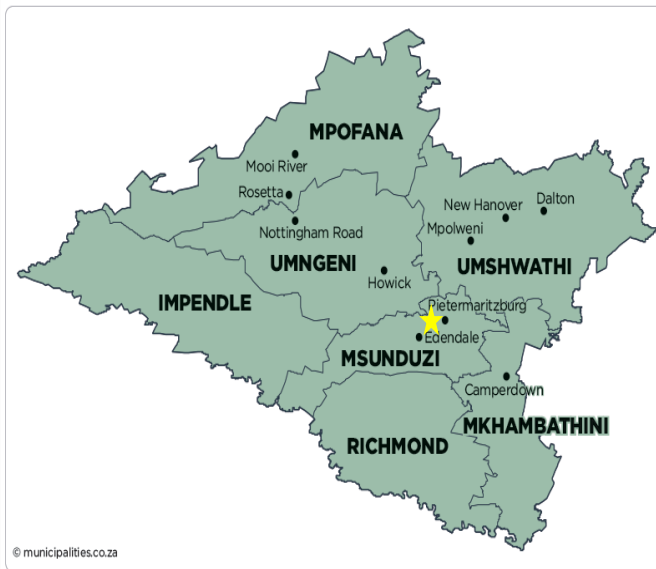




Affordable Internet for Rural South Africa

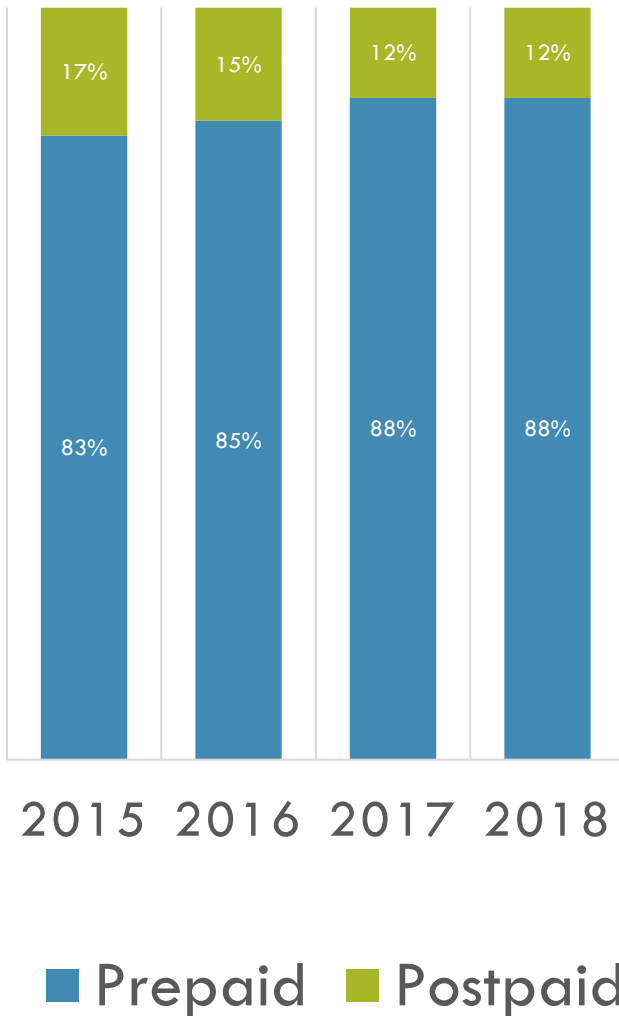
Prof Alastair van Heerden, Director: Center for Community Based Research (CCBR)
DSI Executive Committee Meeting | March 2021

