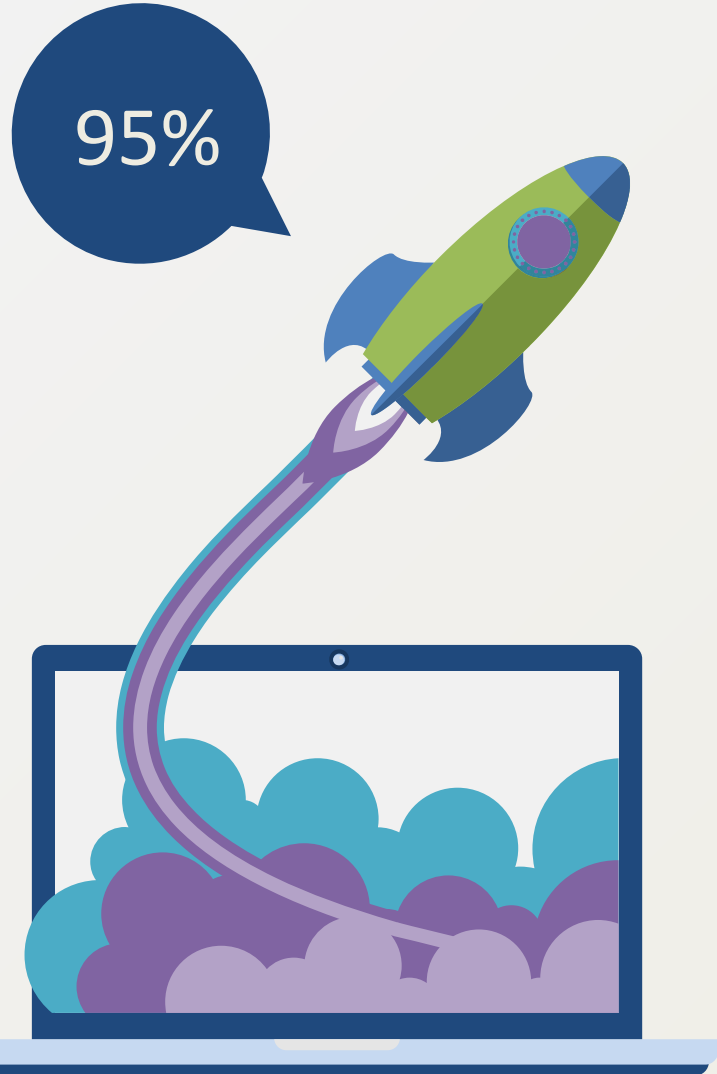


# Affordable Internet issue



## CORE PROBLEM

When a citizen want to use internet at their home, the broadband internet provider option currently have very high entry barrier price. There are various fee including annual fee, monthly fee, and initial fee. Furthermore, the condition to apply is not simple, many document and process need to be provided.



### Direct Symptom

When require internet connection at home, most people prefer teetering wifi from their mobile rather than internet monthly subscription.



### Direct Cause

Investment and scalability cost for internet provider is very high. For each new subscriber it cost more capital compared to mobile usage.

# Our Taxi Driver Persona



## His Daily Problem

With disruptive force across the globe for in demand transportation (uber, grab taxi, etc) it is essential for Taxi Driver to adopt technology such as familiarise themselves with mobile apps and digital maps. The problem rely on connectivity not yet stable trough out myanmar.



Affordable Internet



Transportation Regulation



# Social Sustainability



More free time



Increase diversification Internet usage outside social media.



emerging socio economy in many form related to internet.