



# Cloud Empowerment Service Model

"In order to change an existing paradigm you do not struggle to try and change the problematic model. You create a new model and make the old one obsolete. That, in essence, is the higher service to which we are all being called." Buckminster Fuller

# Technology and Internet in the Developed World



- High speed internet is economical, fast and everyone has it. Watching high def video's is available to all.
- Technology is easy to purchase, ship and support, plus it is very economical.
- There are an abundance of skilled people to support all aspects of technology. Power is economical and very reliable.
- Even with this, we still use cloud or managed services for most of what we do: mail, Google, Shopping Amazon, management, Salesforce or Slack and a hundred other services.
- NGO's and other organizations trying to help the developed world see technology through what they know in the developed world.
- We all understand the efficiencies gained here through networks and technology, but it is very difficult to transfer this knowledge and solutions to the developing world .



# Challenges facing NGO's and organizations trying to help the people

- Most NGO's doing good, understand their respective field, but lack technology and network skills.
- They have no idea how to architect or build a technology solution, let alone build and manage one.
- They have no idea what it will cost to build and deliver, plus they do not have access to the specialists needed in the field.
- If they had the money and the resources, they struggle to try and keep key technology personal in remote developing areas.
- When key people leave, it is very difficult to replace them, or to be able to afford to pay them.
- With little ability to design, build and implement technology to gain reach and lift, they are forced to stay with expensive inefficient manual process's and large numbers of people to support their cause.

# Technology and the Internet in the Developing World



- The internet is very slow and very expensive in most of Africa, except maybe in major cities.
- Support services and skilled technology specialists are very difficult to find, especially in rural Africa.
- All technology is incredibly difficult to buy, it is very expensive to purchase and to ship.
- Cell phones are everywhere in the developing world, but most people lack the money to pay for data plans except for essential things like email and messaging.
- Many open source products like Open Data Kit, for data collection are difficult to deploy and expensive to manage, since they are built for the internet and not free local communications.



# What does this mean

- Most groups doing good cannot easily scale or put forth the data to substantiate their work or attract donors.
- Many programs start and fail as a result of a lack of capital, resources, people and an ability to engage and involved the people of Africa and donors.
- Where we in the developed world live in a data driven world, few in Africa have any data to support anything.
- It is impossible to engage the local people and even more difficult to substantiate and show donors real value.
- A new model of development that brings all together with efficient models is needed.
- Hundreds of millions of smart phones that can be put to work to empower the people sit idle most of the time, when they can be put to work, if cost was not such a big issue.

# The People of the Developing World Suffer the Most



- The bulk of development dollars never gets to the people in a sustainable fashion that they can embrace and grow.
- They are isolated from education , training and opportunity even though they want to learn and better themselves.
- The will is there, the smart phone technology is in place, what is needed is a new model to empower all who care about the people of the developing world.



# The Cloud Empowerment Team

- We have spent 70 plus years building world class technology service companies across Africa and the developed world .
- One of the Founders of CE, Pat Montani, started Bicycles for Humanity 15 years ago and this grassroots movement has delivered over 200,000 bicycles to Africa, set up 500 plus Bicycle Empowerment Centres and thousands have realized careers and opportunity from this endeavour and it continues to grow, all grassroots.
- When shipping of containers became expensive, we put a world class educational program on a 64 gig memory stick and delivered it with the help of Rotary to thousands of organizations and today over 10,000 organizations use this program, plus hundreds of thousands of individuals, all for free and the program continues to grow.
- We understand Africa, We understand the power of engaging the local people and we understand how technology can play a role in empowering and giving lift to all who support the developing world and all in the developing world .
- We decided to bring together all we have learned into a new model of development that empowers all.



