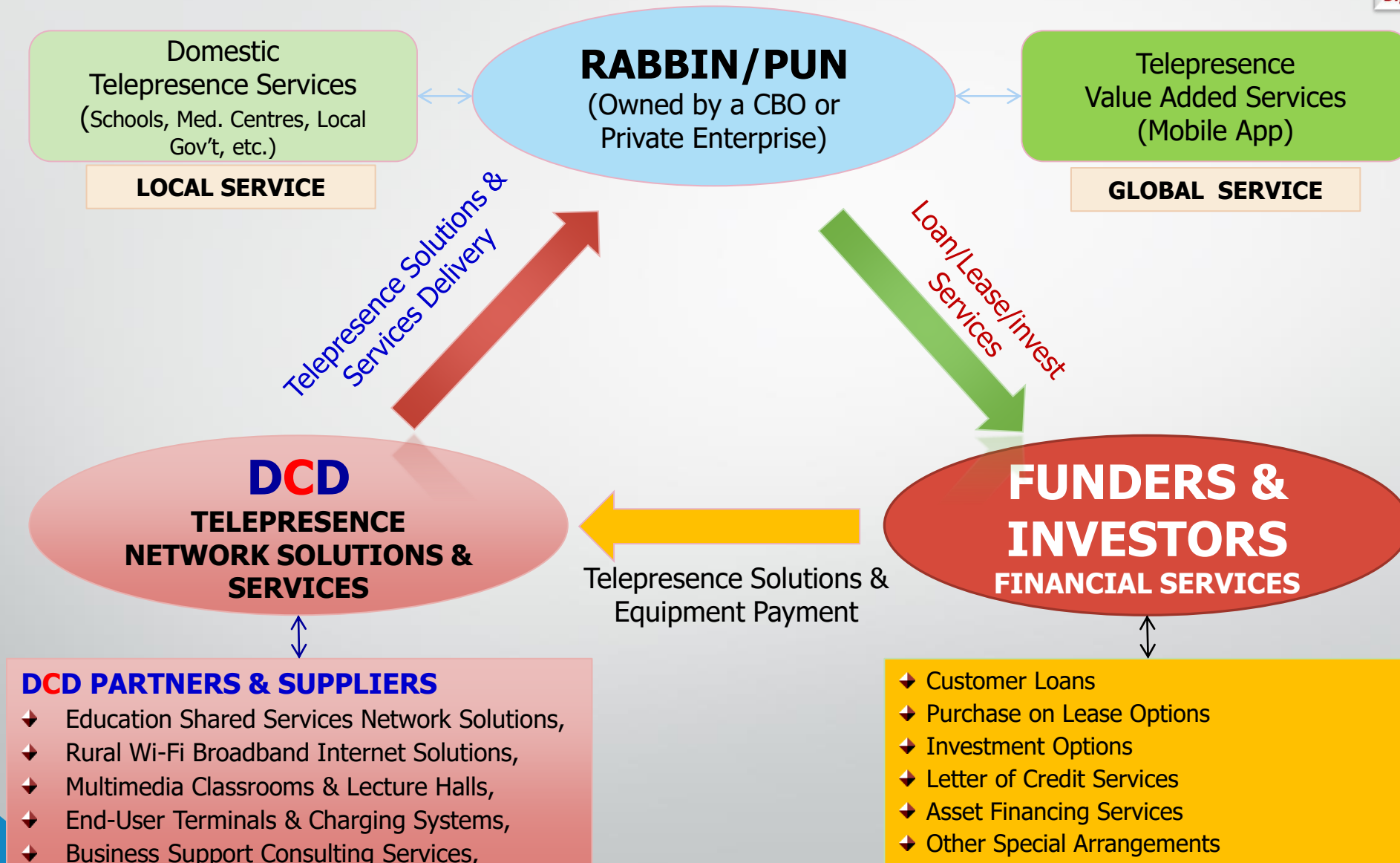
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RABBIN/PUN OWNER	DCD & PARTNERS
<b>Revenue Share:</b> 15% of the Total Sales Revenue	<b>Revenue Share:</b> 85% of the Total Sales Revenue
<b>Activity Based Cost (ABC) Structure:</b> <ul style="list-style-type: none"><li>a) Business &amp; Network Start-up = \$10,000.00 USD,</li><li>b) Business Development, Marketing &amp; Sales,</li><li>c) General Mgt &amp; Organisation OPEX,</li><li>d) Customer Support and Care,</li><li>e) Equipment Hosting Contract Management..</li></ul>	<b>Activity Based (ABC) Cost Structure:</b> <ul style="list-style-type: none"><li>a) Business Start-up: Business, Financial and Project Planning,</li><li>b) Process Rollout and Project Management,</li><li>c) Network Site Surveys &amp; Equipment Installations,</li><li>d) Network Operations &amp; Maintenance,</li><li>e) CRM System Setup and Process Mgt,</li><li>f) Service Billing and Payment Mgt,</li><li>g) Customer Technical Support,</li><li>h) Technical Training for the Network Owner,</li><li>i) Equipment Swap &amp; Repair Services,</li><li>j) Assist the Network Owner to search for Project Funding.</li></ul>

