



Bonton Connect
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Mobile Internet for the Masses

Bonton Connect is one of the pioneering WiFi sharing platforms that allows people to use unlimited volumes of internet for as low as 5tk to 10tk. With Bonton, people can share their WiFi and earn credits every time a user connects to their shared WiFi. Bonton introduced the concept of WiFi sharing through software, which means we utilize the existing infrastructure to increase internet penetration and scaling is only a marketing problem. With the aim to promote accessibility and affordability of the internet, Bonton has started its operations from the urban areas of Dhaka and is planning to slowly reach the rural areas that have a high demand for the internet.

While there are several telecommunications operators in Bangladesh providing internet services, Bonton is the only decentralized internet service provider that allows both the end-using party and the providing parties to be members of the general population gaining value from the system. Bonton will ensure that internet users can use the internet at a cheap rate with a higher bandwidth compared to mobile data.

How Bonton Works

Wireless broadband speeds are too large of a responsibility for any single telecommunications organization but a small step for every citizen to look out for one another can result in the sharing economy of the future. Bonton is trying to achieve the democratization of Internet connectivity.

a. Technology:

The App has two main options, one for the users to connect to a nearby WiFi and another for the hosts to share their WiFi. Both the users and hosts will use the same app for convenience.

The host will use the “share” option to input their router’s password in the app and the app uses this information to enable an intelligent system on Bonton’s servers



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(completely proprietary) to login to the router's settings panel and change the settings in such a way that it enables wifi sharing.

On the other hand, the app has a regularly updated "minimum wifi map" built into it so that wherever the user goes it will find a Bonton network nearby if there is any. When the user wants to connect, the app promptly connects him to one of these minimum spanning wifi networks to download a comprehensive map of the local area and then switches to a more suitable network that has balanced traffic to ensure maximum performance while simultaneously charging the user for his use.

b. Business:

Bonton's revenue model is pretty simple. When a user is stationary and connects to a nearby WiFi of a host and uses it for more than an hour and less than 12 hours, he will pay a fee of 5tk for his usage. The fee is charged based on time rather than volume. This fee will be shared among the Bonton and the host. The percentages will be 80% and 20%, respectively.

Our app will provide a way for the users to purchase an unlimited amount of data with a minimum amount of fee and also provide broadband speed even on the go.

Finances

Bonton Connect closed an angel investment round of 100,000USD in 2020. Using the money, we have developed our technology and launched our application. In June 2021, Bonton Connect launched its application on PlayStore and is working on its growth and expansion. The application has over 30,000 downloads and a monthly active users of 12,000. Over 18,000 people have been sharing their WiFi through Bonton since the 3 months of our launch. We are currently looking to raise our seed round of 300,000USD for 18 months of runway to expand all over Dhaka and the outskirts of Dhaka. We also want to use the money to introduce a user management system for the Internet Service Providers who want to do business by implementing hotspots, that in turn will help to increase our supply in areas where there is a lack of infrastructure.