

PROJECT PROPOSAL

How to start your own ISP ?

PREPARED FOR: You

PREPARED BY: Pranaya Chaudhary

DATE: 01/SEP/2014

PROPOSAL: GSI-ISP



PROPOSAL COVER

Client Info / Job / Description / Prepared By / Prepared For

CLIENT INFO

Anyone who is interested in starting their own isp

JOB

Consultation for starting your own ISP business
Setting up basestation and other networks
Delivering services and imparting training

DESCRIPTION

GrayRum Solutions India consults in providing Broadband & Leased Line internet connection networks to home, offices & small or large companies. We are providing array of services to the end customers like Lease Line Internet, Web Development & Hosting, Business consultation and more.

As a channel partner you can be a part of our business without investing for the services we offer to end customers, Individuals or Companies. Whether you want to start your new business or are already running a Local ISP service , you can join us and let your network be a part of GrayRum Family.

PREPARED BY

Pranaya Chaudhary
CEO
pc@goob.in

PREPARED FOR

You
Franchise Owner of ISP



COVER LETTER

www.fiberclaw.com - The Broadband People

Hello

01 / SEP / 2014

Dear Sir/Madam,

Thanks for showing interest in joining hands with GrayRum Solutions India.

As you already must have realized, starting your own ISP is a very tedious task. With the kind of road-blocks you face, you end up investing a lot of time just searching for information.

We provide you an easy path to start your own ISP business with us. We will help you plan, implement and manage the network and earn money while helping sell broadband connections and leased lines in your area.

Here are the things you should note :

- 1: When you join us as a Channel Partner, you will have the freedom of operating an ISP without legal and licensing responsibilities.
- 2: We are the fastest growing ISP consultant in India.
- 3: GSI mainly runs on Wireless model and we can proudly say that we provide better services than the wired competitors in the areas we serve.
- 4: GSI will provide you all the training you need to successfully start and run the ISP business in your area.

So, if you are interested in excelling in the field of Broadband Services and Leased Line Networking, you should read on.

Sincerely

Pranaya Chaudhary
CEO
pc@goob.in



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ABOUT US

Mission / Background / What We Do

“It is GrayRum Solutions India’s mission to provide fast and reliable, wireless Internet access at a reasonable price. The most important thing to note is that every customer must be satisfied with our services.”

BACKGROUND

GrayRum Solutions India is an innovative company that provides wireless broadband Internet connections and leased lines to several corporate clients across India. Utilizing Wi-fi technology and proprietary antennas and repeaters, GrayRum Solutions India is able to serve a large area with wireless Internet.

GrayRum Solutions India was founded by Pranaya Chaudhary. With a B.Tech in Computer Science degree, Pranaya has the skills to execute on this well-researched and well documented business plan. Pranaya spent 7 years in the IT and ITES sectors, which gave him not only an incredible and reasonable boost in confidence to accomplish a business venture, but also provided him with solid project management skills and experience.

The market for wireless broadband & Leased Line Internet connections is wide open. Demand for traditional broadband connections is surpassing conservative forecasts. The wireless market is even more exciting due to the significantly lower costs needed in terms of delivery infrastructure. As GSI’s customer base grows, costs decrease through scales of economy, creating an even more compelling argument for our existence.

WHAT WE DO

- > We provide Last Mile Internet connectivity on Wireless and Fibre Optic Networks.
- > We provide Wi-Fi hotspot solutions serving a small home to a multi-acre corporate campus.
- > We provide CCTV surveillance systems with IP cameras.
- > We provide complete networking solutions for your business.
- > We also provide Website Designing & Hosting Services for your business website.
- > We help people in starting their own ISP anywhere in India.



PROJECT SUMMARY

An overall summary of the project and project goals

“ By the end of this project, you will be successfully running your own ISP network in your city. ”

Starting your own ISP, with the help of GrayRum Solutions India is a very easy task. By the time you are finished reading this full report, you will be a confident person with a clear picture on how you will go about starting your own ISP Business.

We have divided the whole project in different goals so that we can cover and complete them one by one.

The process includes identification of possible business opportunities in your area, setting up a blackhaul (Base Station) and installing transmitters on the same. There after we will be setting up and configure your network and server.

Then our team will be training you on how to manage and run your wireless ISP and deliver the best services to your clients.

Here is a description of the goals :

GOALS

- > Geographical study of your area and identification of a proper business plan.
- > Setup of your base station and configuration of your network.
- > Training your team to successfully run the business.
- > Make profits and grow exponentially with our support.

Once we are finished discussing it over the phone, we will proceed further and start the process of implementing the network and delivering the services.



GOALS & OBJECTIVES

Goal 1 / Goal 2 / Goal 3

Now as we have identified the goals and our objectives, lets go over them once again and move forward :

GOAL 1

Geographical study of your area and identification of a proper business plan.

