



FON – the worlds largest WiFi community one year down the track

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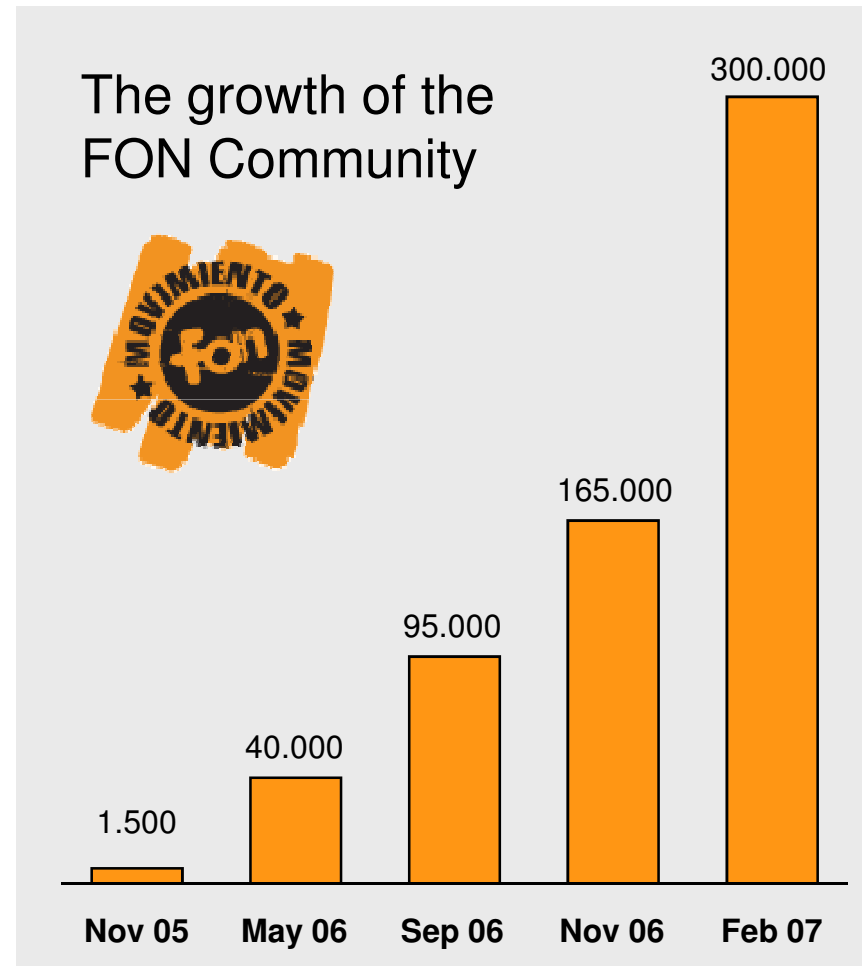


FON is the largest WiFi community in the world – built in less than one year

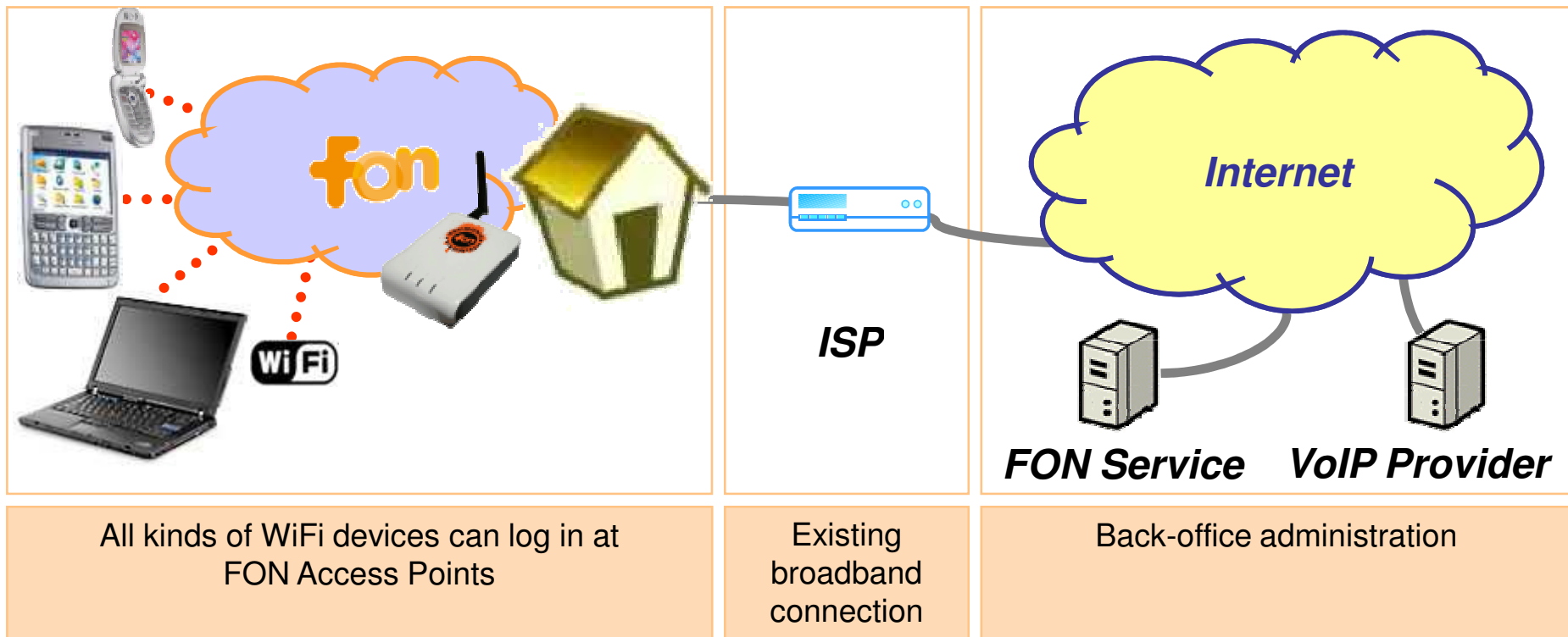
- **Founded:** November, 2005
- **Funding:** 02/06 ver \$20 million from Skype, Google, Index Ventures, Sequoia Capital



