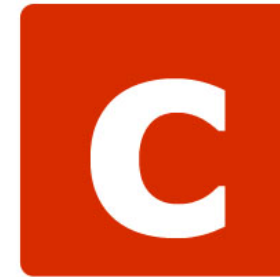




INFORMATION



COMMUNICATION



ENTERTAINMENT

## Africa's WiMAX broadband infrastructure starts with a network of digital campuses

**Presentation for:**

ITC Conference

These materials shall not constitute an offer to sell or the solicitation of an offer to buy, nor shall there be any sale of interest in ICE hereby. Any offer to sell or solicitations of an offer to buy interest will only be made pursuant to a definitive written agreement which will be distributed to potential investors. The information contained in this summary is not intended to be and should not be construed to supersede the contents of a business plan. The information contained in this summary is confidential and may not be reproduced, distributed or, in any way, shared without the prior written consent of ICE.

- ICE (Information, Communication, Entertainment) is a for profit social development venture of **UDC, a private limited liability company registered in Nigeria.**
- ICE was incubated at **Stanford University**, Silicon Valley, USA and is mentored by **Cisco Systems.**
- ICE is building the largest **WiMAX/Wi-Fi wireless broadband network across Africa** by interconnecting local intranets and developing an end-to-end wireless IP broadband infrastructure and content distribution platform to enable **voice, video, and multimedia data** transmission over an internet broadband system.
- ICE will enable distance learning by initially transforming **100 Nigerian higher-ed institutions** and communities into a network of mobile **WiMAX** digital campuses by interconnecting them to one another and the world.
- ICE offers the following benefits:
  - > **reliable**, quality, **low-priced, scalable**, broadband access
  - > **convergence** of real-time voice, internet, video, multi-media
  - > content (data) **sharing**, interaction, **collaboration**
  - > **local content** production and distribution
  - > **reduces "talent flight"** by providing enabling environment which users seek abroad

1. ICE has a profitable, sustainable business model with “multiplier effect”
2. Large, growing market opportunity
3. Best-of-class team:
  - >Directly relevant experience
  - >Expert capabilities
  - >Strategic relationships with leading industry participants
  - >Productive track-record
4. Proprietary deal flow and existing pipeline
  - >Directly relevant experience
  - >Expert capabilities
  - >Strategic relationships with leading industry participants
  - >Productive track-record
  - >Substantial pipeline due to prominence of first subscription
  - >Exclusive deal sourcing network in Africa with “on-the-ground” team in place
5. Early Success
  - >Demonstrated ability to source, price and close subscriptions (e.g. UNN)
  - >Guaranteed revenue stream
6. Substantial competitive advantages
7. Stewardship and Philanthropy (**impact the entire continent**)

ICE has already **procured its first client** and sold **~50,000 subscriptions** of the **1.5M on-campus subscribers** and over **4.5M off-campus subscribers** market we anticipate to capture **over the next 5 years.**

Demographics data implies that the anticipated **demand gap** for access and services (on-campus) is **~68M subscribers over the next 10 years.**