# RABBIN/PUN PROJECT FUNDING MODEL



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# PROJECT FUNDING PROCEDURE



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We (at DCD) help the Community Based Organizations, Business Entrepreneurs, NGOs, Universities, Medical Units, Gov't Local Offices, Social Community Centres, Tourist and Hotel Chains; and other Individuals/Organizations, who/that intend to build and operate the RABBIN/PUN to:

- Get a MOU (Memorandum of Understanding) Agreement between DCD and the future RABBIN/PUN Owner;
- Choose Network Site Location(s), where to setup the Wi-Fi Hubs and Hotspots; and
- Prepare the Business Plan for Telepresence deployment in the chosen site location(s); and
- Setup a Pilot Project Specification Plan based on the Business Financial Plan; and
- Present both the Business Financial and Pilot Project Plans to Financers; and
- Get the funding in place for pilot project rollout; and
- Implement (Roll-Out) the Pilot Project as planned; and
- Conduct Risk Evaluation and Assessment based on the Pilot Project; and
- Review both the Business Financial Plan and the Project Specification Plan; and
- Make decisions for further project activities; and
- Consider additional business for value added services like: accommodation, gastronomic services, leisure & tourism services, etc.





# ROLES AND RESPONSIBILITIES (1/3)

AREA	DCD	COMMUNITY DEVELOPMENT ENTERPRISE (CDE)
<b>Contractual</b>	<ul style="list-style-type: none"> <li>➤ Will design, install and operate the technical solution for the RABBIN</li> <li>➤ Will provide and install required internet service providing equipment to local government offices, Small and medium enterprise business owners, homes etc</li> </ul>	<ul style="list-style-type: none"> <li>➤ Acquire network sites and deal with the owners</li> <li>➤ Will provide network services (internet access and unified services) to individuals in district/ region and surrounding areas</li> <li>➤ Recruit and deal with end users from acquisition to contracting i.e. registration, sign up via membership forms, etc. and maintain database</li> </ul>
<b>Financial Management</b>	<ul style="list-style-type: none"> <li>➤ In charge of project costs relating to buying and installation of all project equipment and all DCD project administrative costs</li> <li>➤ Assist the Community Enterprise to get Project Financers</li> </ul>	<ul style="list-style-type: none"> <li>➤ In charge of project costs relating to sales and marketing of the project which will include on boarding of customers.</li> <li>➤ Get Project Financial Sponsors and Investors</li> </ul>
<b>Project Implementation &amp; Technical Assistance</b>	<ul style="list-style-type: none"> <li>➤ Will oversee and coordinate implementation of project activities against agreed work plans.</li> <li>➤ Provide technical Assistance in agreed areas</li> </ul>	<ul style="list-style-type: none"> <li>➤ Will oversee and coordinate implementation of project activities against agreed work plans with focus on increasing customer base/ expansion</li> </ul>

# ROLES AND RESPONSIBILITIES (2/3)

AREA	DCD	COMMUNITY DEVELOPMENT ENTERPRISE (CDE)
Customer Support	<ul style="list-style-type: none"> <li>➤ To provide 2<sup>nd</sup> line customer care support</li> </ul>	<ul style="list-style-type: none"> <li>➤ To provide 1<sup>st</sup> line customer care support</li> </ul>
Human Resource Management	<ul style="list-style-type: none"> <li>➤ Sources and contracts their own national staff</li> </ul>	<ul style="list-style-type: none"> <li>➤ Sources and contracts their own local staff preferably from within CDE.</li> </ul>
Partnership & Collaboration	<ul style="list-style-type: none"> <li>➤ Will undertake strategic communication to promote and share knowledge about the project in country.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Will undertake strategic communication to promote and share knowledge about the project in country.</li> </ul>
Ownership	<ul style="list-style-type: none"> <li>➤ To own all procured equipment required to provide internet access.</li> <li>➤ To own all intellectual property</li> </ul>	<ul style="list-style-type: none"> <li>➤ Have the option of owning equipment where applicable</li> <li>➤ To have the CDE legally registered as a company</li> </ul>
Reporting	<ul style="list-style-type: none"> <li>➤ To share all sales revenue quarterly reports and forecasts with the CDE</li> </ul>	<ul style="list-style-type: none"> <li>➤ To compile and share monthly customer acquisition reports ad forecasts with DCD EAST AFRICA</li> </ul>