The Community



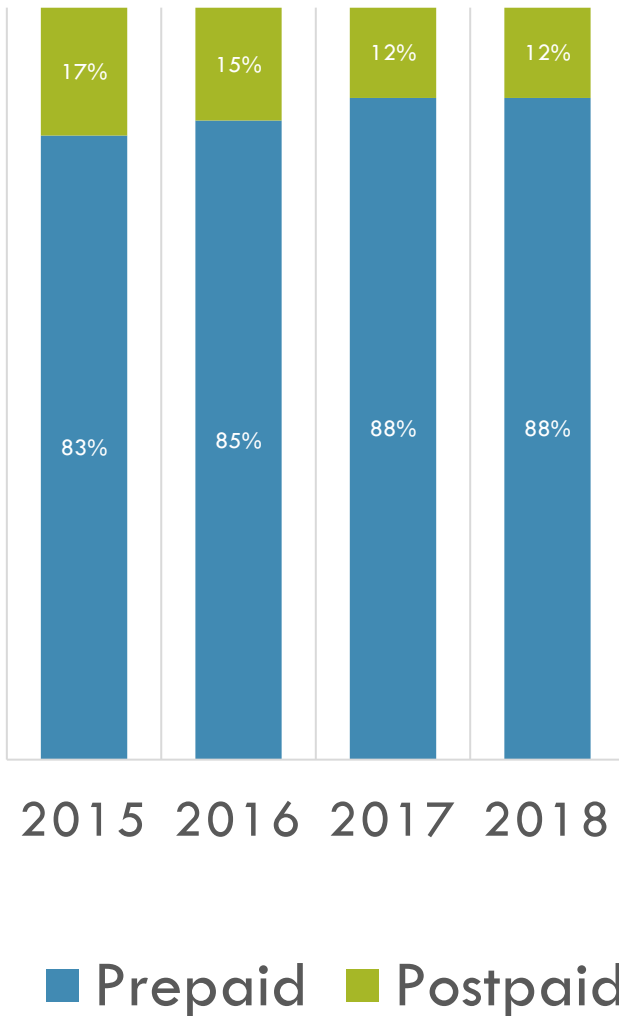
- Sweetwaters has a high unemployment rate at 68% and only 37% of residents have attained at least a high school education.
- Only 30.9% of households have internet access, but most residents own a cellphone (at least 88% of households) and 51% of residents access the internet using a mobile device.

Current State of Telecom



- As of 2020, prepaid pay-as-you-go bundles contributed to over 80% of total mobile subscriptions in South Africa.
- In vulnerable communities, such as Sweetwaters, the proportion of prepaid bundles is much higher than postpaid contracts.
- Postpaid contracts require established credit and a predictable source of income, wealthy residents in urban areas are both qualified and can afford the larger data contract plans.

Current State of Telecom



- Due to unpredictable incomes and poor access to credit, economically vulnerable communities rely heavily on these small bundle prepaid plans.
- As a result, this has created a dynamic where vulnerable communities are effectively subsidizing the cost of data for affluent customers.
- **Prepaid customers pay 3 to 29 times more than what postpaid customers pay.**

The Problem



Without access to affordable internet services inequality is structurally entrenched and health, education, employment and entertainment opportunities remain out of reach to those most in need.