## Business: Volume penetration in niche market

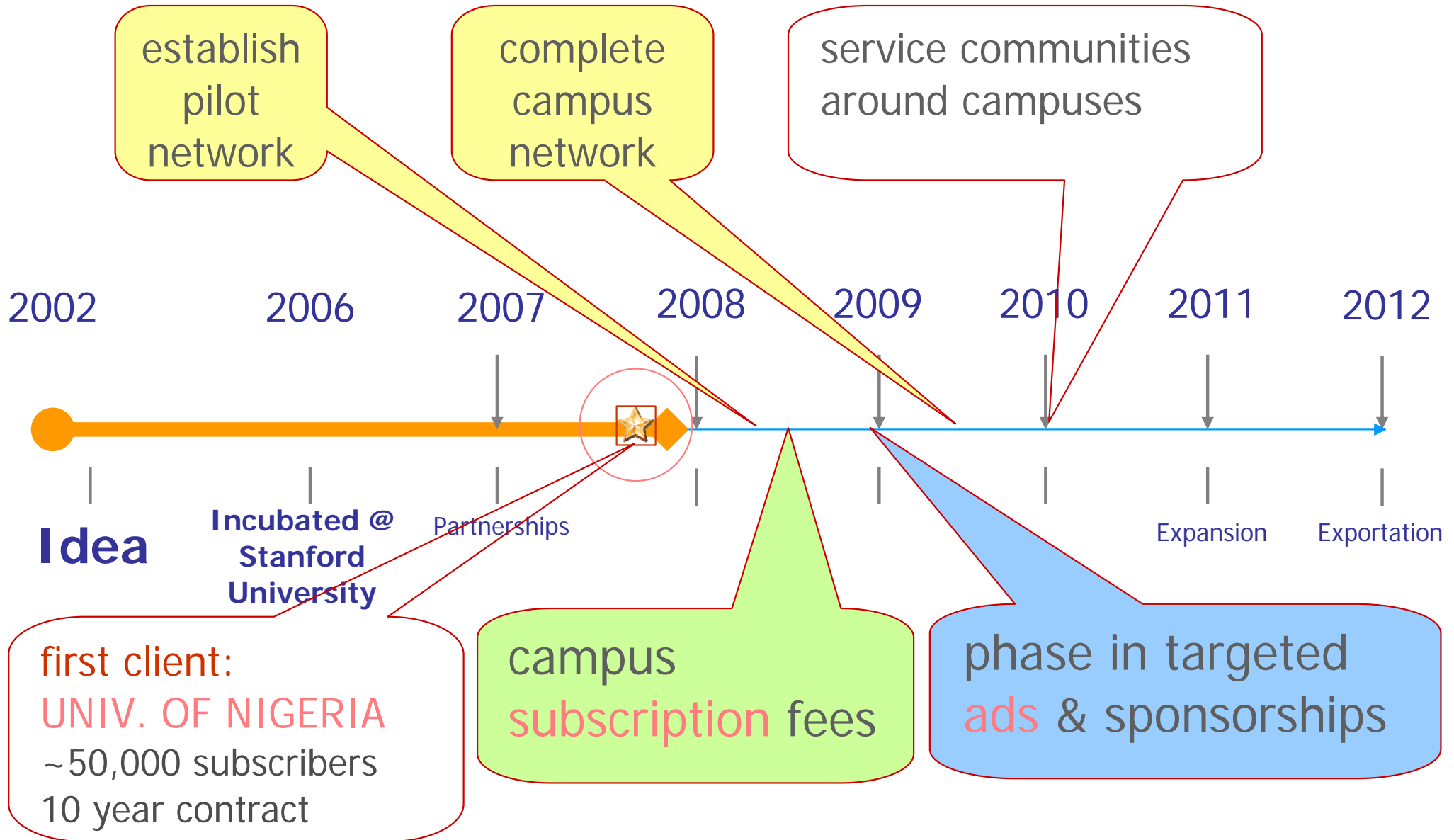
- > focused on scalable, modular market
- > 10-year contracts (guaranteed payments)
- > low pricing (difficult to undercut)
- > flat pricing (easy to calculate)

## Technology: End-to-end IP broadband infrastructure

- > assures rapid, low-cost, viral growth
- > competition must either build own infrastructure or rent ICE

## Political: Partnerships (PPP)

- > public-private partnerships (ppp)
  - universities (equity-based)*
  - government agencies*
- > alliance with best-of-breed companies w/implementation experience





## Network will play strong role in supporting KPO

- > Accounting and financial analysis
- > Image and document management
- > Multi-media



## It's a race we can win

- > competitive
- > only one 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> place

## Must prepare to win

- > infrastructure
- > attitude
- > attention to detail
- > confidence

## Adopt winning strategy

- > Volume, not unit
- > Systemic change



	India	Nigeria	W. Africa	Africa
<b>Population</b>	1.0B	0.15B	0.30B	0.90B
<b>Education</b>	61%	68%	25%	60%
<b>BB access price (per mth)</b>	\$5	\$80	\$100	\$100
<b>Time zone</b>	GMT +5	GMT+1	GMT - GMT+1	GMT+3
<b>Work ethics (perception)</b>	+3	+3	+2	+1
<b>International Languages</b>	1	1	2	5
<b>Job commitment (perception)</b>	-1	0	+1	+2

## ICE | a UDC project

c/o Nnamudi (Nam) Mokuwunye, Founder/CEO  
2007 Digital Vision Fellow | Stanford University

419 Lagunita Drive | Suite 28 | Stanford University | Stanford | CA | 94305 | USA  
Africa Bureau: c/o G. Elias & Co. | 6 Broad Street | Lagos | Nigeria

[www.icecampus.net](http://www.icecampus.net) | [diginam@icecampus.net](mailto:diginam@icecampus.net)  
+1.650.521.221 | +234.803.308.6433