# ROLES AND RESPONSIBILITIES (3/3)

AREA	DCD	NETWORK SOLUTIONS & SERVICE PARTNER (NSSP)
Customer Support	<ul style="list-style-type: none"> <li>➤ To provide 2<sup>nd</sup> line customer care support</li> </ul>	<ul style="list-style-type: none"> <li>➤ To provide 1<sup>st</sup> line customer care support</li> </ul>
Human Resource Management	<ul style="list-style-type: none"> <li>➤ Sources and contracts their own national staff</li> </ul>	<ul style="list-style-type: none"> <li>➤ Sources and contracts their own local staff preferably from within CDE.</li> </ul>
Partnership & Collaboration	<ul style="list-style-type: none"> <li>➤ Will undertake strategic communication to promote and share knowledge about the project in country.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Will undertake strategic communication to promote and share knowledge about the project in country.</li> </ul>
Ownership	<ul style="list-style-type: none"> <li>➤ To own all procured equipment required to provide internet access.</li> <li>➤ To own all intellectual property</li> </ul>	<ul style="list-style-type: none"> <li>➤ Have the option of owning equipment where applicable</li> <li>➤ To have the CDE legally registered as a company</li> </ul>
Reporting	<ul style="list-style-type: none"> <li>➤ To share all sales revenue quarterly reports and forecasts with the CDE</li> </ul>	<ul style="list-style-type: none"> <li>➤ To compile and share monthly customer acquisition reports ad forecasts with DCD EAST AFRICA</li> </ul>

# BENEFITS & VALUE CREATION FOR THE COMMUNITIES



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## ❑ SERVICE ACCESSIBILITY AND AVAILABILITY:

- Boost the ICT working environments with Telepresence Value Added Services,
- Achieve cost effective and efficient communication through VOIP Networks.
- Reduce distance between the Customer and Point of Service

## ❑ SERVICE AFFORDABILITY:

- Cut, reduce and eliminate service delivery time wastage and distance costs.
- Create self-financing possibilities through deployment of revenue streams.

❑ **JOB CREATION AND INNOVATION:** Through establishment of e-commerce and trade platforms for goods and services; Internet access to exchange and access digital content; establishing e-government; e-education and on-line services;

❑ **EMPLOYABILITY:** Transforming communities into information societies driven by knowledge economy that enhance competence development from basic to highly sophisticated skills and qualifications. Building and developing e-society and ICT human resource capabilities and synergies;

❑ **PRODUCTIVITY:** Establishing working environments that encourages networking of services and sharing applications; personal entrepreneurship development through online job training to acquire best practises and new ideas outside own environment and practise; building ICT synergies and resources for scaling jobs that can be done from outside office premises;

## ❑ SUSTAINABLE ECONOMIC INDEPENDENCE:

- Transforming individuals and organisations mind set, mentalities and daily practises from cost driven to investment and wealth management.
- Bridging the digital divides (rural vs urban areas) by easing the communication flow of knowledge, goods and services.

# CRITICAL SUCCESS FACTORS

- Support from Local Government and or local community leadership.
- RABBIN/PUN ownership, leadership, governance and competence building.
- RABBIN/PUN business growth, profitability and attraction to community developers, investors and business enterprenuers for further investments.
- Delivery of sustainble,available and scalable service offerings.
- Community engagement and change transformation management.
- Creation of jobs, access to markets and quality services and products through entrepreneurship by the community members.



# OUR CONTACTS

+353 87 11 999 06 (*DCD Ireland Business Office*)

+254 724 259 785 (*DCD Kenya Ltd*)

+256 756 804 727 (*DCD Uganda Ltd*)

+250 782 819 301 (*DCD Rwanda Ltd*)

[info@dcduganda.com](mailto:info@dcduganda.com); [www.dcduganda.com](http://www.dcduganda.com)