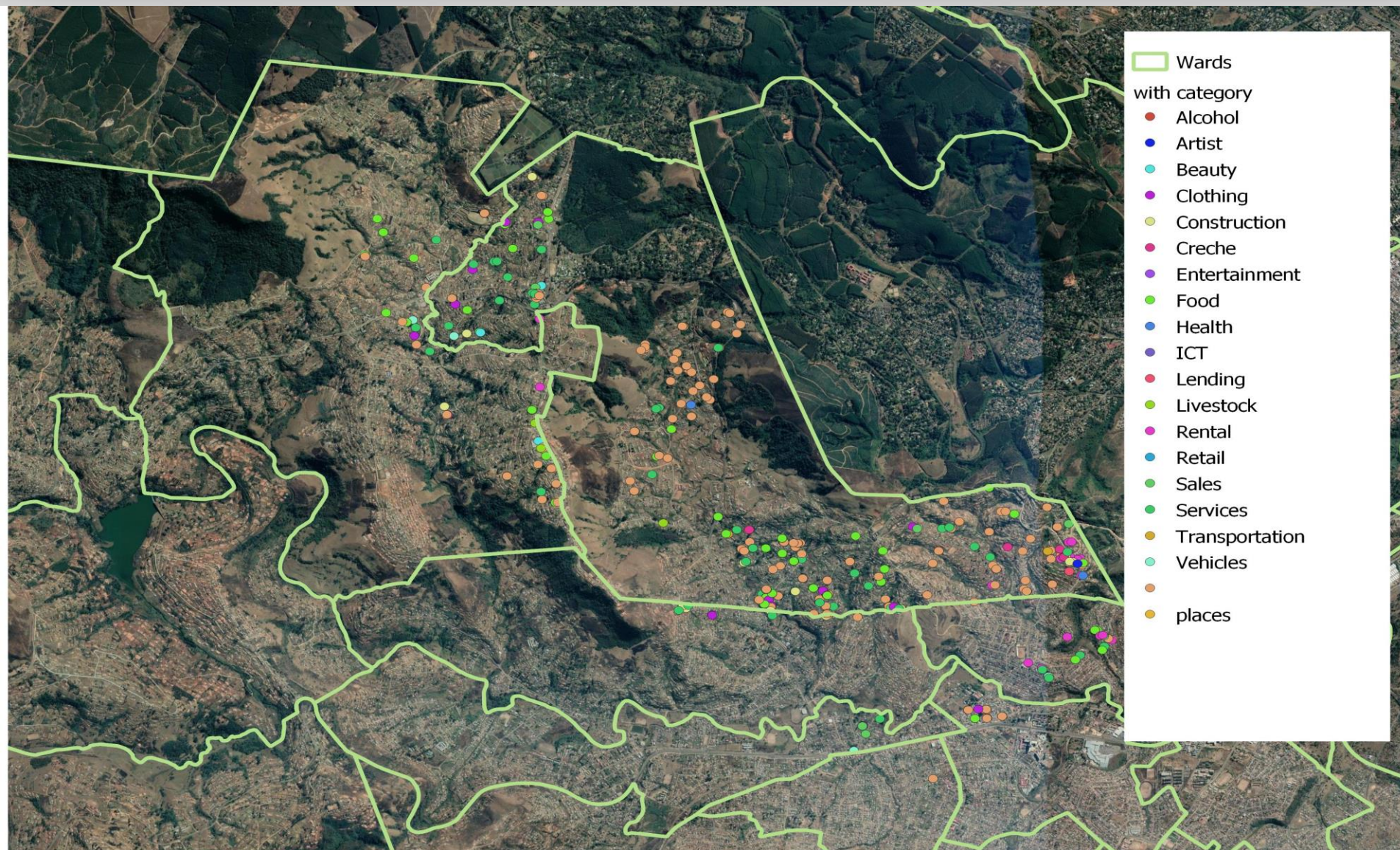
Project Isizwe take a professionalized approach that ensures a relatively hands-off deployment for the HSRC and Sweetwaters community.

The network is owned, installed and operated by the hotspot network provider. Project Isizwe will provide ongoing maintenance and repair services to the communities with whom they partner.

The human capital requirements from within the community include business owners (of shops, *spazas*, grocery stores, etc.) willing to resell Wi-Fi vouchers and/or host a hotspot in their business, as well as paid “Wi-Fi ambassadors”, who serve as the marketing arm of the network to educate customers and encourage adoption.

