

# Project Name: Extend Internet Penetration



## Location:

Meru, Laikipia, Nyeri and Embu county- Kenya

## Description :

To enable us achieve a target of 300,000 clients we need to expand our backbone network to areas currently not covered. We already have the blueprint of the intended expansion, financing is the only impediment.

There is need to conduct internet (Wi-Fi) literacy to create awareness to the users on how and where they can access internet. This can be done through advertising and market activation. In Kenya cost of accessing internet is very high thus need to subsidize this cost to attract more people connecting to Wi-Fi.

## Project Promoter:

Mawingu Networks Limited

## Project Objectives:

1. To extend internet penetration within a population of approximately 300,000 people
2. Achieve an average of 10,000 additional customers from the current 6,000.
3. To highlight the of World Wi-Fi Day initiative

## Finance:

Looking for funding to support the cost of 2 months' of internet subscription to new 16,000 customers. Kshs 300 per month for 2 months (around 96,000 USD)

Mawingu will support the cost of awareness i.e. fliers, posters, t-shirts (approx. USD 10,000) and a SMS to all online customers on the Wi-Fi day plus promotional messages during the campaign period (approx. USD 600)