# The Cloud Empowerment Platform

## What is it?

- When you pick up your phone, you do not think about how the cellular carrier delivered voice and data to you, you pay them for a service and expect quality.
- When you use Gmail or shop on Amazon, you expect it to work and that the goods get to you, on the day they say. You never think about the network, security, servers, bandwidth, you just expect it to work. When you use iTunes, Spotify or YouTube do you think about how the songs and video's streamed to you, no, you just expect it to work.
- These are a few of tens of thousands of examples we use every day. When we think about the developing world most NGO's, governments and corporations think like they did 35 years ago, they want to build it all and if they cannot afford to , they keep it manual, people intensive and few gain any value.
- The CE team took a platform or service approach to solving all of the major problems every NGo and organizations faces and we decided to deliver it as a set of services that anyone can use for a very small monthly amount.



# The Cloud Empowerment Platform

- The Cloud Empowerment team created an architected approach of rugged Networked devices and wifi networks that can scale in size around these Empowerment platforms that can all be managed, supported and backed up centrally.
- These CE Platforms come loaded with thousands of hours of great education and healthcare material and delivered over wifi, no internet needed to any computer, smartphone or tablet. Imagine hundreds of thousands of books, tens of thousands of videos all available 24 hours a day for anyone, a virtual library of learning.
- Custom content or your own special content can easily be added to any of the CE Virtual Libraries, allowing your organization to gain the efficiencies of our platform.
- Open Data Kit is also operational on the platform and the CE team can easily build any data collection app or database app you require. Again, all your team can download the app, upload data to the CE Platform, securely and with no data costs. Imagine, being able to collect valuable data, census, health records, agriculture or environmental data easily and efficiently.
- All CE platforms are networked, we manage the entire hardware and wireless platform centrally and can move all pertinent data both ways and deliver it to you, no matter where you are globally, all for a few dollars a month.
- There is much more the platform can do, security, remote monitoring, etc, but for now, we will limit this discussion to content and data collection

# Cloud Empowerment Networked Model



- Like your mobile operator, we build out the network to meet our clients needs. Today ,we can manage hundreds of thousands of CE platforms in any country globally.
- If we do not have one in an area you want, just let us know and we will build it out, once we can find a few partners to help us cover the small cost of deployment of these hubs.

# Benefits to you as a Government, NGO or Corporation



- Imagine being able to deliver a turnkey state of the art high def video learning platform for all or a data collection platform immediately and for only a few dollars a month, with no extra head count or capital expenses needed.
- We will manage , backup, and grow the network based on your need and as the network grows, your reach and ability to do good grows.
- We can easily deploy content for hundreds of NGO's and collect data securely for as many. Like your cellular provider, you pay a small monthly amount and get the reach and the value of the network.



# Benefits to the Local People

- Now everyone with access to a smart phone has unlimited access to HD learning material, access to download hundreds of thousands of books and they can tell their friends and the user base grows. Best of all, no internet charges, students can use their parents phones when not in use to learn.
- With a phone, local people can be trained to collect data, once they have the skills, they can collect any type of data. Imagine a local data collector, who flips between databases to collect census, education, agriculture or health records. You not only get the data you need, but you create local jobs for the people and locals can collect more data more efficiently than an outsider going into their communities.



# Cloud Empowerment Karamoja

- Cloud Empowerment is a Ugandan company founded in Karamoja and managed by Alfred, who is from Karamoja and has a double degree in technology from Makerere University. Alfred's partners, Pat Montani is the founder of 3 world class technology companies and Giz Brew has a 30 year record providing specialized networks and servers to the oil and gas industry across all of East Africa.
- CE Moroto is up and operational and shortly CE Kaboong, CE Kotido and CE Montan will be operational with CE Abim and CE Nakapiripit to follow.
- All content can be central distributed to every CE hub, plus all data collected at every CE Hub can be centralized and pulled into one data base for you. We haven o limits, we can do this across all of uganda, Africa or the world, there is no limit other than having partners to work with who want to gain reach, efficiency and added value.

# Revenue Streams

- Advertising, putting one's name on the content
- Adding custom content and data collection apps one time and monthly rates.
- Building and deploying custom apps
- Shared revenue model with local entrepreneur