



Aalto University  
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Engineering

# ELEC-E7830 Value Network Design for Internet

Case Joikusoft

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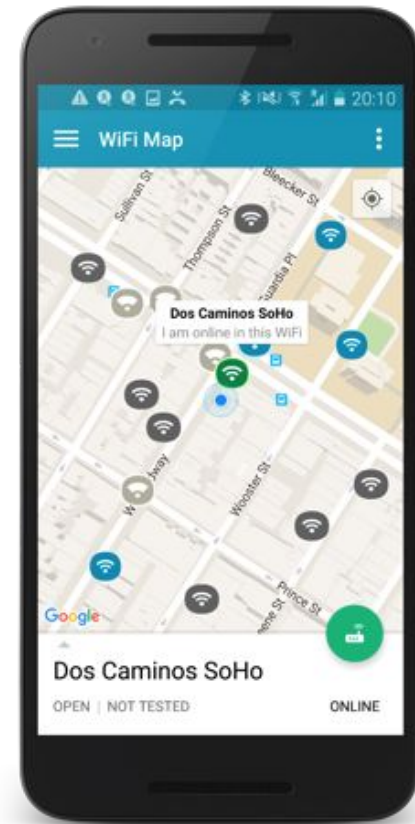
9.2.2016

# Case description



## JoikuSpot WiFi

- New Service for locating & sharing WiFi-networks
- Focus is on good quality connections & ease-of-use
- Joiku was first to introduce 3G + WLAN tethering to mobile users using Symbian platform

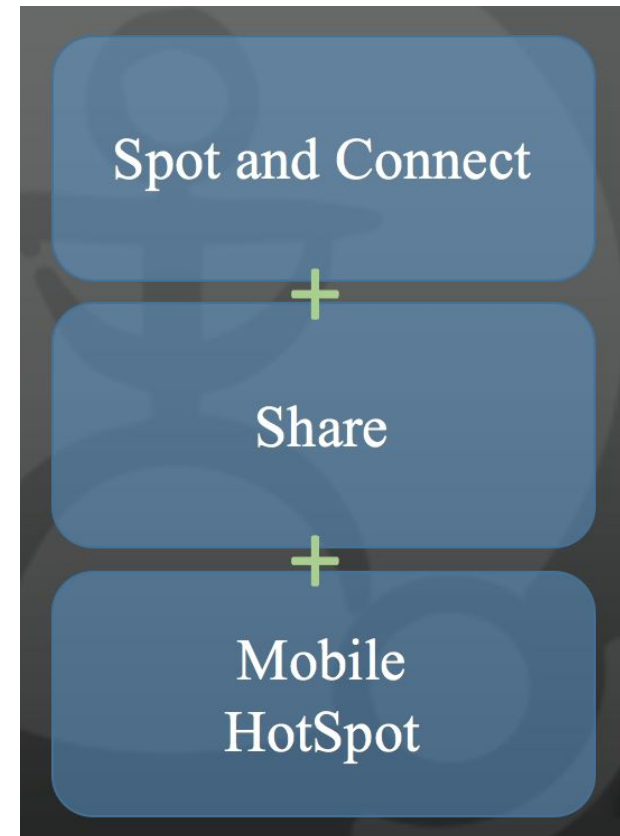
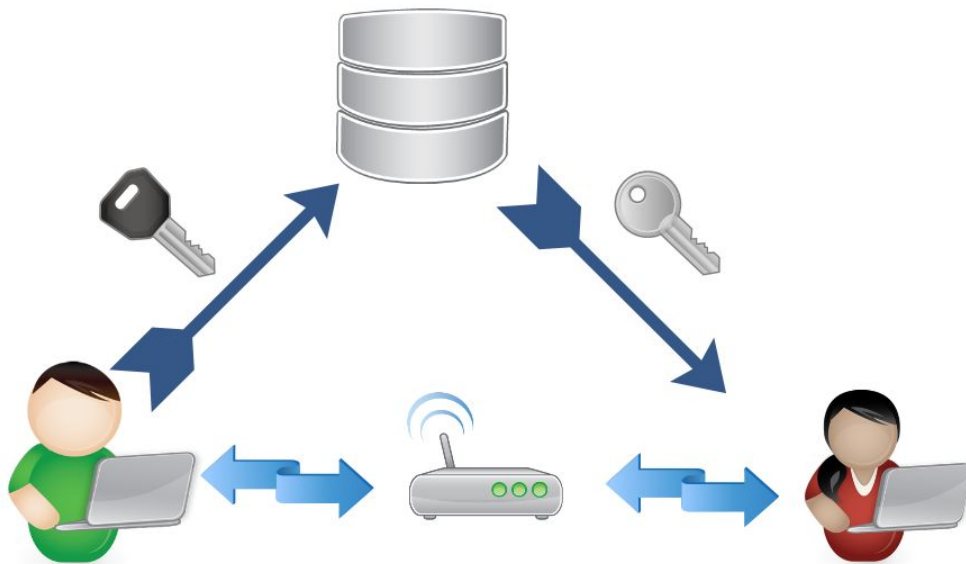


