About BLUETOWN

BLUETOWN is a global IT company that provides low-cost, sustainable Wi-Fi solutions to connect people in rural areas of the world. BLUETOWN was founded in 2006 and is headquartered in Copenhagen.

BLUETOWN operates globally with offices in Denmark, USA, India, Tanzania, Ghana, Peru and Dubai with a total workforce of 70 employees.

Since 2006, BLUETOWN has invested more than 10 million USD by mid 2016 in the development of Wi-Fi hotspots to developing countries, providing people with online access and creating the grounds for improved healthcare, education, administration, growth and living standards.

Mission
BLUETOWN makes communication accessible and user friendly in rural areas, allowing people to make low cost calls and browse the Internet on WI-FI enabled handsets without the need of a SIM card.

Vision
Connecting the unconnected.
BLUETOWN wants the entire world online

The global IT company BLUETOWN wants to provide online access to the almost 4 billion people living without Internet in developing countries. Online access is essential for improved healthcare, education, administration, growth and living standards.

Developing countries, particularly in Africa and India, have millions of remote villages without online access and modern technology.

BLUETOWN’s solar-powered technology solution will provide these villages with the possibility of raising their voice, break the isolation and open up to new markets, better healthcare, education and more effective administration.

BLUETOWN’s technology solution is the answer to The World Bank’s studies, which show that online access and online communication are essential for the creation of growth and wealth in rural and remote areas.

The development of infrastructure is dependent on communication. Therefore, it is an investment to provide a platform for communication, both for the developing countries and for BLUETOWN’s investors.

55% of the world population has no Internet access (1)  
84% of Africa’s one billion people are not connected to the Internet (1)  
80% of the health issues among patients in rural clinics could be addressed with the use of ICT (2)

(1) measuring the information society 2013, International Telecommunications Union  
(2) Source. World Bank; World Health Organization; McKinsey Global Institute analysis
Pilot projects show the potential
BLUETOWN’s pilot projects in i.a. Tanzania and India have had a huge positive impact on the local communities. The Internet gives the education sector access to new learning materials and benefits both teachers and students. When it comes to healthcare, doctors and nurses can now use the Internet to search for health information, gain new knowledge of diseases plus treatments and participate in videoconferences with healthcare personnel from urban areas. More importantly, healthcare personnel can gain access to information about preventive health care.

Another important focus for rural and remote areas is agriculture. Online access means that villagers can search for information about markets, prices and the most effective ways to cultivate the land and keep livestock.

The key to all this is the Internet, which until now has been reserved for the developed and wealthier countries and the privileged population sections of the developing countries. Thereby, BLUETOWN’s technology solution is a game changer – everyone can now go online!

This is how BLUETOWN operates
BLUETOWN’s solution encompasses base stations and Wi-Fi hotspots that provide cheap broadband. Villagers can purchase megabyte suitable for their spending power and needs.

In countries like India and Africa, BLUETOWN’s technology solution has resulted in impressive growth rates. The expansion of the Internet is a prerequisite for the communities to develop their infrastructure, health and education sectors and market economy. To assist this development, BLUETOWN has established country offices in Latin America and USA.

In the future, BLUETOWN’s technology solution can help relief organizations by providing online access to refugees in refugee camps.

“When a village in Africa becomes connected to the Internet, the farmers can get the information needed to get the best price for their crops. They don’t have to take middlemen into account and they can cultivate their lands in the most efficient manner. Therefore, cheap access to the Internet means that a village’s economy will grow by up to 30 percent”, says CEO Peter Ib.
How we do it

BLUETOWN's dedicated employees work across six continents to secure online access to all parts of the developing world. Investors come from all over the world, but BLUETOWN also focuses on local investors in order to entrench local projects.

BLUETOWN is headquartered in Parken, Copenhagen, where the concept of base stations and Wi-Fi hotspots are being further developed. In addition, BLUETOWN has offices in India, Ghana, Peru, Tanzania and USA.

The concept of BLUETOWN is being carried out by funding from investors while the business operates on revenues from the telecommunications traffic that are distributed to local telecommunications companies, investors and BLUETOWN. Furthermore, BLUETOWN runs direct sales of base stations and Wi-Fi systems.

Since 2006, BLUETOWN has invested more than 10 million USD by mid 2016 in the development of Wi-Fi systems to rural areas in the developing world. This year, BLUETOWN expects its first large turnover and the goal is a 153 million USD turnover by 2019. The main markets are India, Tanzania, Ghana and the Middle East. BLUETOWN anticipates break-even by the end of the fiscal year 2017.

Danida, the Danish State's development department, has supported BLUETOWN with 0.8 million USD in the pilot phase.

The people behind BLUETOWN

The head of BLUETOWN is CEO Peter Ib. Peter Ib and the management has hand-picked BLUETOWN's employees of which more than half has a professional background from Nokia’s device development department in Sydhavnen, Denmark. Back then in 2012, Peter Ib was in charge as CEO of the department and managed the phase-out of 1,200 employees. Most of them got jobs quickly afterwards.
The new investments in BLUETOWN require new employees, including software engineers and project managers. At a global level, BLUETOWN has 70 employees and the workforce is expanding, mainly in Tanzania and India.

"BLUETOWN has great, global ambitions. And when I - without any doubt - can claim that they are realistic it is due to the fact that there are 4 billion people with an unsatisfied demand for Internet. In Tanzania and India, we have proved that our business models work and this has led to numerous negotiations with large investors. We have high growth targets, but it would also be pointless to focus on a global market without thinking globally. Moreover, our investors perceive us as a global player. New investments show that we are close to fulfill our growth targets", states Peter Ib.

Among the investors is the entrepreneur, Ali Mufuruki, from Tanzania. An important part of BLUETOWN’s strategy is local investors as they ensure local support to BLUETOWN’s solution. Ali Mufuruki shares BLUETOWN’s opinion of online access as a prerequisite for improved education, healthcare and growth. This year, 29 base stations will be established in Tanzania, which creates further grounds for BLUETOWN’s expansion. BLUETOWN expects that 100 million people will benefit from its solution within the next four years.

As I see it, most of Africa will benefit from BLUETOWN’s technology solutions

Ali Mufuruki
Investor
FACTS ABOUT BLUETOWN

• BLUETOWN is a global IT company headquartered in Copenhagen, Denmark.
• BLUETOWN operates globally with offices in Denmark, USA, India, Tanzania, Ghana, Dubai and Peru.
• BLUETOWN's workforce counts 70 employees, 45 located in Copenhagen.
• Since 2006, BLUETOWN has invested more than 10 million USD by mid 2016 in the development of Wi-Fi hotspots to developing countries.
• BLUETOWN operates in line with the countries' strategies for IT infrastructure development. Each project is implemented with continuously contact with both local authorities and telecommunications companies.
• BLUETOWN's solution consists of 6-24 meter towers and base systems with e.g. satellite dishes. They connect to existing telco infrastructure via either Microwave link, optical fiber cables or satellite.
• The Wi-Fi signal covers a diameter of 1 kilometer depending on terrain and the base station requires a minimum of maintenance.
• BLUETOWN is sustainable. The solution is 100% solar-powered. During nighttime, rechargeable batteries secure online access.
• BLUETOWN is cheap. The solution partly consists of simple standard components and do not require electricity.
• Quality is key. BLUETOWN's solution is able to manage a rough climate in rural areas.
• A BLUETOWN team of 2-4 people can set up the base station and get a village online within one day.

Contact information:

Marketing
+45 3166 0007 • marketing@bluetown.com
www.bluetown.com