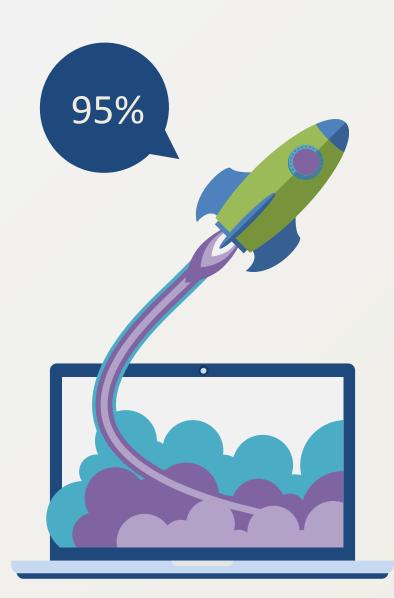
## Affordable Internet issue





## **CORE PROBLEM**

When a citizen want to use internet at their home, the broadband internet provider option currently have very high entry barrier price. There are various fee including annual fee, monthly fee, and initial fee. Furthermore, the condition to apply is not simple, many document and process need to be provided.



### **Direct Symptom**

When require internet connection at home, most people prefer teetering wifi from their mobile rather than internet monthly subscription.



#### **Direct Cause**

Investment and scalability cost for internet provider is very high. For each new subscriber it cost more capital compared to mobile usage.

## Our Taxi Driver Persona





## His Daily Problem

With disruptive force across the globe for in demand transportation (uber, grab taxi, etc) it is essential for Taxi Driver to adopt technology such as familiarise themselves with mobile apps and digital maps. The problem rely on connectivity not yet stable trough out myanmar.



Affordable Internet



Transportation Regulation

## Solution

Tax subsidy for telco equipment

To provide more affordable internet there are many tax exemption gov can provide. ie. equipment

### App based transportation regulation

common problem of emerging on demand transport service is using personal vehicle as public service transport.

### Smart City solution for traffic

Traffic management and reporting make it easier for everyone's life especially taxi driver.



Support for VOIP and other form

Support the development for VOIP to provide cheaper voice communication amongst citizen.

Public Wifi from government

In a public place or blankspot area gov can provide public wifi.

**Payment Regulation** 

Economy movement in digital era must be completed with online payment.

# **Social Sustainability**







More free time

Increase diversivication Internet usage outside social media.

emerging socio economy in many form related to internet.