

## By providing free community access to digital information on mobiles it is our vision to create a profitable business & improve the lives of 20M people in 20,000 communities by 2020

Problem

Governments, companies and organisations are seeking effective ways of communicating with people and communities in offline and off-grid locations to improve education, health-care, create economic development and satisfy legal and commercial imperatives. There is a need to provide equitable access to digital information and services, particularly for customers wanting to reach people living in remote and difficult locations where: high data costs; infrequent electrical supply; poor GSM connectivity; and low data speeds are prevalent. Currently there is no other solution that can cost effectively reach this target population.

Solution

To solve this problem, BluPoint is developing a platform solution that uniquely provides community access to digital materials on any phone connected to our solar powered, pop up intranet. Our solution consists of a cloud platform to author and adapt digital content that links periodically with our on-the-ground mesh networks of BluPoint hubs, which can operate in harsh environments with no reliable electricity supply and no, or only intermittent, Internet access. The locally cached content can be accessed at speeds faster than 4G by any device that supports Wi-Fi, Bluetooth or FM radio connectivity.



Low energy  
Deploy anywhere



Multimedia  
Webpages



Any Device  
Even basic phones



Free at the point of  
use



Access information  
faster than 4G

Management Team

The management team of BluPoint has a wealth of experience in technology, sales and marketing, operational, financial, international businesses and start-ups. Dr Mike Santer, the founder, is an experienced entrepreneur with proven sales and marketing skills and has worked extensively in Sub-Saharan Africa. Peter Dingley, CEO, has co-founded a number of start-ups, including VC backed organisations. He is a Chartered Accountant and former partner with PWC. Steven Bedford, Director, is an experienced entrepreneur having been founder and CEO of Build-A-Bear Workshop in the UK, former COO of Storehouse plc and worked with many social impact businesses.

# Empowering the technology that people already have in their pockets!

**BluPoint is a company borne out of research at the world class Electronics and Computer Science Department of the University of Southampton.**

A HEFCE grant supported market research which has evaluated the commercial prospects for BluPoint with over 100 potential customers, government agencies, INGOs and partners in South Africa, USA and Europe. As a result of this BluPoint has found potential customers that have a compelling requirement to buy and the budget to spend. These potential customers have seen a working prototype of BluPoint and consider the fully developed product would satisfy their immediate and long-term organisational needs. We have 8 potential opportunities within the mHealth, education and mining sectors being discussed with commercial, governmental and INGO organisations mainly in Southern Africa. These include organisations such as Lonmin Mines, GSK, UNFPA, Pearson, and Western Cape Department of Health.

**Innovate UK, the UK government's innovation agency, through a competitive process has awarded BluPoint a grant of £500,000 to further develop the technology and begin piloting the solution with customers.**



**There is a massively underserved market for access to digital content.** Many established companies are looking to address this underserved market through expensive top down solutions. **Many solutions focus purely on Wi-Fi and consequently currently exclude the majority of mobile devices.** These include Google balloons (\$1-\$3 billion initial investment), Facebook drones, Outernet satellites, BRCK, Lantern and Intel Classroom server.