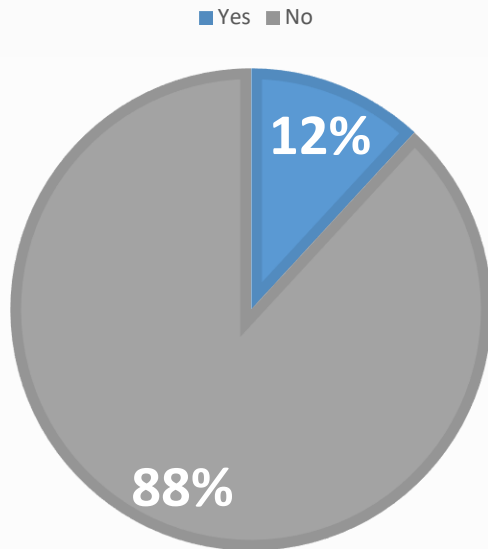


Solution: Project Isizwe

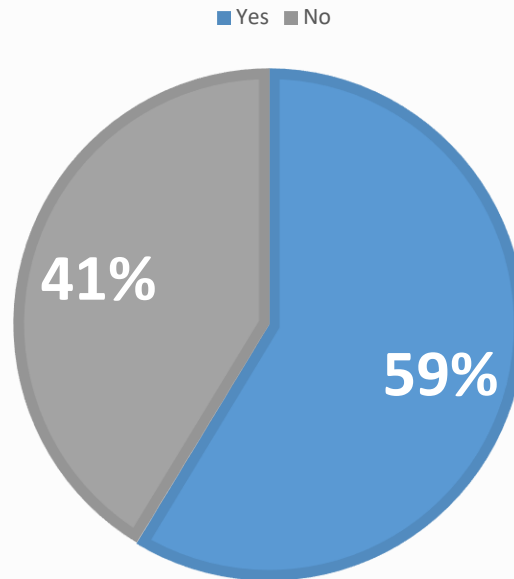


Results

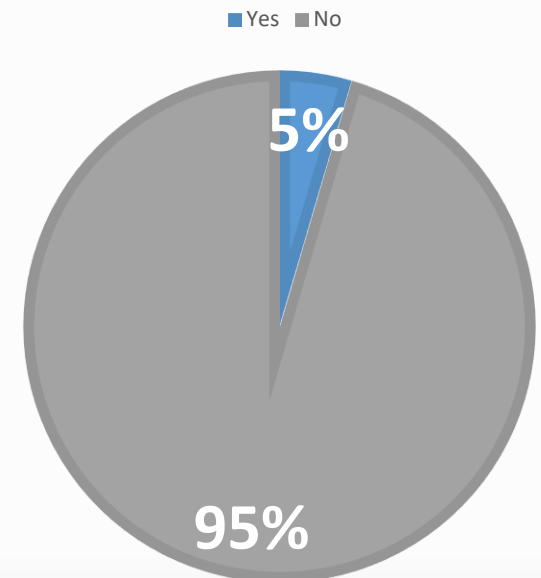
DO YOU SELL AIRTIME



OWN AN ANDROID PHONE



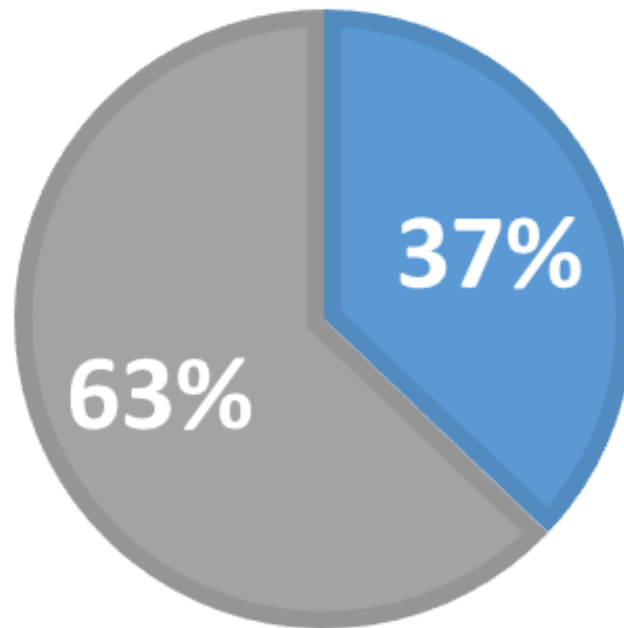
OWN A FLASH MACHINE