- **Headquartered:** Madrid, Spain
- **Number of employees:** 80 and growing globally
- **Achievement:** 300.000 members worldwide and growing fast



FON has developed a software that allows people to share their broadband connection (e.g. DSL) with others through a FON WiFi Router



The Community becomes part of the network just like in the early days of the internet



FON is a community of people sharing their broadband connection over WiFi

There are: Linuses, Bills and Aliens



Linus: **Share their WiFi hotspot** and get free roaming on all hotspot of the Fon Community



Bills: **Share their WiFi hotspot** and get 50% of the revenue generated by Aliens in their hotspot but pay for roaming



Aliens: Customers who pay a fair price of EUR 3,- per 24h for access to the Fon Community

SHARING



WiFi is much more than laptops!!!

- When people think of WiFi today, they think of laptops
- However, WiFi is the most used broadband data transmission standard in electronic devices... some of them are listed
- FON co-operates with device manufacturers to help end-users to get access to >100.000 FONspots worldwide



Beyond viral growth, FON partners with ISPs and Fixed Telcos

- FON is not for free loaders
- Pricing does not undermine ISP business models
- FON shares revenues with ISPs
- ISP Benefits:
 - Differentiation
 - Higher ARPUs
 - Increased gross adds & stickiness

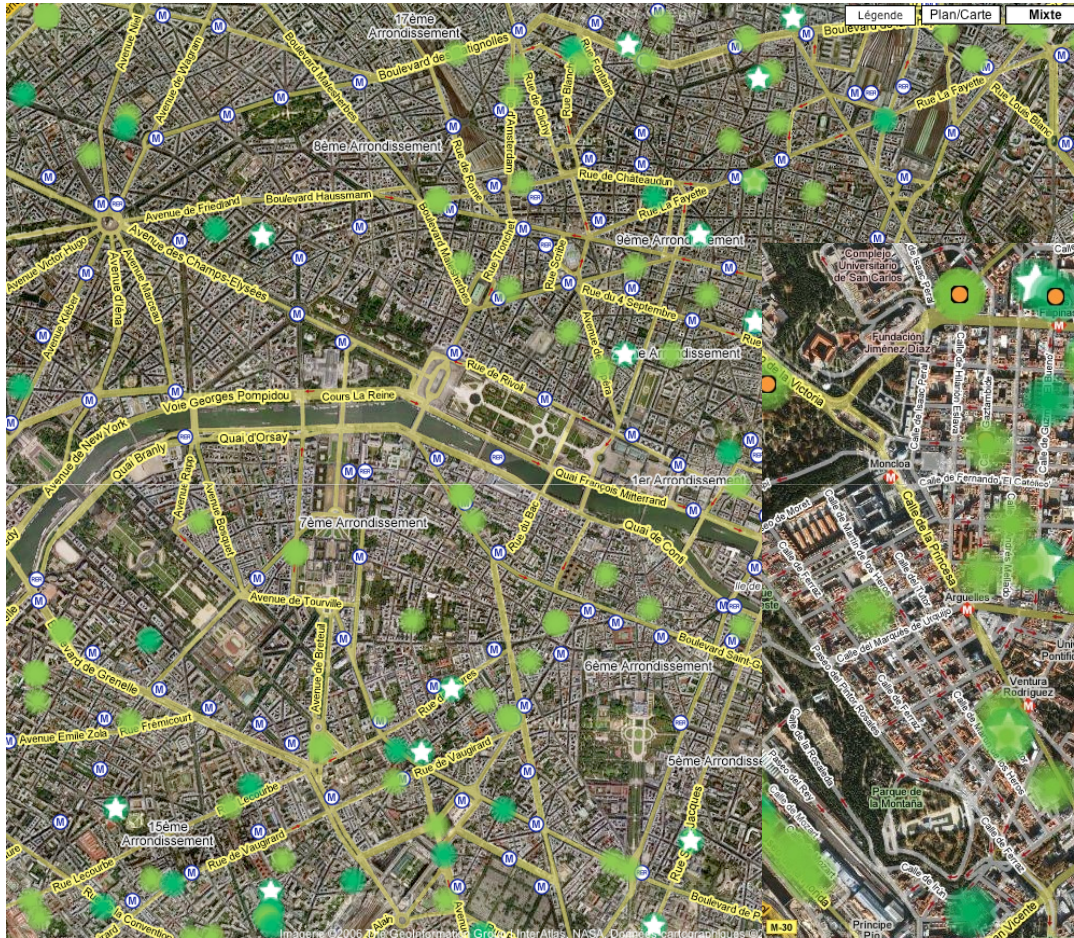


Other FON Promotional Partners



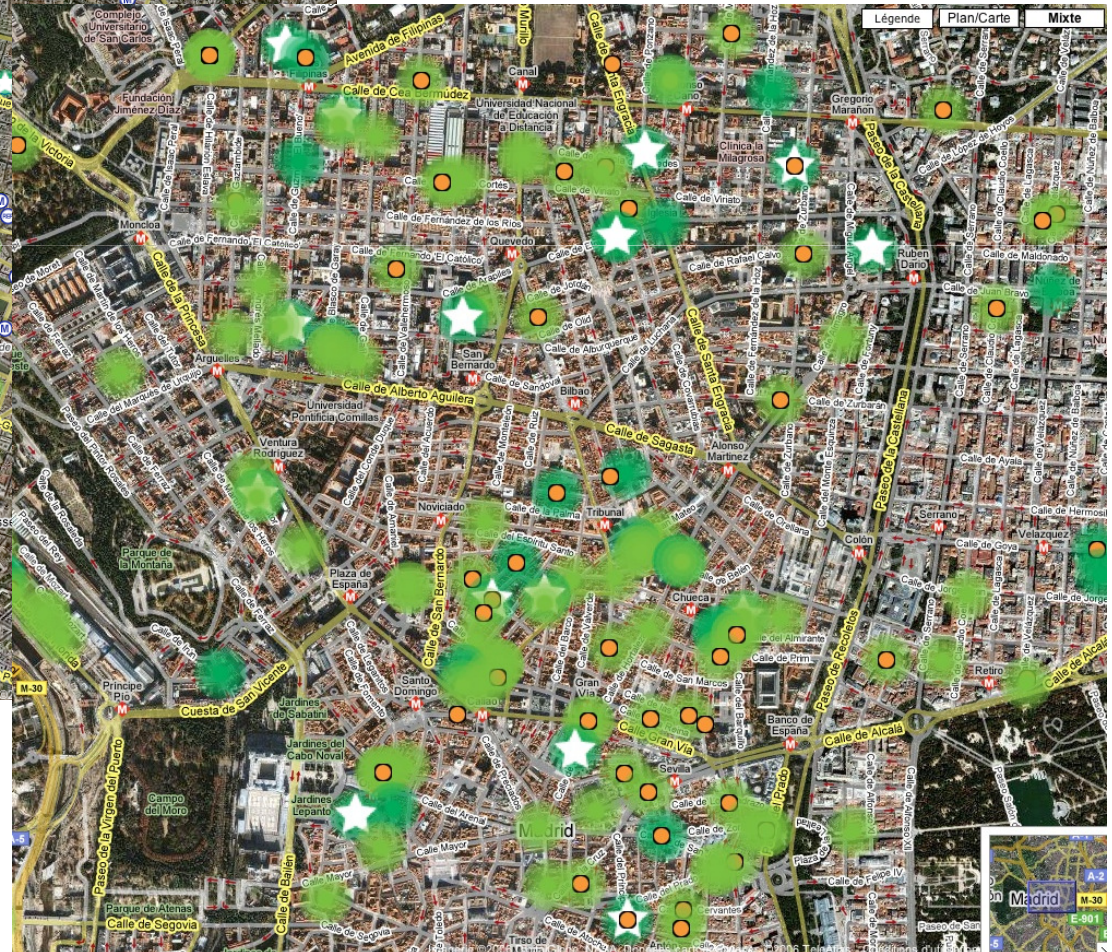
The users are building a Community of Hotspots

Paris



Foneros share their WiFi at home and roam for free within the FON Community

Madrid



Every new Fonero provides benefit to all others



Media loves the FON story and project

THE WALL STREET JOURNAL

CHIP

STUTTGARTER
ZEITUNG

The New York Times

BusinessWeek

Wirtschafts
Woche

BBC

PORTAL.DE

DSLteam.de

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CNN Money.com

Jupiterresearch.
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- <http://de.fon.com> – FON website containing all information about the WiFi community
- <http://blog.fon.com/de> - German-speaking blog with daily news on Fon
- <http://de.fon.com/news/fonnews> - collection of latest press opinions
- <http://maps.fon.com> – current spreading of the FON community
- <http://english.martinvarsavsky.net> – Martin Varsavsky presenting his ideas and visions

