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

When requiring internet connection at home, most people prefer using their mobile devices with teetering WiFi rather than internet monthly subscription.

Investment and scalability cost for internet providers is very high. For each new subscriber, it costs 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
Solution

- **Tax subsidy for telco equipment**
  To provide more affordable internet, there are many tax exemptions the government can provide, i.e., for equipment.

- **Support for VOIP and other forms**
  Support the development for VOIP to provide cheaper voice communication amongst citizens.

- **App-based transportation regulation**
  Common problem of emerging on-demand transport service is using personal vehicles as public service transport.

- **Smart City solution for traffic**
  Traffic management and reporting make it easier for everyone's life, especially for taxi drivers.

- **Public Wifi from government**
  In a public place or blank spot area, the government can provide public WiFi.

- **Payment Regulation**
  Economic movement in the digital era must be completed with online payments.
Social Sustainability

More free time

Increase diversification Internet usage outside social media.

Emerging socio economy in many form related to internet.