Results

HOTSPOT

■ Yes ■ No



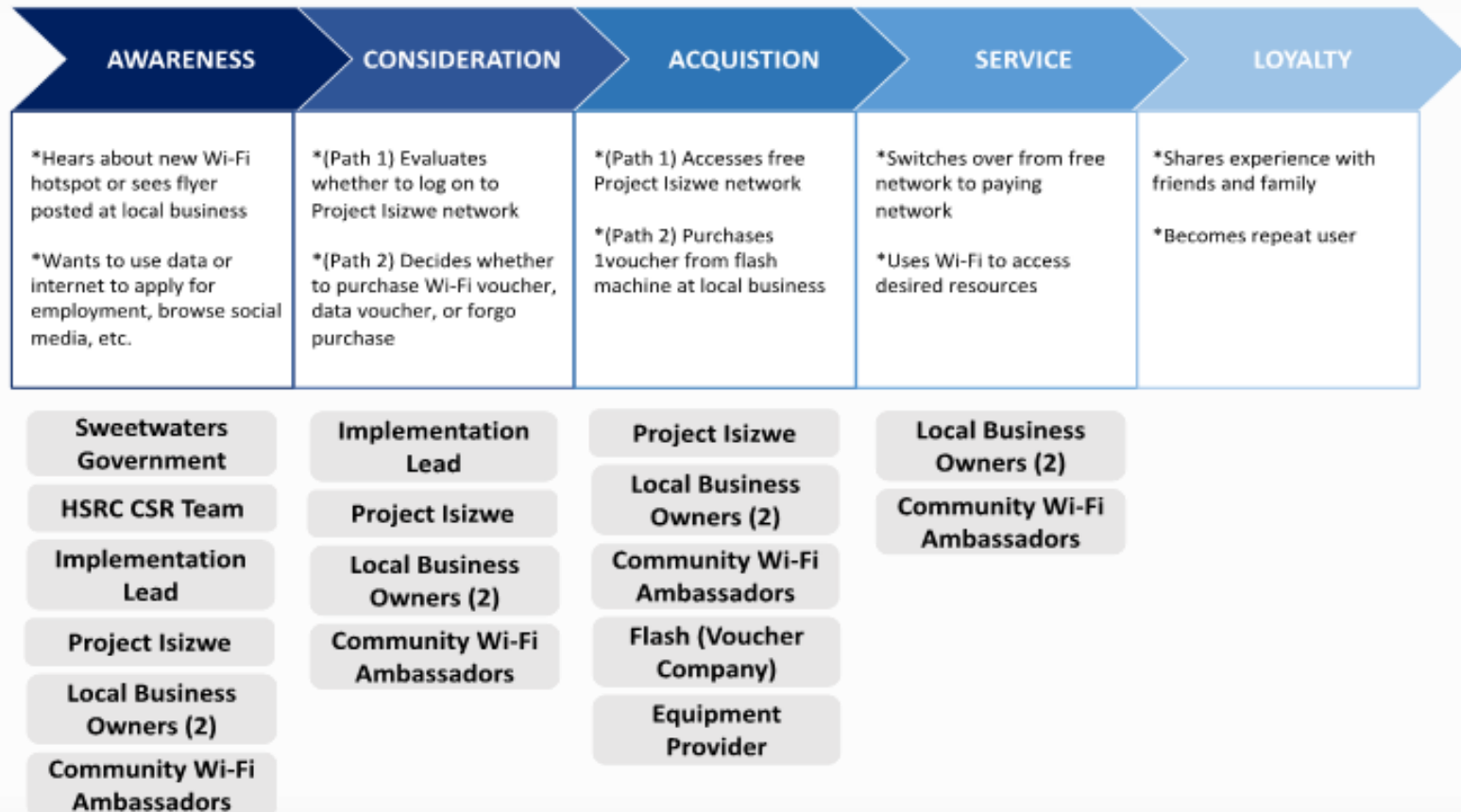
Results

Project Isizwe Wi-Fi Hotspot Customer Journey Map

Customer Journey STAGES

Customer Journey STEPS & TOUCHPOINTS

Customer Journey STAKEHOLDERS



Thank You



