NOREC INTROSEMINAR APRIL 2021

SWOT ANALYSIS: BASIC INTERNET FOUNDATION

BasicInternet.org

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STRENGTH

a). What do we do well?

-Unique value proposition "free access to information on the Internet for every single human being"

-Technology solution, **Access/Range:** reaching out where there is no connectivity (e.g. 2020: TZ 45% coverage)

-Technology solution: **InfoSpots:** providing free access to everyone (#Inclusion, #Regulation)

-Network of communities in 10 African Countries
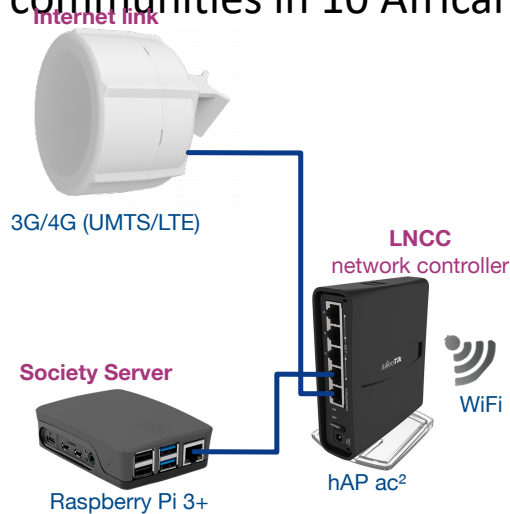
b). What unique resources can you draw on?

-Local: University of Oslo

-Global: UniversityCollaboration.BasicInternet.org

-Collaborations with industrial partners

-Excellent TEAM with multi-disciplinary knowledge

c). What do others see as your strengths -Unique value proposition

-Successful School Connectivity project in TZ

-"Know how the challenges in Africa are"

WEAKNESSES

a). What could you improve?

-The roles distribution within the Foundation

-Efficient communication channel

-Workable business model vs donations (e.g. A4AI is supported by SIDA and Google)

b).Where do you have fewer resources than others?
-Economy of scale

c).What are others likely to see as your weaknesses?

-In adequate personnel and work overload

-Management

OPPORTUNITIES

a). What opportunities are open to you?

-Communities in 10 African Countries

-Well recognised expertise in the follow-up of the "high-level panel on digital collaboration"

b). What trends could you take advantage of?

-**COVID-19,** need for education, need for internet access

-**SDG 4.a** - Number of schools connected to the Internet

-**SDG 3**: Digital Health and Community involvement are seen as core issues for success of SDG 3

-**SDG 16.10:** access to information for every single human being

-**SDG 9.C:** Massive increase in access to the Internet

c). How can you turn your strengths into opportunities?

-Long-lasting Partnerships and visibility on a larger platform

-Through the technology solution, engaging with the service providers for a sustainable business model

THREATS

a). What threats could harm you?
-No funding
-Can't define the Internet Lite Model
-Corruption

b). What is your competition doing?
-"Broadband sales", focus only on unrealistic broadband provision
-Serving the top of the pyramid, not "every single human being"

c). What threats do your weaknesses expose to you?

-Being seen as competitors to Mobile Operators

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