

# Project Cauã

Jon “maddog” Hall  
President  
Project Cauã



# Dennis MacAlistair Ritchie (1941-2011)



Steve Jobs created a multi-billion dollar company....  
...dmr generated a multi-trillion dollar industry.

# History

- Started in 2007 – Jon “maddog” Hall, Linux International
  - Answer question: “How Do I make money with Free Software”
- Joined in 2010 – Douglas Conrad, OpenS Tecnologia

# Brazil

- 84 per cent of the people live in Urban areas (and more moving in)
- Often the Internet is not 500 miles away
- We can train and re-train people.



# How Has Support Changed?

- When I started in 1969
  - Everyone was trained
  - No packaged software
- A mainframe on everyone's desk
  - Support moved further and further away
  - Only two people now involved
- 3 Billion desktops, laptops, tablets

# Goals of Project Cauã

- Create *millions* of new, *private sector* high-tech jobs in Latin America (Brazil first), many millions more worldwide
- Make computers easier to use
- Create more environmentally friendly computing
- Decrease cellular wireless contention
- Create gratis WiFi bubble over urban areas
- Create low-cost or gratis Super Computing capability
- Using *sustainable*, private sector funding

# Structure

- Millions of “Project Cauã Entrepreneurs”
  - Each independent business person
  - Supplying good support to local customers
  - Income generated from monthly service charge
  - Income augmented by various additional jobs
- Project Cauã a non-profit educational organization
  - Gives education and upper-level support

# Various Proposals Formulated

- V1.0 – Servers and Thin Clients in high density areas
  - Tall residential and business buildings
  - Computing as a service
- V0.5 – Home media centers
- V0.1 – Raspberry Pi as media center/access to Internet



# Each Proposal Rejected

- V1.0
  - Too much capital needed
  - Too long a lead time for income generation
- V0.5
  - Too much capital needed
  - Service Level Agreement not desired for “appliance”
- V0.1
  - Not enough installed base for needed discounts

# VO.0

- Provide local, entry-level support for small businesses
- Short-term:
  - Part-time job for university students
  - Generate money for students to attend university
  - After university, full-time or sell off
- Long-term goals remain the same

# Why University Students?

- Students already have much of training needed to do the job
- Students often need money to continue with university
- Project Cauã better fits student's future career path than other “student jobs”
- Could also be part/full time job for single parents or physically challenged
- Many students already doing this, but informally (and illegally).

# What Types of Services?

- Install new hardware
- Install new software (OS, Drivers, Layered Products)
- Set up networking (wired or wireless)
- Remove viruses, SPAM
- Set up small server systems, web sites, etc.
- Re-cable office for greater efficiency
- Educate end users in how to use their system
- Provide end-user support

# Target Market For Entrepreneurs

Small to Medium business, emphasis on “small”

- 1- 10 people in office
- Can not afford full-time administrator
- Entrepreneur forms contract with business person for set amount of time per month
  - Estimate five-eight companies, three hours a week each
    - Local to home or school
    - Transportation time not included
  - Estimate 500 USD – 800 USD per month/entrepreneur
    - 200 USD per month per customer
- Entrepreneur can also take “walk-in” business

# Benefits To Small Business

- Computer hardware and software are kept up to date
  - Latest security and bug fixes
- Computers tend to work faster and better
- Business may save money on purchasing software and hardware
- Downtime of computer systems reduced
  - “Preventive medicine”
- Free and Open Source Software used whenever possible to meet needs of customer
- Local support that “comes to you”
- Better secondary backup than “skinny geek kid”



# Benefits To Community

- Allows greater number of good students to participate in university education
- Develops local high-tech jobs
  - Keeps support money in local environment
  - Helps to develop good local support infrastructure
- Allows Small Business to be more efficient in the use of their computers

# Training Required

- Minimal technical training to get started
  - Most computer students know these things already
  - Project Cauã would help guide entrepreneurs with upper-level tasks, or sub-contract
- Project Cauã would supply business management training needed

# Project Cauã: Non-profit Education

- Provide backup infrastructure and support to entrepreneurs
  - Bug tracking systems
  - CRM/ERP systems
  - Forums
  - Technical manuals
  - Documentation
- Develop new products and services

# Over Time

- More skills are learned by Entrepreneur
- Entrepreneurs will have new services and products to offer to their existing customers
  - Existing customers allow for quantity purchase of equipment and software
- Entrepreneurs build up a business that could be:
  - expanded to “full time”
  - sold to new university entrepreneurs

# Next Steps

- Update website
  - Business and Training materials
  - Forums
- Pilot in various cities – September to November
  - *A few* university students
  - Measure, change and rate
- Open it up to large numbers – Target February
- Translate all materials to Spanish

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*More to come.....*

# How To Find Project Cauã: [www.projectcaua.org](http://www.projectcaua.org)



# Questions?

