

# BYCONNECT DATA LOGO AND SIM CARD DESIGN BRIEF

## 1. Background / Overview

Internet data is fast becoming a necessary commodity like water and electricity with the market for mobile devices such as tablets and smartphones increasing and sales of tablet computers and other smart devices surging. Smartphones will be a niche device beyond 2014. The opportunity is currently available to us because of the gap in the market for reliable and fast internet data. At present competitors have continued to advertise their services while ignoring the obvious fact that their networks are overloaded and cannot match the increased capacity of users. As a result subscribers experience slow speeds and unreliable internet connectivity on these congested networks despite the promise of seeming large data or “unlimited” packages. In addition to this restrictive contracts lock subscribers into 12 – 24 month arrangements that are becoming un-favourable. Our pre-paid Byconnect APN service will therefore be an attractive option for dis-satisfied customers looking for better options.

Byconnect Data is a joint venture company established through a partnership with Bikon Capital (License Holder) and Superior Quality Engineering and Technologies 63 CC (Financier). It was conceptualised to meet the needs of a high data use niche market of subscribers and exploit a gap in the market for a virtual private network for individuals who are not looking for quantity but quality of data. The network will not be a public network and will reach a cap of 150,000 subscribers to ensure quality of service is maintained.

Byconnect Data's business model operates as a corporate Access Point Network (APN) where subscribers are allocated 6GB of pre-paid high speed data per month at a cost of R499. There will be no out of bundle rates once this allocation is exhausted and subscribers will be required to top up their bundle with another 3GB package. Should this allocation not be exhausted by the next billing cycle, unused data will be carried over to the next month for a maximum of 30 days from the first top up date. The network targets subscribers in the gaming and high data usage segments such as small office and home based businesses, University Campuses in Johannesburg and other individuals.

ByConnect Data is also the first mobile network in South Africa to introduce a cash back loyalty program for subscribers. Every subscriber joining the network has the opportunity to earn some money through a recruiter program while enjoying better connectivity and faster speeds. The recruiter program rewards subscribers who recruit a minimum of 45 other active subscribers within their first month of signing up. Active subscribers are users who stay on the network for a minimum period of 3 months and who have topped up their data consecutively during this period. Recruiters will be given a unique code when signing up for the recruiter program and they will use this code to link other subscribers signing on through them. A cash back counter will be available on the recruiter's profile to be able to view who they have recruited, when their cash back bonus begins and see how their money grows. Rewards are valued at 3% for every data top up and re-charge i.e R14.97 for every R499 top up or recharge).

Our initial campaign will only be open to eligible recruiters who will have registered 45 people or more through their unique code. The Byconnect Data service will be limited to 70,000-150,000 subscribers at full capacity, so this offer is only available on a first come first served basis.

### 1.1. HOW THE SERVICE WORKS

- 1) Recruiters promote Byconnect Data through their network and persuade their recruits to port from their current providers to ByConnect Data.
- 2) Subscriber logs onto our website after hearing about us.
- 3) Subscriber selects the “Register” option and fills out a form requesting their Full name and Surname, ID or Passport Number, Physical Address, mobile number and email address. There is a mandatory option to attach a proof of residence document (Utility Bill, Retail store account

statement, Lease etc not older than 3 months) and a copy of an Identity Document. Deliveries will be by hand courier and to the subscriber's preferred address. The subscriber will be prompted for a payment to complete the purchase order.

- 4) An email notification will be received on the email address provided on the order form that the order has been received, the number of days the delivery will take and the documentation the subscriber should have on hand once the delivery is made.
- 5) Byconnect data will dispatch a hand delivery courier to the subscriber's physical address with the SIM card starter pack. Deliveries will only be made once documents attached to the application have been verified and the application form has been signed.
- 6) The SIM card starter pack will have activation details for subscribers as follows:
  - i. Your SIM was activated upon registration and is ready to use!
  - ii. Insert the SIM card into your device of choice and switch it off for 1 minute.
  - iii. Switch on the device again and go to network settings for your device's operating system for Android, IOS, Windows, Symbian or Blackberry phones or wirelessly for dongles and WIFI routers. Depending on your phone's operating system select the appropriate options to insert our APN Name "Byconnect Data". The SIM card will have been authenticated onto our network and all other settings will automatically come on.
  - iv. You are now ready to use our service!

