cybadream
can you buy a dream?

www.cybadream.org

Can You Buy a(n African) Dream?

Bridging the Digital Divide
Taking Advantage of Digital Dynamics

Executive summary
of the business plan of the nonprofit venture cybaDREAM
to connect schools in developing countries to the internet
without paying for it

Vision

Offerings

Financials

Organization

Next Steps

A possible joint venture of

Capurro Fiek Foundation   e-vision foundation

1. Vision

The venture **cybaDREAM** envisions

- **to enable schools in developing countries to get connected to the net** and teach their pupils the "rules of the game" of being successful in the network economy and society
- **without the need to afford the initial investment** to do so by providing a framework to help them to directly benefit from their connection to the net.

Thus the venture will offer schools

- **the infrastructure to get connected** to the internet (hardware, software and a network to participate in) on a micro credit basis as well as
- **the framework to directly benefit** from their usage of the web thus being able to pay back the grant (by the very output of the usage of the hardware acquired by the pupils).

2. Offerings

The vision of cybaDREAM will be realized by the following cybaDREAM offerings:

- The existing gap for the many schools in developing countries to connect to the net will be bridged by providing the infrastructure (a "**cybaDREAM starter package**" including hardware, software and an internet connection) on a micro credit basis.
- This cybaDREAM starter package is not a donation but the initial investment to participate in the **cybaDREAM network**.
  - For this purpose the **cybaDREAM software** included in the package will allow pupils of a school (as the cybaDREAM providers) to easily express in terms of media presentations what they 'dream' of like drawings, little stories, short films, songs or even concrete project plans (to dig a well at the school, build a fence, organize a happening …).
  - These **cybaDREAMs** are the very products going to be "sold" via the **cybaDREAM web platform.** For this purpose they can be uploaded to the **cybaDREAM web platform** and thus be presented in the cybaDREAM network to interested parties. The cybaDREAM web platform is a social network facilitating the connectivity between the providers of cybaDREAMs (pupils) to prospective buyers (i.e. "followers").
- But unlike following in facebook following cybaDREAMs has a micro price tag (10 US $ (or higher on a donation basis) as the **cybaDREAM access fee.** It will be accredited directly to the respective cybaDREAM provider (thus the money flow is only between buyer and the cybaDREAM organization) to pay back the micro credit.
- By paying the cybaDREAM access fee **cybaDREAM followers** are granted full access to the cybaDREAMs of the supported group, can follow them like they are used in social networks and have access to value adding services like leaving their footprint ("This dream was made possible by …), post card or poster print outs (as presents), linking to their facebook-site etc.

After finally having paid back the micro credit for the cybaDREAM starter package by acquiring enough cybaDREAM access fees (150 x 10 US $ for approx. 1.500 USD for the cybaDREAM starter package), a cybaDREAM provider can start earning money for another computers or other additional computer equipment he can buy from a catalogue.

3. Financials

A **start-up capital of 1 M USD** is needed to

- Set-up the venture, develop and operate the offerings
- Lead the venture to break even in the third year and finally
- Delivering the first more than 1.000 computers to African schools

The real case is calculated with the following costs and revenues

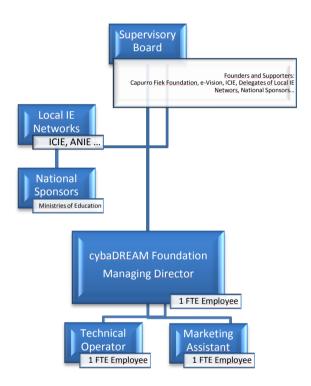| CybaDREAM in figures in Thsd. USD	1st year	2nd year	3rd year
Revenues	**850**	**970**	**1.114**
- access fees	400	480	576
- advertisement	200	240	288
- donations	250	250	250
Costs	**1.634**	**1.152**	**1.047**
- direct costs (i.e. starter packages)	300 (200)	438 (350)	500 (500)
- IT (including initial development)	254	70	70
- HR	240	247	255
- Marketing	740	287	100
- Other	100	110	121
Profit & Loss	**- 784**	**-182**	**+ 68**

From the third year onwards the venture

- is profitable
- capable of paying back the start-up capital
- and constantly supplies African schools with more than 500 laptops per year

4. Organization

The venture is planned as a nonprofit foundation with a very lean organization with 3 FTE. The distribution in the African countries will be supervised by sponsors recruited in a hierarchical approach. In the beginning a National Sponsor will be appointed by the cybaDREAM organization (e.g. the DG of the ministry of education or an active member of the African Network of Information Ethics (ANIE - http://www.africainfoethics.org/) who is also a higher ranking member of an educational institution such as a university). The National Sponsor then can appoint further trusted Executive Sponsors (actively and on application). A school finally can only take part in the cybaDREAM network through such an Executive Sponsor.

5. Next Steps

The following next steps are envisioned:

1. Refinement of the business plan as a basis to raise funds for the seed financing
2. Raising funds for seed phase
3. Setting up the organization by recruiting the managing director and the supervisory board
4. Raising funds for operations
5. Start of operations