- > Objective 1.1: Send us your address and mark it on a Google Map so that we can analyze your area and look at the possible distribution points.
- > Objective 1.2: Once Identified, we will place an order for bandwidth delivery in your area.
- > Objective 1.3: We will then setup the network while the bandwidth is being delivered.

GOAL 2

Setup of your base station and configuration of your network.

- > Objective 1.1: Finding a location in the center of the city to lay down a basestation tower (100-120ft)
- > Objective 1.2: Installing the transmission antennas.
- > Objective 1.3: Configuring the server and other devices in order to setup WISP network.

GOAL 3

Training your team to successfully run the business.

- > Objective 1.1: While the network is being setup and the bandwidth deliver is in process, our team will train your team to run the business.
- > Objective 1.2: We will teach you device configuration and network management.
- > Objective 1.3: By the time, bandwidth is delivered, our team will be finished training you.

The goals will be worked upon and completedly simultaneously in order to maximize the time utilization and delivery of services.



TEAM MEMBERS

Team members working on the project



Pranaya Chaudhary

Project Leader

Pranaya Chaudhary is the CEO of GrayRum Solutions India. He is responsible for the project planning and implementation. He will be your point of contact if you have any issues during the project transition.



Ankit Kumar

Account Manager

Ankit Kumar will be your personal point of contact during the project transition. He will be responsible for the delivery of the equipment and will help make the process smooth.



Praveen Kumar

Technical Lead

Praveen will be leading the installation and setup of the network and will train you on the technical aspects of the project.



PROJECT TIMELINE

Time and tasks needed to complete the project

The project will be divided into the below timeline. Please note that this is tentative time and may change as conditions vary :

COMPLETION	TASKS AND DESCRIPTION
1 - 2 Weeks	<p>PLAN</p> <p>Planning phase will last for 1-2 weeks in which we will discuss the project plan and lay down the process and path forward.</p>
15 Days	<p>IMPLEMENTATION</p> <p>Implementation phase will include placing orders for bandwidth and transmission equipments.</p>
1 - 1.5 Month(s)	<p>SETUP</p> <p>The setup phase will include setting up the network and configuration of the system & basic training.</p>
End of 1.5 months	<p>REPORT & DELIVERY</p> <p>From the start of project, the completion is expected within 1.5 months. By the end of 1.5 months, we will be providing a complete report and deliver the services in your area.</p>



PRICING PLAN

Basic / Premium / Advance

The Franchise Fees is divided into 3 different plans. Higher plans have their own advantages and benefits :

BASIC	PREMIUM	ADVANCE
This is the basic plan with least features	This is the premium plan with better features	This is the advanced plan with exclusive rights for the city
10 CPE Equipments Rs. 1750 Each <input checked="" type="checkbox"/>	20 CPE Equipments Rs. 1750 Each <input checked="" type="checkbox"/>	40 CPE Equipments Rs. 1750 Each <input checked="" type="checkbox"/>
Base Station Setup Installtion of Antennas + Tower <input checked="" type="checkbox"/>	Base Station Setup Installtion of Antennas + Tower <input checked="" type="checkbox"/>	Base Station Setup Installtion of Antennas + <input checked="" type="checkbox"/>
Training Training on hardware <input checked="" type="checkbox"/>	Training Training on hardware <input checked="" type="checkbox"/>	Training Training on hardware <input checked="" type="checkbox"/>
Server with user license Manageable upto 20 Mbps <input checked="" type="checkbox"/>	Server with user license Manageable upto 50 Mbps <input checked="" type="checkbox"/>	Server with user license Manageable upto 1 Gbps <input checked="" type="checkbox"/>
Discounted Bandwidth Internet Bandwidth Discount <input checked="" type="checkbox"/>	Discounted Bandwidth Internet Bandwidth Discount <input checked="" type="checkbox"/>	Discounted Bandwidth Internet Bandwidth Discount <input checked="" type="checkbox"/>
Rs. 3,50,000 INR	Rs. 4,50,000 INR	Rs. 7,50,000 INR

*NOTE: Only First 10 applicants from a state will receive discounted bandwidth pricing . Regular pricing is Rs. 2500/Mbps for upto 10 Mbps and Rs. 2250/Mbps for above 10 Mbps and upto 25 Mbps.

*Self Supporting tower will cost extra.

*Discounted bandwidth pricing will be Rs. 2000/Mbps for upto 10 Mbps and Rs. 1750/Mbps for above 10 Mbps and upto 25 Mbps. Please note that service tax will be charged on the bandwidth pricing.



ESTIMATED BUDGET

An estimated budget needed to complete the project

Estimated budget will totally depend on the plan chosen and additional services required by the Franchisee.

Please note that we do not charge any additional fees for the setup and everything is included in our plans.

The Franchisee will have to bear the travel and lodging cost of the technical team as they will visit their area and help setup the network.

Management has the right to change the cost/terms at any point in time as required.



ANY QUESTIONS ?

If you have got any questions, please feel free to contact us as per the below information :

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