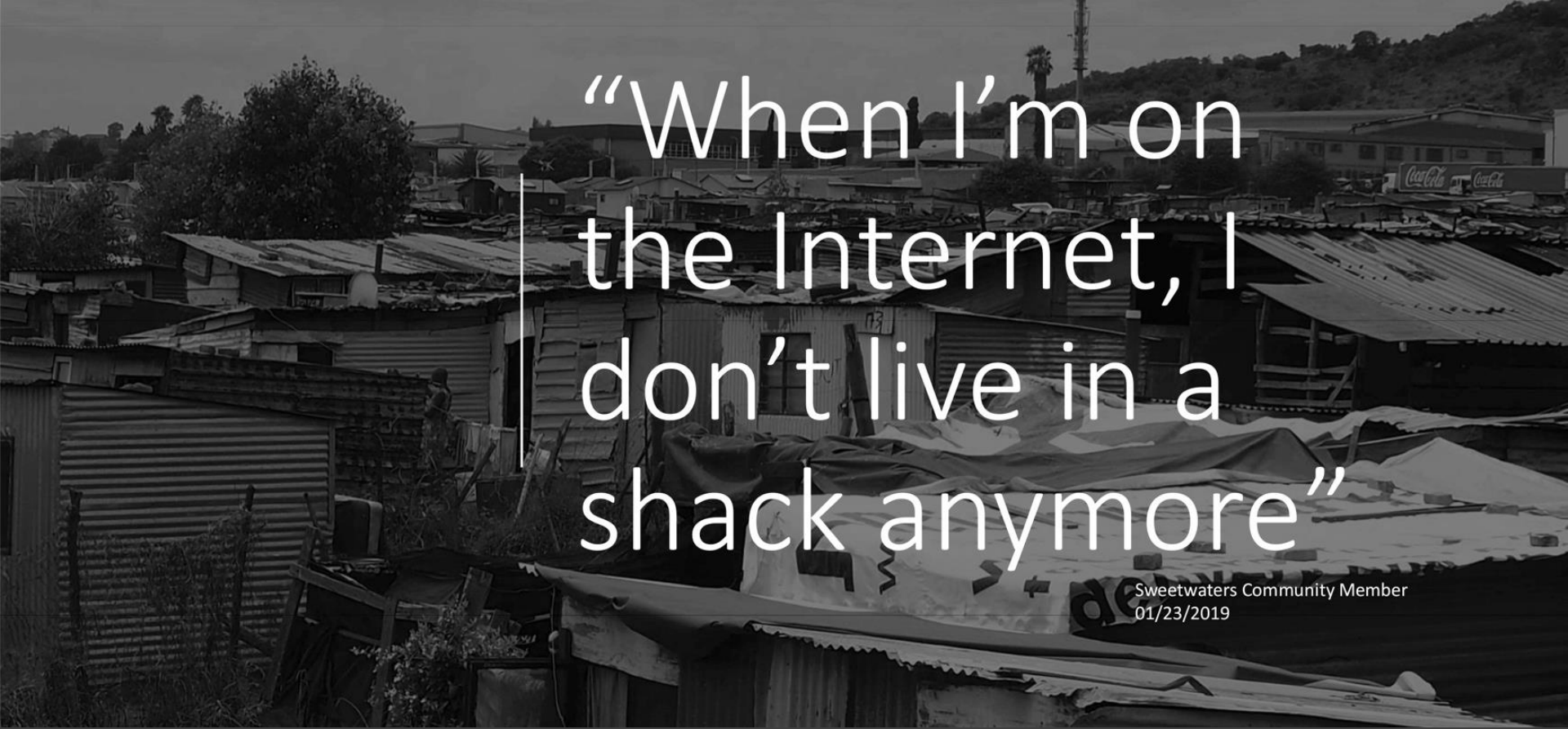
Global Health Institute



HSRC
Human Sciences
Research Council



**PROJECT
ISIZWE**
Free WiFi for
South Africa



“When I’m on
the Internet, I
don’t live in a
shack anymore”

Sweetwaters Community Member
01/23/2019

Project Motivation