

.public

The Universal Network

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.public Overview

- Goals : Universal, Open, Distributed
- Institutions : Labs, Brands, Stores, Spots
- Experience : Users, Businesses, Operators

.public Goals

- **Universal Internet Access**

permanently eliminating the digital divide

- **Open Mesh Network**

interoperable protocols and hardware for metro-area distribution networks

- **Open Identity Services**

community based identity system provides both security and privacy

- **Distributed Business Model**

sustainable and scalable business practices for long term success

Universal Internet Access

permanently eliminating the digital divide

- scaling the network to global pervasiveness
- network software as a free commodity
- anonymous limited-service always available
- authenticated full-service for members
- small business franchise model

Open Mesh Network

interoperable protocols and hardware for metro-area distribution networks

- open, evolving protocol standard
- open reference hardware and radio systems
- indoor, outdoor and mobile modes
- virtual mac technology for reliability

Open Identity Services

community based identity system provides both security and privacy

- identity is a function of community
- trust network starts with .public notaries
- equipment and members need a signatures
- makes secure communication a reality
- preserves privacy using trust networks

Distributed Business Model

sustainable and scalable business practices for long term success

- .public foundation is R&D and Education
- .public business is Marketing & Franchising
- network is split into continental domains
- continents are split into civic domains
- franchises are established by territory

.public Institutions

- .public Labs
- .public Brands
- .public Spots
- .public Stores

.public Labs

Research & Development

- providing open source mesh solutions
- creates and maintains protocol standards
- publishes reference implementations
- develop hardware reference platform
- creates coursework for .public Schools

.public Schools

Training & Certification

- Technical Training
- Business Training
- Notary Certification

.public Spots

Core Network Deployment

- **.public Spots for business**

lower bandwidth costs while improving security, reliability and providing customer access

- **.public Spots for members**

high bandwidth mobile internet services, transactions and secure access

- **local .public Stores do footwork**

targeting nearby business owners, especially third-space & multi-unit housing

- **Network spreads along business corridors**

incentive to business is better service and customer attraction,

.public Stores

Individual Franchise

- Franchise Operation
- Certified Technicians & Notaries
- Uniform Storefront Design
- Sells Radios, Certifies Customer Equipment
- Creates Identities for Members

.public user experience

- Network Members
- Business Owners
- Franchise Owners

Franchise Owners

the core .public customer & vendor

- Get training at .public Schools
- License logo and brand from .public Brands
- Maintain certification on annual basis
- Send their techs to train at .public Schools
- Sell .public certified hardware solutions
- Sell certification and registration services

Business Owners

the .public Spot business proposition

- Purchase hardware from .public Stores
- Provide .public Spots for their customers
- Reduced Bandwidth Cost
- Improved Service, Reliability & Security

Network Members

The .public end users

- Purchase hardware from .public Stores
- Purchase certification service from .public Stores
- Agree to the Mutual Service Agreement
- May purchase support services from Stores
- May use any .public network connection