



1 Background

Locations



We connect our router at a location providing free WiFi, allowing them to monetize a service that was previously a cost

Advertisers



Advertisers are able to get guaranteed, quality views with our unskippable video advertisements. Their brand is positively associated with an appreciated free WiFi

Users

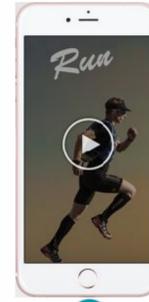


Users receive access to information and learn about interesting brands, while giving up a minimum amount of data

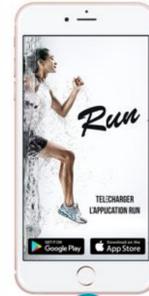
By watching relevant ads, users can enjoy free, high quality connectivity



1 Users access our network at their favorite mall or cafe



2 Watches 12s video, targeted and geolocalized



3 Gets redirected to a page with attractive offers



4 Sees ad banners while browsing the web

2 The Challenge

After successful growth in Morocco, Omniup is looking at expanding in the Middle East and French-speaking Africa

Since 2015, Omniup has reached 65% of Morocco's mobile users



9M unique users



5,000+ new users daily



2,000+ hotspots



21 cities



serves 50+ large MNC's



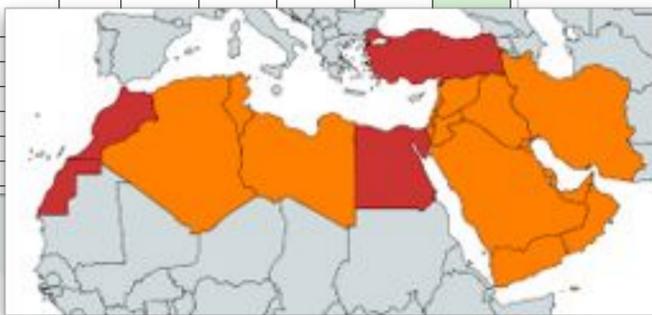
60% click-through rate

3 Team Impact

Strategy

We created a scorecard evaluating global options for expansion. We then cross-checked this with Omniup's hypothesis to identify immediate priorities

	(calculated)		(calculated)				
Algeria	0.59	0.91	0.23	0.99	0.71	0.41	3.83
Brazil	0.39	0.73	0.30	0.94	0.83	0.64	3.82
Guyana	0.65	1.00	0.76	0.75	0.21	0.44	3.81
Congo, Dem. Rep.							
Turkmenistan							
Bangladesh							
Ethiopia							
Philippines							
Ukraine							
China							



Execution

We then supported operations, including conducting primary market research, leading negotiations, conducting sales calls to potential partners, and creating go-to-market tools and materials (e.g., models, pitch-decks, due diligence templates)

ROUTER DEPLOYMENT		Assumptions											
Assumptions		None											
Router Chart		2% Routers that are installed but not active											
		Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
New Routers Installed		100	100	100	100	100	100	100	100	100	100	100	100
Router Chart		95	95	95	95	95	95	95	95	95	95	95	95
Net Routers Installed		95	95	95	95	95	95	95	95	95	95	95	95
Complete Active Routers		95	190	285	380	475	570	665	760	855	950	1045	1140