# What makes Joiku unique?

What users really want is  
**good WiFis** with **easy access**  
and **flexible ways to share**



# Technical architecture

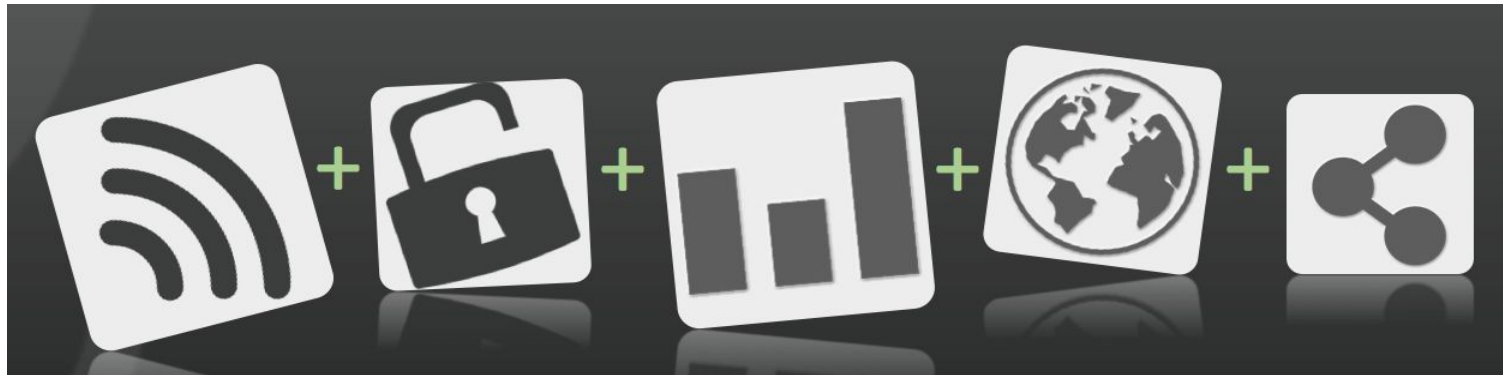


# Key Trends

- Data usage is still growing exponentially
- Resource limitations are growing problem (radio spectrum limits for mobile networks & WiFi congestion)
- Growing markets have problems to increase the network coverage fast enough
- WiFi is spreading fast and relatively cheap
- Younger users are more willing to share, “the culture of sharing”

# Key market uncertainties (1/2)

- How to differentiate the service?
  - Lots of competing apps in the market
- What will Google do?
  - They have huge database of WiFis already, why they haven't acted on this market?
- Future of WiFi-access?
  - 4G & 5G and other future technologies



# Key market uncertainties 2/2



- How will operators react?
  - Some operators are already blocking phone WiFi features
- What are the main generators for revenue?
  - Smart promotion & revenues from advertising
  - Wlan owners or users?
  - Operators?
  - Leveraging user & usage data?
- How to achieve critical mass of users? (ca. 1 million)
  - Collecting data of available WiFi networks is NOT a problem
  - How not to drive away users because of privacy concerns?

# Questions?