## **1.2. TOPPING UP**

Subscribers receive their first data bundle when they purchase their SIM card. This bundle is loaded onto their SIM card with the first purchase. Once this bundle is finished subscribers will be required to top up their account. This can be done in the following ways:

- Click on the Top up button on our website and pay directly into our bank account.
- Set up a monthly debit order directly through your account by adding us as a beneficiary
- Direct transfer by EFT or deposit into our bank account at any bank branch and email us a proof of payment copy to [payments@byconnectdata.co.za](mailto:payments@byconnectdata.co.za) (Please allow for 2 hours to update your profile).

## **1.3. ADVANTAGES OF OUR NETWORK**

- Users of large data requirements (music and video streaming or online gaming environments) are able to enjoy fast speeds and get value for what they buy.
- Connections are fast, secure, reliable and privacy is increased as the user's initial IP address will be replaced by our own IP address.
- Subscribers become eligible for the recruiter programme with a significant earning potential once they apply for a recruiter code and have recruited more than 45 new active subscribers.
- Network infrastructure is powered by MTN and therefore supported by the company's superior capabilities ensuring reach and quality of service for customers.

## **1.4. POTENTIAL PROBLEMS IN THE MARKET**

- Data packages will not compete on price points but on quality. Product is therefore servicing a niche market of subscribers willing to pay a premium price for better connectivity and fast speeds. A recruiter program also offers subscribers an entrepreneurship opportunity to earn money while you using our data.
- The service's reliability and performance is not under our direct control but instead relies on MTN's quality of service. Subscribers out of MTN's 4G and LTE coverage areas for example will be dis-satisfied with the service.

## **2. Brand Objective:**

Byconnect Data would like to position its brand to capture the fast speed, reliable internet data market under a brand name that connects with the online gaming, music and video streaming segment. Our business goal is therefore to create a product that will appeal to this segment of consumers while differentiating us from our competitors.

The assignment for the marketing team is to conduct a social media and word of mouth campaign that will persuade consumers to buy into a premium product that speaks for its value. Our product caters to an exclusive niche market with high data usage (online music/video streaming and gaming) and we would like the brand to speak for itself. Alongside this we would like to change the lives of ordinary South Africans by offering an earning potential from our product through our Recruiters' cash back loyalty program.

### **2.1. Target Market Profile**

Our target market is conscious of competing services in the market from other data service providers, has probably tried and tested all of them and is looking to settle with a data network that is reliable, honest and delivers on its promises even if this means at a premium cost. Age, location and sex are varied but we are looking at primarily tech savvy men, women, children and youth aged between 4 – 50 with household incomes of 95K per year. This segment is "technologically competent", continuously evolving and trying to keep up with the technological curve. They are looking for a network that will support all their data needs "fast speed", "reliable connectivity", "affordable prices", "4G and LTE capability" are all words they relate to. At the same time, they buy data expecting to stay connected anywhere anytime. They won't switch providers just because the advert says so but more by word of mouth. They have strong opinions and feelings about brands that have failed them in the past and will tell others of these experiences to warn them off a product.

### **2.2. Additional stuff that might help the creative team?**

Key words:

- 4G and LTE capable SIM Cards
- Reliable connectivity
- Fast Speeds on LTE and 4G connectivity
- Exclusive private network that is only advertised through word of mouth
- Network that understands being connected and being online is important to you and takes this seriously
- No peak and off peak times
- No contracts
- Pay as you go
- Free Door to Door SIM Card delivery
- Ready for use SIM card
- Recruiter Program to earn money while working from home

## **CONTACTS**

Peter Ambale - +27769847618

Joyce Ambale - +27766446224