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SHIKAMOTO

Communities catching fire with free wireless network



The story of Shika Moto

Media Monitoring Africa is a Non-Profit Organisation (NGO) that promotes human rights and democracy. We've been working towards a vision of a just and fair society since 1993 and believe in the development of media which is transparent, diverse, ethical and accountable. Our goal is to help build an informed and engaged citizenry.

Shika Moto is the result of many years of carefully planned design and development, created to give people access to information and inspire them to learn and grow. We believe that the internet is a tool which has the capacity for effective participation and democratisation in a way which hasn't been conceived of before. This makes it even more important that we all make an effort to ensure everyone is connected and that the internet stays a tool for democracy.

When Shika Moto met you...

Partner with Shika Moto to create connectivity in a community which means something to your business. With your help we can truly define what it means for the internet to become accessible, and we can play a role in inspiring generations of people to take their future into their own hands.

This is the power of community and connectivity. This is a stepping stone to an inclusive future. We have already had successful installations at XXX and XXX, among many others. It works. It's simple. It's exceptional.



SHIKAMOTO

Contact us to find out more about how you can team up with
Shika Moto to create something extraordinary:

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Only 10% of South African households have access to the internet at home. In rural areas only 17.8% of people use their mobile devices to go online.

When you consider how important the internet has become to people who want to learn, find jobs, build careers, gain access to healthcare and communicate with friends and family, these statistics are devastating. There are millions of people who have never been online. Millions who rarely get to experience these benefits, if at all.

Shika Moto is here to change these statistics and your organisation can be a part of this brilliant adventure. With your help we will bring connectivity to the non-connected communities, in a way that is cheap, community driven and sustainable.

Partner with us to create a gateway to connectivity for communities close to your business and corporate social responsibility strategy.



The Shika Moto way

Shika Moto holds at its heart the principle of freedom. The freedom to learn, to grow and to change. Access to the internet is one of the most important tools for building a pathway to these freedoms. With your help, we can create community wireless projects which deliver internet services on a local network to people who either don't have great internet access or who haven't had access before.

Shika Moto is:



- A low cost solution to a problem that has a high personal cost
- Easy to install and maintain in, and by, the community
- The perfect gateway to building a community
- An impressively simple and effective tool which benefits corporate social responsibility programmes

Your business can create a community network which carries your branding and content. Speak to the people who need to hear your message while giving them the power to build their future.

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The Shika Moto network

Shika Moto's free wireless network is developed using a master node with a number of base nodes. The master node is installed at a central point with each additional base node spiralling outward in a circle to create a network 3-5km in diameter. The nodes are hosted at the homes of volunteers and are water and weather-proof so they can provide the best possible signal.

Unshaped, uncapped and unfettered.

The network provides free internet-like services on a local network and comes with a community page, a chat feature called ShikaJabber, Shika Share. Shika Share is a data sharing option which empowers entrepreneurs and skills development. The level of access to the internet is determined by the administrator who can either be a community leader or a representative from your organisation. Access to the internet as a whole is restricted (unless Shika Share is being used) due to bandwidth constraints, but specific sites and locations can be pre-set from the start.

The chatter of ShikaJabber

Think WhatsApp. Think free chat, picture and file sharing. Think communication and collaboration. This is what ShikaJabber hands to your community. People in the network can chat freely with anyone on their contacts list, at any time.

ShikaJabber is tuned to a specific network so only people inside the radius can talk to one another. It allows them to stay in touch and share information while on the move.

The community of Shika Moto

Part of the Shika Moto offering is the community website which gives users access to advice, a Community Message Board and important contact information. Your organisation can add its own branding and/or messaging or locally-based apps on the Community Message Board, using it as a platform to communicate directly with the community. Or you can allow your community to create their own identity within the site design. It's up to you.



- The Community Message Board – free advertisements to promote skills, look for work, hire people or announce new businesses. Anyone in the community can post to the board for free.
- User Guide – a clear and concise guide to help people navigate their way around Shika Moto.
- Helpful Hints – designed to help users download important files and contact the relevant people.

The access of Shika Share

Shika Share allows for those who host nodes at their site to buy and sell data to the community. They can purchase a dongle and data and then sell it off in packets, each size pre-determined in price and megabytes by the Shika Moto system. Thanks to Shika Share people can log in and gain access to any part of the internet they choose – their only limitations are the megabytes they've bought and how long these last.

Shika Share gives people within the community the opportunity to create small, thriving businesses around the Shika Moto network. It empowers people, equipping them with valuable entrepreneurial skills while driving internet access to the next level.

The potential of Shika Moto

Imagine creating a community which can buy and sell services for free? Which can talk openly with people? Which can share skills and empower lives? This is the potential and the power of Shika Moto.

With this tool you can:



- Create a community in days
- Build a user base and a brand
- Empower the lives of others
- Connect disconnected communities

The simplicity of Shika Moto

One thing everyone needs more of in this life is simplicity. Shika Moto is a simple and cost-effective solution to a number of complex challenges. It is easy for any business to get involved and create a community which builds skills and encourages entrepreneurial spirit.

The user will find the system simple to navigate thanks to the support and advice on the site. The administrator is provided with troubleshooting guides and support from the Shika Moto team when needed so admin is easy. Your business is given complete support from the start to ensure that your connected community stays that way.

One investment from one business creates an empowered community of hundreds.

